



## Positive Media Breakthrough: A Conversation with Oasis TV CEO, Robert Schnitzer

by Sydney L. Murray



With so much information available at our fingertips, the choice of what we feed into our minds goes beyond a trivial occupation of time. It's really a matter of choosing our realities.

Oasis TV, the world's leading holistic and personal growth network, offers breakthrough body-mind-spirit programming to millions of viewers all over the world. With an online library of 500 hours of original shows on love and relationships, spirituality, holistic health and green living, Oasis TV is inspiring millions to create the life they truly want.

The independent network provider is expanding its on-demand service currently available 24/7 on cable television in Los Angeles to 50 cities across the United States. Recently I had the chance to speak with Robert Schnitzer, CEO of Oasis TV, about this media breakthrough that invites us all to unite to create a better world.

**Vision Magazine:** What was your impetus to create Oasis TV?

**Robert Schnitzer:** The impetus was the viability to merge my passion for metaphysics, spirituality and world peace. After spending many decades making and marketing independent feature films, I decided to set what the next chapter in my life was going to be by combining my personal bliss with my professional experience. It was time to shift the rudder on the river of life and see where it would take me. Soon I realized that Oasis TV would have a shot, given my experience and the need for it in the media.

**VM:** When did you start Oasis TV?

**RS:** I started in '96 with the concept. In '97, we went on satellite TV for six months, but the market for digital cable was in its infancy. So when streaming video online came along, we decided to shift gears and put all our energy behind that. Then in 2006, we returned full circle to television in the form of cable with free video on-demand in Los Angeles in 1.3 million homes. Now we're expanding to approximately six million more homes in 50 cities including San Diego, Santa Barbara and many more along the west coast.

**VM:** Tell me about some of the everyday heroes you've run into throughout the years in your Oasis TV ventures.

**RS:** It's such a thrill to be one-on-one with Neale Donald Walsch, James Redfield, Marianne Williamson—people who are putting out a lot of light in these dark times. More and more, I see people who, as Marianne Williamson says, get off the yoga mat once in awhile and become an activist for what they're passionate about. What it's going to take to make a difference is everyone in their own way doing what they do best—and doing it with loving kindness and sincere service to all stakeholders. It's going beyond the old paradigm of our shareholders, advertisers, and customers to the new paradigm of the local community and the planet.

**VM:** What is some of the new programming that you're excited about?

**RS:** We have "Suzuki Speaks" with David Suzuki, a physicist and cosmologist. This is an incredible television special about Suzuki's teachings in the most entertaining way using new animation technology. Another one that's really interesting is



a brand new program called "The Secret Code" with Norm Shealy, the president of the American Holistic Association who just produced an incredible documentary called, *Medical Renaissance: The Secret Code*.

We also have a series called "Spirituality in the Arts" and the first episode is David Carradine's last public presentation in which he opens up and reveals his demons and his angels. That's a beautiful piece and will run nationwide February 15.

We have a broad range of programming that includes yoga (our studies showed that people really benefit by having a 24/7 yoga class available on-demand right in their living rooms).

We are humbly honored to be part of the community and I want everyone to know that it's not a closed system; our doors open for potential contributors, programming and participation.

**VM:** What does 2010 hold for you and Oasis TV?

**RS:** In January, we'll be launching our linear channel. In February or March, we'll be on mobile with iPhone and BlackBerry. It'll be at everyone's fingertips for free, even if it's a two-minute burst of inspiration while stuck in traffic. We're looking forward to expanding into more markets within the United States and we're in development with international deals as well. Also, we're in



the process of establishing a studio in our world headquarters and we'll be doing a lot of shooting at this location.

Another goal is to expose alternative ideas to the younger generation. Unlike their parents and grandparents, they are under what I would call electronic assault. They can't look anywhere without a colored plasma screen, cell phone, or computer. If we can inject into that the value of treating others as we would like to be treated and appreciating people for their diversity—the stuff that's subtly omitted or censored from the media, then they can get a little exposure and make a difference.

**VM:** How do you feel about the future? Do you have hope for our world?

**RS:** I would have to say that I am an optimist. Ultimately, I hold a vision of a much healthier, happier, and more peaceful world. I believe that these gyrations we're going through will be painful on so many levels—financial, economic, political and personal. Yet there's a step beyond which is that mankind will emerge into a much more free world. I think that beginning in 2013 or 2014, we're going to start to see the fruits of the efforts of the unsung everyday heroes working in their own fields to make a difference, whether it's as a writer, a baker, a retailer, a lawyer or a healer. Community is more important now than ever. None of us are alone in this and through the printed media, the electronic media, and the Internet, those tools can be put to good use to bring it all back home. That's what Oasis TV is trying to do: to make a little bit of a difference and realize our mission to help create a happier, healthier and more peaceful planet.

To check out Oasis TV's cutting edge alternative programming airing 24/7 visit [oasistv.com](http://oasistv.com).