



Community Television of Santa Cruz County
816 Pacific Avenue, Santa Cruz, CA 95060
831.425.8848

❖ www.communitytv.org ❖ facebook.com/CTVsantacruzcounty
❖ twitter.com/CTVsantacruz ❖ youtube.com/user/CTVsantacruz

How Community TV Supports Local Non-Profits

Community Television is a non-profit PEG (public, education and government access) station that provides locally-produced cable programming that connects local people to local resources and information through live and taped coverage of local government meetings, community events, education, entertainment and news.

CTV works with Non-Profits to tell their story, expand their reach, and simply get the word out to members, funders and the public. CTV has a variety of video products that will meet almost any need your organization might have. You don't have to be a member of CTV to use our production services, but Non-Profit Membership gives you special services and discounts.

Non-Profit Organization Membership is \$150 a year and membership benefits includes:

- Two *Non-profit Organization Producer* memberships with eligibility to take classes and use the facilities and equipment of Community Television, plus one vote in CTV member elections.
- \$20 per each additional *Non-profit Organization Producer* membership (memberships will be prorated to coincide with the non-profit organization's renewal date)
- CTV Non-Profit Organization Orientation and special seminars during the year
- One staff-supported Studio PSA
- 10% discount on CTV production services and classes
- Custom Community Calendar slide on CTV's Channels
- Link to non-profit's website on the CTV website

Ways To Get Your Word Out With CTV

CTV Community Calendar

CTV can televise an announcement of your services or an event. Your organization can send an email or text submission that will run on the community calendar on the three countywide television channels of Community Television. Be sure to send it well in advance of your event. You can also create your own slide for your event and send it to us. Please send your submissions and any questions to calendar@communitytv.org.

Download this document for more information and tips:

http://communitytv.org/files/Community_Calendar_Submissions.pdf

Public Service Announcement on CTV's PSA Day

On the 4th Monday of each month, Community Television hosts a PSA day, when you or someone else from your organization can sign up in advance to visit the station and record one or more Public Service Announcements (30-60 seconds) for your organization or their upcoming event. We recommend planning a PSA day two months before beginning the promotion of your event. The cost is \$25 for non-members. For more information contact:

Producer: Joyce Anderson

E-mail: joyceproductions@aol.com 831 454-0715

or

CTV Executive Director: Mary Ann Thyken

E-mail: m.thyken@communitytv.org 831 425-8848 x 28

□ CTV Studio Productions

Community Television produces public affairs and community news programs in our studio on Pacific Avenue, such as Latinos Al Dia and Community Express. If your organization's event, issue or mission is relevant to our programming please contact us about being a guest on those shows.

Community Television also produces fully-staffed studio events for organizations for \$650 per hour of televised content. Please contact Kathy D'Angelo at kathy@communitytv.org or call 425.8848, ext. 21, if you are interested in studio productions or station-produced programs.

NOTE: Because Community Television is a public-access station many of our televised programs are produced by independent producers who are not staff at Community Television. To reach these producers, please visit our web site to contact them directly about opportunities to be a guest on their shows.

□ CTV Created Mini-Documentaries for Non-Profits

We can create a five-to-ten minute mini-documentary to communicate your organization's mission, services, and critical importance in a succinct video for donors, board members, the media, funders, or government agencies that can be distributed via your web site or DVD.

Basic Package - \$1,000

Includes

- 2 hours of meeting time (includes pre-production and first draft review)
- 3 – 4 hours on-site camera production shoot (1 location – 1 to 4 interviews*)
- Approximately 10 hours of editing time
- 3 DVD copies of the completed product
- Cablecast of the program on Community Television 25 times over a three-to-six month period.
- An mpeg 2 file for easy Internet upload.

Additional locations and interviews

- + \$100 per additional location
- + \$50 per interview (15-30 minutes each)

□ CTV Event Coverage

We can cover you awards ceremony, lecture or presentation. For events captured live-to-tape in the field (non-studio), our rate is \$250 for a one camera shoot and \$450 for a two-camera shoot up to two hours.

□ DIY: Do It Yourself

You and/or other members of your local non-profit organization can attend an orientation here at Community Television, become a member and take whatever classes you will need to create your own Public Service Announcement (PSA) or produce your own television show! Your Non-Profit Membership is the starting point for your training as a producer with classes in studio and field production. Contact CTV for more information.

Any Santa Cruz County resident can submit a ready-to-air DVD to Community Television without being a member or using the production facilities at Community Television of Santa Cruz County. Please review technical requirements on our web site for submissions.

Non-profits with no or limited funds or those who are under-represented should contact us directly to apply for our low-cost and free scholarships available annually on a case-by-case basis at the discretion of the Executive Director. Please visit the web site for a Request for Video Coverage form and submit it to Community Television.