



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.

These programs air on three local television channels categorized as education/arts, government and free speech/public access channels throughout the county on Comcast (25, 26, 27) and Charter (71, 72, 73). Channels 27 and 73 are designated as “free speech” public access channels, while channels 25, 26, 72, and 73 feature the curated content of education, government and community events or public affairs. Many CTSCC shows can now be viewed online at <http://www.communitytv.org>.

A low-cost annual membership offers any county resident or non-profit organization access to the resources of Community Television. Members can take classes in video production, digital video camera use in studio or field, lighting, interview techniques, Final Cut Pro and iMovie. Certified members can check out equipment and reserve the editing and studio facilities at Community Television or sign up to create their own television show to be aired on the free speech/public access channels 27 and 73.

Ways to Use the Resources of Community Television of Santa Cruz County:

Community Calendar

Community TV 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 county wide television channels of Community Television, as staff time permits. You can also create your own graphical slide for your event and send that graphic to us. Please send any submissions or questions to calendar@communitytv.org. Visit this site for more information, dimensions for your slide and tips: http://communitytv.org/files/Community_Calendar_Submissions.pdf

Public Service Announcement on PSA Day

Public Service Announcements (PSAs)

Community Television hosts a monthly 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’s upcoming event. Bilingual is encouraged. We recommend planning a PSA day two months before beginning the promotion of your event. If you provide unformatted text two business days in advance, it can be read via the Teleprompter. Please contact **Helen Giffrow** at 831.425.8848, ext. 32, or by email at Helen@communitytv.org to participate.

❑ **Community Television Studio Productions**

Community Television produces several public affairs and community news programs in our studio on Pacific Avenue, such as Latinos Al Dia, Community Express, Epicenter and What's Happening in Education. If your organization's event, issue or mission is relevant to our programming on these productions please contact us about being a guest on the show. 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.

❑ **Mini-Documentary Program for Non-Profits**

Final product will be a five-to-ten minute mini-documentary to communicate your organization's mission, services, and critical importance in a succinct video for donors, potential board members, the media, patrons, government agencies, volunteers or foundations via your web site or DVD.

BASIC PACKAGE - \$1,000

Includes

- 1 - 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
- Program will show on Community Television 25 times over a three-to-six month period.
- An mpeg 2 file will be ready-made for easy Internet upload.

Each interview should last approximately 15 - 30 minutes

Additional locations and interviews (travel time, gas, media, importing additional editing)

+ \$100 per additional location

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

Event footage:

For events captured live-to-tape in the field (non-studio), Community Television asks \$225 per one camera shoot and \$450 for a two-camera shoot up to two hours.

Additional Editing

Any requests for additional editing after client has signed off on the project will be subject to a charge of \$50 per hour.

Client will provide an electronic file (email or burned to CD) of any graphics, logos, PowerPoint slides, maps, photos (highest quality possible) and text files of information (names, titles, phone numbers, websites, etc.) of anything that will appear in the final video.

Community Television Community Event Productions

Non-profits are eligible to receive additional services from Community Television at an affordable production rate. For events captured live-to-tape in the field (non-studio), Community Television asks \$225 per one camera shoot and \$450 for a two-camera shoot up to two hours.

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 Coverage* form and submit it to Community Television.

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!

NOTE: 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.