Community access television facts

- There are over 1,000 organizations providing community media access services.
- Thousands of community groups and over one million individuals produce more than 20,000 hours of new local programming each week -- more than all programs produced by NBC, CBS, ABC, Fox and PBS combined.
- An estimated 15 percent of American communities are currently served by community media access services.
- There are 45 stations in California, 2 in Arizona (Phoenix, Tucson), and one in Reno, Nevada.

Ways to use community access television

- Appear on other programs
- Videotape your events
- Get copyright clearance to broadcast existing videos
- Produce your own programs!

General marketing tips

- Public relations is about improving the public image of your institution. Marketing is about increasing demand for your product.
- If nobody in your organization has marketing and media skills, you will need to acquire them or hire someone who does. I highly recommend hiring a consultant that already knows your local media outlets and can help you connect with them; once that initial contact has been made, you must continue the relationship. Good marketing is about relationships; cultivate them!
- Create a marketing plan. This is more than a list of what fliers and ads you think you should do – it should correlate with your strategic goals and analyze your target markets. Again, this a good use for a consultant.
- Think outside the box; try different media; don’t fall into habits/routines – you should never do something just because it’s “what we’ve always done!” Niche marketing is more important than mass marketing. Know your local populations, and target subgroups with media and messages that appeal to them.
- Special events are a great “hook” for media attention – an ongoing program isn’t newsworthy after its launched, but an event can draw coverage if you do it right!
Websites & Contact Information

Redwood Health Library
Eris Weaver, MLIS
314 Western Avenue, Petaluma, CA 94952
707-778-9114  erisw@phcd.org
http://www.phcd.org/rdwdlib.html

Petaluma Community Access Television
http://www.accesspetaluma.org

Alliance for Community Media
http://www.alliancecm.org/
Western States Regional Chair: Laurie Cirivello (707) 569-8785 or
lcirivello@communitymedia.org

Alphabetical list of community access stations by state:
http://www.world.std.com/~rghm/alpha.htm