

Expand your business by reaching out with Community Impressions.

The Peoples Channel 8/DURHAM COMMUNITY MEDIA 18

is Chapel Hill and Durham's Non-Profit Community Media Center and Public Access Television Station. Reaching approximately 30,000 households in Chapel Hill for over ten years and more recently, 70,000 homes in Durham, TPC 8/DCM 18 are true local television stations; media created by your friends and neighbors in Chapel Hill, Durham and the surrounding areas.

Community Impressions is TPC 8/DCM 18's attempt to support the local business community and gain their support in turn, all while supporting our mission.

Looking for a sound & secure tax-deductible way to promote your business? We've got the answer!

Part of The Peoples Channel/Durham Community Media's goal is to make the media accessible to everyone, and that includes the businesses that choose to partner with TPC 8/DCM 18 using **Community Impressions**. TPC 8/DCM 18 feel that affordable underwriting is a great way to give local businesses a way to raise awareness, on a local level, of their own mission and goals. TPC 8/DCM 18 have put together two simple and cost effective options for underwriting. Businesses can choose to support either TPC 8, DCM 18, or both. **Our Run of Station** package allows for TPC 8/DCM 18 to place your spot in rotation throughout the entire broadcast day, and it's the best priced option. For those wanting to reach a more targeted audience, supporting award-winning **Democracy Now!**, TPC 8/DCM 18's most popular program, is a great way to raise your business' profile. Democracy Now! is a national independent news program hosted by journalists Amy Goodman and Juan Gonzalez. Pioneering the largest public media collaboration in the U.S., Democracy Now! is broadcast on NPR, public access television, PBS, and satellite television. For many community members, this is the news program to watch. Underwriting this program gives businesses two spots a day on TPC 8 and one spot a day on DCM 18, five days a week.

Community Impressions is designed help raise awareness of local businesses while supporting a good cause: media training, education & access for all.

Our Mission:

"For a democratic society to function properly, citizens must participate in their government, be educated to think critically & be able to freely communicate their ideas. The Peoples Channel's mission is to advance democratic ideals by ensuring that people have access to electronic media & by promoting effective communication through community uses of media. Through this mission, we aim to provide the means & promote the opportunity for area citizens to exercise free speech through media production, education & distribution of cable television programming."

TPC 8/DCM 18 is a 501(c)3 non-profit organization whose mission is to promote localism, diversity, and free speech. Through this mission, it provides equipment and channel time to anyone in the Chapel Hill-Durham community to speak freely.

TPC/DCM are the guardians of this local electronic green space and because we believe in the support and growth of our community, the organization wants to extend this resource to businesses who believe a bustling local economy is integral to the health of our communities.

It's a fact that viewers react positively when they see that a business supports community media and public access TV, and they're more likely to patronize those businesses. It is also a fact that you simply will not get this kind of exposure on any other television outlet.

Do you want to reach students? Do you want to attract civic minded individuals? Have you been looking for a way to communicate with the faith based community? Do you want to target seniors? We've got them!

We are reaching out to local businesses wishing to reach a truly local audience, while at the same time building a healthier community.

Run of Station Package:

Full Screen Spot, including business logo, contact information, and slogan both seen and heard.

Run of Station Spots are shown at least three times a day.

	1 channel	2 channels
¼ year	\$250	\$500
½ year	\$500	\$750
1 year	\$1,000	\$1,500

Democracy Now Package:

Full Screen Spot, including business logo, contact information & slogan, shown during our most watched program.

Democracy Now! Spots run twice a day on TPC 8 and once a day on DCM 18, five days a week.

	1 channel	2 channels
¼ year	\$375	\$750
½ year	\$750	\$1,250
1 year	\$1,500	\$2,500

Pricing effective January 2010.

www.ThePeoplesChannel.org

Still have questions about Underwriting?

What is The Peoples Channel 8 & Durham Community Media 18?

For over 10 years, The Peoples Channel 8 (TPC) has provided Chapel Hill area residents, organizations, agencies and institutions with media training, equipment, production and related services on a first-come, first-served, First Amendment basis. TPC 8 recently filled the need in the Durham Community by becoming the area provider of public access media with Durham Community Media 18 (DCM) in May of 2009.

Why Public Access/Community Media?

Public Access Television allows people to make their voices heard amid the all-pervasiveness of commercial media. Allowing free access to the equipment needed to make television programs, and offering classes on how to use editing and studio facilities to the utmost, TPC 8 and DCM 18 has been helping triangle citizens make their own media for years. Cameras, editing suites, and studio space is available for anyone to use; and through this vital, hands-on approach, TPC 8 and DCM 18 helps put the airwaves back into the hands of those to whom they belong: The People. Community Media Centers not only provide "hyper local" TV content, but also promote economic development through technology and media literacy training.

What is an Underwriter?

Underwriting is when a business or individual donates a product, service, or funding to assist TPC/DCM in fulfilling its mission and in return, it gives thanks on its channels. According to the Federal Communications Commission (FCC) Underwriting Guidelines, an underwriting "spot" is (a) no longer than 15 seconds; (b) includes no calls to action (i.e.. "Come on down & BUY our products!" or "Call Now!"); (c) includes no comparative language (i.e. "We're better than that other pizza place!" or "Best margaritas in town!") Underwriting spots must be placed at the beginning or end of a show versus in the middle to avoid giving the program a "commercial" look.

Who watches TPC 8 & DCM 18?

TPC 8 and DCM 18 are watched by students, seniors and everyone in between. TPC8 is viewed in 30,000 homes in Chapel Hill, Orange County, Pittsboro and portions of Durham and Chatham counties. In Durham County, DCM18's viewership is near 70,000 homes, and that includes university students as well. Bottom line: The Peoples Channel 8 and Durham Community Media 18 are viewed by the folks in your own community!

Why is supporting TPC 8 & DCM 18 good for my business?

Supporting The Peoples Channel 8 and Durham Community Media 18 is a good decision for your business. TPC 8 and DCM 18 is a 501(c)3 non-profit organization, so any contribution made will not only make your support known for public access media, but it's tax deductible as well! Viewer base is a ready-made group of people that your business wants to approach; students, seniors, church goers and civic minded individuals in your own backyard. With some of the most competitive rates around, supporting TPC 8 and DCM 18 is a cost-effective way to reach the community members you want!

What sort of programming will I find on TPC 8 & DCM 18?

The organization is proud to offer the most diverse line-up on cable television, brought to the viewers by members of the community. From faith based content to programs about cooking, art and area nightlife, TPC 8 and DCM 18 opens television for content made by the people, for the people. Where else will you find alternative news resources like **Democracy Now!** side by side with **Independent Voices**, **Army Newswatch** and **Global Report**? Nowhere but on TPC 8 and DCM 18!

Can I support specific programming on TPC 8 & DCM 18?

At this time TPC 8 and DCM 18 have two packages available, The Run of Station Package, and Democracy Now!. Run of Station (ROS) is available for a very competitive price, and TPC 8 and DCM 18 makes it easy for you by choosing the times your underwriting message will run, no less than 3 times per day, seven days a week on. You can also choose to support Democracy Now!, the most watched program, which shows your support for alternative news and opinions, twice a day on TPC 8 or once a day DCM 18, 5 days a week. You underwrite either TPC 8, DCM 18 or both if you like. Just ask about a specific station, or about supporting both stations when you call 919-960-0088 & ask for Chad Johnston, or email Chad at johnston@thepeopleschannel.org.

What information will I need to provide to support TPC 8 & DCM 18?

All you need to provide is your business' logo, color scheme and typeface and the design staff put together a proposal for you to approve. The staff do all the design work for you, or you can provide them with a design you like and they can work with that, too. It's that simple!

