

Promoting Your Business with Television

There is no more effective advertising than television but the price of advertising with KSBY or Charter Cable can be daunting – here are some affordable yet effective alternatives!

Lease Access – Commercial - Countywide cable airing on Charter channel 178

Producing a program for lease access has few limits other than basic decency and your boundaries for good taste! Blatant commercialism is just fine but the more entertaining and informative your program is the better you will hold the attention of your viewers. A half hour program on Charter's countywide expanded cable airs for \$50 per showing (you choose the time slots) in addition to production costs. New episodes are usually produced once a month - production costs may vary according to preferences

Public Access – Community Television - Channel 2 on Charter cable - Countywide, non-commercial

FREE – that's nice! Non-commercial television offers an opportunity to demonstrate your expertise with informative content about what you do and how to do it well. Establishing you as a sharing, helpful, knowledgeable person in your field, it is a great way to improve your recognition factor countywide. Viewers find the passion you show for your profession inspiring and memorable – after all, you're their neighbor! There are 3 levels of participation in Public TV –

1. Sponsorship of an existing program – Contact the producer of a program you wish to sponsor and negotiate to have your company's name mentioned as a contributing sponsor
2. Debut Showcase video – Submit a video compliant with the FCC rules for public access and it will be aired 4 times in a week. You may submit another whenever you wish. Flying Colours Media produces 10 minute Debut Showcase videos for \$225 providing an hour of local camera availability, basic editing, and submission to Charter plus YouTube! Double value...
3. A regularly scheduled program airing 3 times a week - 1 morning, 1 afternoon, 1 evening airing with a new episode each month. A basic half hour episode can cost as little as \$350 to produce and an hour program as little as \$500 – more complex production by quote. Episodes can be made available on demand from your website and you can advertise that in the episode!

Contact producer Leslie Carol for free consultation on how your business might use leased access or public television to raise its community awareness profile

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