

HOW TO ACCESS HCCTV

Studios and offices: 3100 Main Street @ Elgin
(HCC Administration Building, Midtown)
Basement level
713-718-6300



ABOUT HCCTV

- HCCTV is small but powerful. It reaches more than 700,000 basic cable television subscribers daily in Houston's city limits and beyond.
- HCCTV is found on Comcast Channel 19, TV Max Channel 97, Phonoscope Channel 77 and Cebridge Channel 20.
- HCCTV is available 24 hours a day via Internet streaming at www.hccs.edu > district > communications > communications department information > HCCTV > HCC-TV stream 1 or stream 2.
- HCCTV began in 1994 and has a professional full-time staff of seven and a contracted staff of five. HCCTV has a large studio, five edit suites, and a fully operational digital master control system.

OUTLET FOR NEWS AND ISSUES:



Dialogue Houston with Larry Payne

This weekly, 30-minute show covers issues in the greater Houston area. Not a platform for selling or product promotion, *Dialogue Houston* seeks conversation with those who are striving to make a difference in their communities and have community impact. For bookings or more information, please call Willie Bryant, HCCTV associate producer, at 713-718-6273.

OUTLET FOR COMMUNITY EVENTS AND HAPPENINGS:



HCCTV Bulletin Board

A compilation of events in and around Houston. This is a video "events calendar." It's designed as a full-screen graphic with general information and a phone number. It runs several times a day, seven days a week. Items change weekly. Send your news release and/or photo to Willie Bryant, 713-718-6273.

NEW PROGRAMMING: GOT A SHOW IDEA? BRING A SPONSOR!

HCCTV welcomes ideas for new, sponsored shows. The show must be either educational, informational or entertaining. Sponsorships range from \$500 to \$1,750 per episode. Sponsors cannot issue a "call to action" i.e. sell merchandise directly. They can have an "image ad" with phone number and website information included. Can your show fit into what is offered on a PBS station? Call Debra McGaughey, HCCTV General Manager, at 713-718-6338, to discuss.

GENERAL HCCTV SUPPORTER / SPONSOR

HCCTV invites all businesses, non-profit groups and institutions to build their image and brand with HCCTV through show sponsorship or a "spot promo" to air during, and in between, station programming. (See rate and sponsorship sheet for details).