



ROGUE VALLEY COMMUNITY TELEVISION YOUR COMMUNITY, YOUR MEDIA, YOUR MESSAGE

Times are changing, and so is your local community access television operation. Rogue Valley Community Television's quarter-century commitment to community service and authentic television continues as always, but we've got exciting new programming, new ways to engage our audience members, and new opportunities to support learning opportunities for students at Southern Oregon University.

Starting in 2014, we invite local businesses and other organizations to get on board for our ongoing reinvention of public media in the 21st century. RVTV's underwriting packages bring commercial and non-profit organizations important local reach in the Rogue Valley, with flexible and affordable options for content-specific, time-specific and channel-specific visibility.

Interested in locally inspired cooking and dining? We've got *Kitchen Wisdom*, featuring master food processor and gardener Michele Pryce and a bounty of practical and affordable recipes for the local community. How about music and the arts? Our partnership with the performing arts department at SOU is bringing exciting new live performances to local television. Wishing for more long-form conversations and reportage regarding the local political scene? Look for *Rogue Valley IMPACT*, our new local interview and public insights program.

And it doesn't stop there: sports, news, entertainment, student showcases, global news feeds and more are all part of the incredibly diverse mix of programming now available on RVTV's cable channels, and also wired up for 24/7 online access and social media engagement by our audiences.

Global brands have had tremendous success underwriting public media for decades. Now RVTV brings local organizations new opportunities to grow their audience, reinforce their message, and support the important public, governmental and educational missions of your locally crafted public media outlets.

ABOUT RVTV

Founded in 1989, Rogue Valley Community Television (RVTV) is a partnership between Southern Oregon University, Jackson County and the cities of Ashland, Medford and Grants Pass. RVTV serves the public information needs of Southern Oregon by broadcasting a wide array of public meetings and other government content, providing citizens with access to training and resources with which they can produce and broadcast their own programming, and broadcasting other educational and non-profit content for the good of the community. RVTV broadcasts in Southern Oregon on Charter and AshlandTV local cable channels 9, 14, 15 and 21, and also streams live on the Internet at <http://roguetv.peg.tv>.



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CRAFTING YOUR UNDERWRITING MESSAGE

The primary option for placing an underwriting message on any of RVTV's channels is a 15-second video. Messages appear during scheduled station breaks every hour. Unless otherwise requested by underwriters, placements typically appear during RVTV's prime viewing hours of 4-11pm weekdays, plus additional weekend hours from 10am-4pm on Saturday and Sunday. RVTV's placements are available to support the branding needs of businesses and non-profit organizations, but placements may not make commercial calls-to-action. RVTV staff support is available to help underwriters craft effective and appropriate messages for placement on our channels.

Underwriting Options	Rates
<p>Rogue Valley Focus Underwriting placements appear on RVTV Channel 9 during local cable broadcasts via Charter and Ashland TV, and are streamed via our online video player. Each message runs on the hour during breaks in our premiere locally produced government and public service programs, including <i>Immense Possibilities</i>, <i>The Jeffersonian</i>, <i>Rogue Valley IMPACT</i>, and more.</p>	
<p>Public Access Focus Underwriting placements appear on RVTV Channel 15 during local cable broadcasts via Charter and Ashland TV, and are streamed via our online video player. Channel 15 features programs created by local producers, plus other premium news and cultural programming from around the globe. Underwriters can target any of RVTV's topical programming blocks, including <i>Faith & Spirituality</i>, <i>Wellbeing & Lifestyle</i>, <i>Education</i>, <i>Music</i>, <i>Arts & Culture</i>, <i>News & Politics</i>, <i>Entertainment</i>, <i>RVTV For Kids</i>, and <i>Rogue Valle En Español</i>.</p>	<p>Monthly Commitment 20 placements/\$100</p> <p>Quarterly Commitment 100 placements/\$400</p> <p>Semi-Annual Commitment 200 placements/\$600</p>
<p>Grants Pass Focus Underwriting placements appear on RVTV Channel 21 via Charter Cable in Josephine County, and are streamed via our online video player. Channel 21 includes all of our Grants Pass-specific government programming, plus a selected mix of premium public and educational programming directed at Grants Pass audiences.</p>	
<p>Program Underwriting Many RVTV programs are available for enhanced underwriting support. Please inquire for more information about associating your message with premiere community programming such as <i>Kitchen Wisdom</i>, <i>Rogue Valley IMPACT</i>, <i>Immense Possibilities</i> and <i>The Jeffersonian</i>.</p>	<p>Call for staff consultation</p>