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Building a New TCTV 2

Traverse City, Michigan- June 16, 2008 - The public is invited to express their opinions at an open meeting **Wednesday, June 25th, at 7:00 p.m.**, at the Traverse Area District Library, hosted by the *Citizen's Advisory Committee* of the **Northwest Michigan Community Media Center**, as it prepares to take over TCTV 2. The newly formed *Citizen's Advisory Committee* will discuss their plans for TV 2, present proposed policies, and ask for comments from all interested people about the future of public access television in the northwest Lower Michigan region.

The Committee has promised to make public access television available to all residents within the extensive viewing area of cable channel, TV 2. Committee members say the channel is being re-named ***Up North 2***, reflecting the true scope of this valuable community resource, reaching cable subscribers from Benzie to Kalkaska counties in the south to Emmet County in the north; from Lake Michigan in the west to I-75 in the east – and everywhere in between.

"Public access television offers everyone a valuable forum for community discussions as well as a way to celebrate and share our heritage, arts and culture," said Joe VanderMeulen, Executive Director of the Land Information Access Association (LIAA). "We are dedicated to making ***Up North 2*** a vibrant community service, which means we really need active community participation."

Late last year, the Cherry Capital Cable Council (4C's) and the Traverse Area District Library (TADL) prepared to unplug the only *public access television* station available in northwest Lower Michigan. Funding for TCTV2 had begun to evaporate as many area townships decided to keep *all* of the cable franchise fees they collected – withholding financial support to the station. With townships refusing to contribute the needed 30% of cable franchise fees, TCTV 2 was at risk. The TADL said it would stop hosting TCTV 2 by the end of June and the 4C's agreed to disband.

A growing group of ardent supporters are in the process of re-building public access television and are looking for community residents to participate. Over the past few months, supporters have backed a proposal by the LIAA to take over the management of the cable station and rebuild public access television in the Grand Traverse Region.

LIAA is a nonprofit community service organization with 15 years of experience in helping people throughout Michigan. With ties to the Michigan Townships Association and the Michigan Municipal League, LIAA has helped hundreds of local governments and other nonprofit organizations with community development, resource management, planning and technology services.

This month, LIAA negotiated contracts with Traverse City, Elmwood Charter Township and Garfield Charter Township to rebuild public access television and provide on-going management services under the new name of **Northwest Michigan Community Media Center**. In preparation for the improved services, LIAA is building a television studio and video editing facility at its Munson Avenue location in Traverse City. LIAA has also recruited a 15-member *Citizen's Advisory Committee* to develop new public access television policies and help guide the development of *Up North 2*.

For further information about the LIAA and the **Northwest Michigan Community Media Center**, contact Joe VanderMeulen at 231-929-3696 or visit www.liaa.org

Land Information Access Association is a 501(c)3 non-profit community service organization, dedicated to helping people shape better communities through participation, education, information and the effective use of technology.