

Talking Points For Approaching TV Stations About Broadcasting *Democracy Now!*

Why *Democracy Now!*?

1. *Democracy Now!* is one of public broadcasting's fastest growing programs and now broadcasts on over 700 TV and Radio Stations.
2. "*Democracy Now!* retains a jagged and intriguing edge," says the *Washington Post*. You'll hear a diversity of voices not often heard on other U.S. media including independent and international journalists; ordinary people affected by government policy, whether in the U.S. or around the world; grassroots leaders, artists, academics and independent analysts. The daily live one-hour program combines the cutting edge of a breaking news program and the magazine format that allows for extended discussions and debates.
3. *Democracy Now!* has won numerous awards for journalistic excellence, including the George Polk Award, The Columbia-Dupont Award, and many Golden Reel Awards from the National Federation of Community Broadcasters. For a partial list of awards that *Democracy Now!* and its hosts have won, see the "Downloadable Resources" section at www.democracynow.org/get_involved
4. As a news show that is funded entirely through contributions from listeners, viewers, broadcasting stations and foundations, *Democracy Now!* maintains its editorial independence, providing a counterweight to media consolidation.
5. *Democracy Now!* has raised thousands of dollars for public access stations through hosting joint events with TV stations around the country. For more information on these benefits, see "How *Democracy Now!* Helps Stations Raise Money" under the "Downloadable Resources" section at: www.democracynow.org/get_involved
6. At the National Conference on Media Reform January 2007 legendary TV journalist, Bill Moyers said in his keynote address, "In moments of revelry, I imagine all of you returning home to organize a campaign to persuade your local public television station to start airing *Democracy Now!* I can't think of a single act more likely to remind people of what public broadcasting should be. On *Democracy Now!* the truth lies where the facts are hidden, and Amy digs for them."
7. *Democracy Now!* often outperforms all other programs during radio station fundraising drives, including NPR's Morning Edition and All Things Considered. For testimonials by TV and radio station managers about *Democracy Now!*, see the corresponding documents in the "Downloadable Resources" section at: www.democracynow.org/get_involved
8. *Democracy Now!* is popular among journalists. CNN's Gloria Hilliard says, "Amy, your courage is an inspiration. Thank you for your voice." For more comments from journalists, see "What Journalists are Saying about *Democracy Now!*" at www.democracynow.org/get_involved under "Downloadable Resources".

Tune into *Democracy Now!* on Television

1. *Democracy Now!* is on both TV Satellite Networks

a. Dish Network on:

Channel 9415 (Free Speech TV), M-F at: 8am, 12noon, 7pm and 12 midnight EST
Channel 9410 (LinkTV), M-F at: 11am & 6pm EST

b. DirecTV on:

Channel 375 (LinkTV), M-F: 11am & 6pm EST

Link TV and FSTV are nationwide, noncommercial public satellite television networks offering global perspectives on world events, issues and culture.

If a station wants to start running DN!, contact Angie Karran at: angie@democracynow.org
If you are an area listener and want to get DN! broadcast in your community, contact Silky Shah at: silky@democracynow.org or call 212-431-9090 x802

2. PEG (Public Access) and PBS Television Stations Can Broadcast *Democracy Now!* Over 200 TV stations nationwide already carry *Democracy Now!*

There are three ways for TV stations to get *Democracy Now!*:

a. TV stations can broadcast *DN!* via the FTA (free to air) C-BAND Satellite Feed:

Stations will need to have an MPEG-2 decoder and C-band satellite dish to receive the show. If a station already has an MPEG-2 decoder and C-band satellite dish, it can easily pick up the show directly, as a free to air (FTA) program. If not, you can organize fundraising efforts to buy an MPEG-2 decoder and C-band satellite dish (approximately \$1500). The *Democracy Now!* outreach team would be happy to help you organize effective and creative fundraising drives.

The *Democracy Now!* feed is in MPEG-2 format, weekdays from 8-9 a.m. ET.:

- Galaxy 16 (Gal16) (99' W)
- Transponder 13C
- FEC: 2/3
- Symbol Rate: 6.62
- D/L: 3973.500 Horizontal
- Virtual channel 2

-If a receive site needs assistance they can contact the Intelsat Network Operations Center at 404-381-2600 or 800-231-3959

-Public TV/PEG stations can take *Democracy Now!* from a the local cable company's distribution center/head end for delivery via fiber optic or cable to the public TV/PEG system.

b. TV Stations can broadcast *Democracy Now!* via Dish Network/Free Speech TV

- *Democracy Now!* is distributed in televised form via satellite over a nonprofit television channel Free Speech TV (FSTV). Public access television stations can obtain *Democracy Now!*, over the Dish Network satellite
- **The dish and related equipment are FREE.** There is an annual subscription fee of approximately \$350 per year.
- Besides enabling the public access station to receive and broadcast *Democracy Now!*, the satellite dish will allow the station access to FSTV's 24 hours per day of programming, with permission to broadcast live whatever the station chooses.
- The agreement with FSTV can be cancelled at any time without penalty. There is no risk involved in carrying the program.
- The *Democracy Now!* outreach team is available to discuss in detail how to bring *Democracy Now!* to any public access station, to provide a copy of the FSTV Agreement, and to provide references to other public access station staff where *Democracy Now!* is carried, so that interested station managers can benefit from their experience.
- Both *Democracy Now!* and FSTV promote stations that carry *Democracy Now!*, building an audience for the station. *Democracy Now!* has an extensive radio audience with many who are eager to see the program on television, as well as broad e-mail and other networks to promote these stations that carry *Democracy Now!*
- The station can take *DN!* from a the local cable company's distribution center (also called the "head end") and then a fiber optic cable can deliver it to the town's cable system, and out to homes via the public access system.

c. A *Democracy Now!* supporter or group of supporters could tape the show each day off of satellite TV and transport it to the station. This option is very labor intensive should be a last resort.

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