



CITY OF FORT BRAGG

NEWS RELEASE



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FOR IMMEDIATE RELEASE

CITY OPENS NEW PEG TELEVISION STUDIO

On December 1st, the City officially opened its new PEG television studio in the old Noyo Center for Marine Sciences office in City Hall East. PEG stands for Public Education and Government programming and it is paid for by Comcast Cable franchise fees. It is available on Channels 3, 64 and 65 and presents live public meetings and other topics of interest for the residents of the Mendocino Coast. Channel 3 is also streamed direct to YouTube (<https://www.youtube.com/watch?v=Wf-Bsj3tMZs>) for anyone to view regardless of whether they are a Comcast subscriber.

The PEG studio is open to the public every Friday afternoon from 1:30 to 5:00pm and on Wednesday afternoons by appointment only. The studio is available to anyone who would like to create a Public Service Announcement (PSA) and/or a show of up to 30 minutes in length. The PSA's will be broadcast on Channels 3 and 64. Shows will be broadcast on Channel 3 based on availability in the programming schedule and regulations surrounding public access television.

The three PEG channels are utilized as follows:

- Channel 3 - government meetings, educational programming, PSAs & general entertainment
- Channel 64 - promotional videos and PSAs shown in local hotels utilizing Comcast
- Channel 65 - regional ARTS programming from the Bay Area

Businesses and organizations are welcome to use the studio to produce a PSA to highlight an event or their business (as long as there is no call to action). The studio can also be used to create shows and/or information videos about a topic of interest of your business/organization.

Recently, the PEG launched a partnership with National Public Radio and "Democracy Now" is featured every day at 12:30pm and 6:00pm. Future plans for the PEG include collaboration with Mendocino College as well as local School Districts to provide educational, hands-on experience in a working studio.

Questions regarding this information should be directed to Mateo Ortiz at peg@fortbragg.com. If you would like to sign up for the PEG "Notify Me" list, visit <https://city.fortbragg.com/list.aspx>

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