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Producers Forum to Keep Public Access Project Moving Forward

Long Beach Community Action Partnership to host Public Access Digital Network

Long Beach, CA – Long Beach Community Foundation (LBCF) and Long Beach Community Action Partnership (LBCAP) are moving forward with the revival of public access for Long Beach. The Public Access Digital Network (PADNET) being managed by LBCAP will allow locally produced programs to air on local cable channels and through podcasts on the Internet and mobile devices. An Advisory Board of community members and partners is being formalized, and a public meeting for interested producers will be held on December 13 at 4:00 pm at LBCAP's offices (3012 Long Beach Blvd). This producers forum will provide information on how programs can be submitted for broadcast.

PADNET is being funded by a public/private partnership. Long Beach Community Foundation was awarded a two-year \$325,000 grant from the John S. and James L. Knight Foundation through its Community Information Challenge initiative. This initiative helps community and place-based foundations support news and information projects that inform and engage residents.

The public funding comes from the City of Long Beach's cable franchise fees, known as PEG (Public, Education, Government) funds, which are restricted solely for capital expenses like equipment and facilities. In May 2011 the City Council approved use of

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these funds for the match requirement of the Knight Foundation's grant. The matching amount will be channeled through LBCF to support PADNET. In addition, the City of Long Beach is providing additional PEG funds to LBCAP to support PADNET's launch.

"After a three-year absence of public access broadcasting, we are pleased to establish this partnership, not only with LBCAP as the PADNET manager, but with the many community partners who have also been involved in the development of this program," says Jim Worsham, LBCF President/CEO. "Allowing local producers to share their stories will heighten the awareness of the Long Beach community."

The PADNET model includes establishing neighborhood media centers throughout the city where basic equipment and training resources will be available in convenient locations to those interested in producing programs. Programs can be uploaded from the neighborhood centers to the LBCAP hub for broadcasting on local cable channels along with Internet podcasting and distribution through smartphones and other mobile devices.

"In this technological age, we are no longer limited to local cable television channels, but can make this programming available through multiple distribution channels," explains Darick Simpson, LBCAP Executive Director. "News and information from Long Beach now has the potential to reach far beyond the local community through the Internet, and we intend to increasingly broaden its reach."

Long Beach Community Foundation is a 501(c)(3) public charity dedicated to effecting positive change in Long Beach by encouraging charitable giving, managing endowment funds, assisting professional planned giving advisors, and making strategic grants to Long Beach nonprofit organizations. It is one of more than 700 community foundations in the United States serving the philanthropic needs of a specific local community.

Long Beach Community Action Partnership is one of 1,100 Community Action Agencies in the U.S. designated to assist families and individuals in poverty as they move towards

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self sustainability. LBCAP's primary focus is advocacy, adult/youth education and energy assistance. To achieve maximum results in these areas, LBCAP leverages its funds and collaborates with partner agencies and stakeholders to offer innovative programs and services.

More information can be found at www.lbcap.org or by contacting Darick Simpson at (562) 216-4600 or dsimpson@lbcap.org.

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