



FOR IMMEDIATE RELEASE

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**- Access SF announces 1st Annual Nonprofit Telethon -
LIVE on Comcast Cable Channels 29 & 76
and RCN Cable Channel 29 -
Friday, June 29th & Saturday, June 30th - 6:00pm - 12 Midnight**

- Telethon launches year long celebration of 20th Anniversary for station's nonprofit.
 - Proceeds to benefit future funding of the station & (21) local nonprofit beneficiaries.
 - Live program to highlight local entertainers, nonprofit participants, and the importance of community media to all San Franciscans.
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(San Francisco, CA) Access SF, the City's award winning, nonprofit public access television station, is pleased to announce that it will host its 1st Annual Nonprofit Telethon live on Comcast Cable Channels 29 & 76 and RCN Cable Channel 76 - an event that also launches the 20th Anniversary year of the station's nonprofit organization, the San Francisco Community Television Corporation.

Here are the key details:

Access SF – 1st Annual Nonprofit Telethon
Friday, June 29th - Saturday, June 30th
LIVE! 6:00pm - 12 Midnight
Comcast Cable Channels 29 & 76 – RCN Cable Channel 29
(Repeated throughout the first week of July on Comcast Cable Channel 76)

Proceeds from the telethon will be shared as follows:

- 60% to benefit Access SF's 20th Anniversary Fund for the Future of Public Access - a year long fund raising campaign that seeks to raise one million dollars towards unleashing the next (20) years of public access television and community media activities in San Francisco.
- 40% to benefit a slate of (21) of Access SF's current nonprofit members – please see list below. This amount will be divided equally among the beneficiaries and re-granted back to each as our way of giving something back to the local nonprofit community.

According to Zane Blaney, the Executive Director of the station, "Traditional funding for public access television is rapidly disappearing as new statewide cable franchising rules kick in. In order for public access to survive in the coming years, we must look at other sources of funding including our viewers and the community."

He added, "Access SF's 1st Annual Nonprofit Telethon will serve as the official launch of our nonprofit's 20th Anniversary, and this will be the first of any number of special events the station will host in the coming year as part of a year long celebration. It also marks the first time Access SF will use its own channels to turn to television viewers directly and ask for financial support. We're also the only

television station in the City to use its own resources to raise money for the local nonprofit community."

The following local nonprofits will participate in Access SF's First Annual Nonprofit Telethon and be beneficiaries of funds raised by the event (as of June 7, 2007)

Asian Pacific Islanders Legal Outreach
Alano Club of San Francisco
Catholic Charities CYO
Community Vocational Enterprises (CVE)
Family Caregiver Alliance
Family Service Agency of San Francisco
Hand-N-Hand New Media Fellowship
Mission Neighborhood Centers
OMI Senior Center
On Lok
Project Open Hand
Psychic Horizons – Church Of Natural Grace
San Francisco Adult Day Services Network
San Francisco City Guides
San Francisco Gay Men's Community Initiative
San Francisco Living Wage Coalition
Senior Action Network
Shanti
Sunset Neighborhood Beacon Center – Experience Corps
Tin Pan Alley Productions
United Humanitarian Mission

A slate of leading local entertainers will appear each hour throughout the telethon and will be announced in the coming days.

ABOUT ACCESS SF / CABLE CHANNELS 29 & 76

Access SF is the dba of San Francisco Community Television Corporation (SFCTC), which has served as the City's designated nonprofit manager of public access television since 1999. Prior, SFCTC had built and managed Citywatch, the City's first government access channel launched in 1993. In April 2002, Access SF opened a 4,500 square foot facility located at 1720 Market Street where citizens and nonprofits are offered low-cost training in media and television, access to equipment and channel time, and access to facility resources. Currently, 300+ producer members submit 150+ regular series for playback each month on Cable Channel 29, totaling 4800+ hours of original local programming annually. Both Cable Channel 29 & the newer Cable Channel 76 reach into 217,000+ households across all neighborhoods in thCity & County of San Francisco. The mission of Access SF is to strengthen the fabric of community life be enabling open communication through public access television and other forms of electronic media. Learn more about Access SF – Cable Channels 29 & 76 at www.accessf.org.