

## News From Santa Clara Valley, California

Square Dance Video

'Square Dance Live'

(February 2005)

We received the following information from Mary Knoppe with information about a square dance video program made available to viewers on Public Access television in the Santa Clara Valley area of Northern California.

Our first taping was on April 19, 2004. We have taped a total of 26 shows since our starting date. We tape at the Comcast studio in San Jose, Ca. On each show taping date, two 28 minute programs are taped. Shows are live tape (no post production editing).

The Comcast facility is used principally for the cable company's Community Channel (Public Access). Currently the show is aired on the San Jose/Campbell Comcast Community channel, Community Channel that covers Palo Alto, Menlo Park, Atherton, East Palo Alto, Atherton, and Stanford University, and Los Gatos/Monte Sereno community cable channel. Approximately number of cable hookups for the three channels is 250,000.

Mike Luna square dance caller is the series Founder and Executive Director. I am the program's Producer. Together Mary Knoppe and I co-host the programs.

The general format is to conduct 2-3 minute interviews on each show covering square dancing information. Periodically guest callers will call on the shows.

Currently Comcast charges \$220 per taping (two shows). Comcast supplies the studio crew. Additional funds are required for tape supplies and duplicating costs, and distribution costs.

Charlie

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