



**TVCOGECO**

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**TRULY LOCAL TELEVISION**



# Who Am I?

TVCOGECO

- Over 17 Years in Television (Started as coop student)
- 10 Years as a Producer with TVCOGECO, Starting in the Muskoka's
- Canadore College: Television & Video Production
- Canadore College: Interactive Multimedia (Digital Media)
- Algonquin College: Ontario Management Development Program – Leadership Skills
- Algonquin College: Ontario Management Development Program – Business Management
- Algonquin College: Social Certificate (In progress)
- Other Training, Photoshop, Final Cut Studio



# About TVCOGECO



TVCOGECO

## In Short:

- Service provided to the community by Cogeco Cable Inc.
- Provide exposure to community organizations, groups and individuals
  - In exchange for promotional considerations, media partnerships and services in-kind
- Volunteer based, we provide training
- produce a wide variety of programming

# About TVCOGECO


TVCOGECO





# Types of programming

**TV**COGECO


- Sports
  - Health & Fitness
  - Political ( councils, election coverage)
  - Information Magazine
  - Educational & DIY
  - Community Events, Parades
  - And much more!
- 



# Who we have worked with



TVCOGECO

- Towns & City organizations, Chambers
  - Recreational group organizations
  - Big brothers big sisters
  - Table community food bank/Smiths Falls Food Bank
  - Build a mountain of food
  - Canadian cancer society
  - Kinsmen Club
- 



# Who we have worked with



TVCOGECO

- Health Unit
- Perth & District High school (events coverage)
- Smiths Falls District Collegiate Institute (events coverage)
- Perth & Smiths Falls District Hospital (Your Health Our Promise campaign)
- Kemptville District Hospital (Lean on Me campaign)
- Local Church's air their service



Just to name a few!



# TVCOGECO Sponsorship



## Sponsorship on Programs & Channel

- Sponsorship
- \*Contra Sponsorship

## Some local current sponsors:

- Glenview Iron & Metal
- JA Gallipeau Construction
- Century 21 Smiths Falls
- Town & Country Chrysler
- Rideau Home Hardware
- Rob Roys Pub




# Website & PSA's

**TVCOGECO**

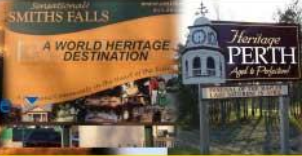
Visit Us online at [www.tvcogeco.com](http://www.tvcogeco.com)

The screenshot shows the TVCOGECO website homepage. At the top, there is a navigation bar with links for Member Login, Site Map, About Us, and Cogeco.ca. The main header features the TVCOGECO logo, the text 'Smiths Falls/Perth/North Grenville Cable 10', and a weather forecast for Smiths Falls, ON, showing 4°C and a few clouds. Below the header is a main menu with links for HOME, SCHEDULE, SHOWS, EVENTS/PSA's, VIDEO/PICS, VOLUNTEERS, PARTNERS, CONTACT Us, and HELP. The main content area is divided into several sections. On the left, there is a featured video titled 'DI - Composition' with a play button icon. Below the video, there is a description and links to 'Add a comment' and 'Propose a local story idea'. To the right of the video, there are four smaller video thumbnails with play buttons, labeled 'NG Council', 'About CPHC', and 'Welcome to Perth'. On the far right, there is a 'Today's Schedule' section with a list of programs: 11:00 AM TVC Billboard, 7:00 PM CCHL Hockey: Kemptville vs. Brockville, 9:00 PM NAMRO 2012 Mud Drags, and 9:30 PM Hockey Night in Leeds Grenville. Below the schedule is a 'View Complete Schedule' link. In the middle section, there are two buttons: 'Community Gallery' and 'Community Events / PSA's'. Below these buttons, there are two columns of event listings. The left column has two items: 'Chick 'N Dinner #8' and 'War Memorial', each with a play button icon and links to 'Add a comment' and 'comment'. The right column has three items: 'Here To Listen...Here...', 'Old Timers Over 35...', and 'Support the Canadian...', each with a play button icon and a date range. Below these listings is a 'POST YOUR EVENT' button and a 'View All' link. At the bottom right, there is a 'Become a Member' section with a yellow button and text encouraging users to join by entering their email. A large advertisement for COGECO is also visible, featuring colorful balloons and the text 'Get HD + High Speed Internet and save. Up to \$360. LEARN MORE >'. The footer of the page is not visible in the screenshot.


# Public Service Announcement **TV** SOGECO




Smiths Falls/Perth/North Grenville  
Cable 10



Heritage  
**PERTH**  
April & October



Member Login | Site Map | About Us | Cogeco.ca

The Weather Network  
Smiths Falls, ON  
Full Forecast  4°C A few clouds

Tuesday, November 13 2012

[HOME](#) | [SCHEDULE](#) | [SHOWS](#) | [EVENTS/PSA's](#) | [VIDEO/PICS](#) | [VOLUNTEERS](#) | [PARTNERS](#) | [CONTACT US](#) | [HELP](#)

Home / Events/PSA's

## Community Events / PSA's November 2012

Today
This Week
This Month
All

Sort by Date ▾

Category :

Classification (required) :

### Event

**1 Here To Listen...Here To Help!**  
From September 17, 2012 to January 17, 2013

**2 Old Timers Over 35 Men's Soccer Needs Indoor Players**  
From October 5, 2012 to January 31, 2013

**3 Support the Canadian Cancer Society Wheels of Hope**  
From October 16, 2012 to December 31, 2012

**4 The War Amps**  
From October 22, 2012 to November 18, 2012


**5 FREE Guitar Lessons**  
From October 25, 2012 to December 20, 2012

Text a a [Send to a Friend](#) [Share](#) [Print](#)

November 2012

◀ October 2012      December 2012 ▶

sun	mon	tue	wed	thu	fri	sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	



Become a Member

Join TVCOGECO by becoming a member today by entering your email and clicking submit...

Viewing 1 to 5 of 8 1 2 Next ▶

Google Map

# Like Us on Facebook @TVCOGECO

**facebook** Search for people, places and things TVCOGECO BKSF Home

**Admin Panel** Edit Page Build Audience Help Show Create Page

**TVCOGECO**  
Truly local television

**TVCOGECO BKSF**  
71 likes · 18 talking about this

TV Channel  
Broadcasting to Brockville, Smiths Falls, Perth, North Grenville and Prescott.

About Photos Likes Videos

Highlights

Status Photo / Video Event, Milestone +

What's on your mind?

TVCOGECO BKSF shared a link.  
November 9

**The Royal Canadian Legion - Ontario Provincial Command**  
ow.ly

The Poppy has been widely recognized as a symbol of Remembrance, since it was first adopted in 1921. By wearing the poppy, we

Unlike · Comment · Share

TVCOGECO BKSF likes this.

Write a comment...  
Press Enter to post.

Recent Posts by Others on TVCOGECO BKSF See All

**Steve Savage**  
Thanks to all of the TVCOGECO BKSF volunteers this weeken...  
2 · November 4 at 10:18pm

**Steve Savage**  
Hey everyone, I'm looking for a volunteer to help out on Pre...  
October 12 at 1:10pm

**Steve Savage**  
Hey everyone! Critical Thinking's 3rd season premiere's to...  
4 2 · September 28 at 8:37am

**Steve Savage**  
Critical Thinking crew call - We're looking for some volunteers...  
September 21 at 8:39pm

**Steve Savage**  
Thanks to all of the volunteers who helped out on this yea...  
1 · September 10 at 2:14pm

More Posts

**See Your Ad Here**  
24,509  
Build your audience by advertising to friends of people who like your Page.  
Promote Your Page

# In Closing Remember:

TVCOGECO

- Posting PSA's is Free
- Help us help you!
  - Like us on FB @TVCBKSF
  - Become a tvcogeco.com member
- We have great sponsorship & contra sponsorship opportunities.
- We are always looking for volunteers



# Questions?

TVCOGECO

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Facebook @TVCBKSF

[www.tvcogeco.com](http://www.tvcogeco.com)

