

Programming Weekly Shows

Our weekly programmes launch 13 October and will include...

CULTURE LINCS

- **New programmes twice a week** - available Mondays and Thursdays
- Mondays show will include film, theatre and the arts from across the county and feature the best of what to expect from TV and internet for the coming week
- Plus our music panel reviewing a variety of musical acts
- Thursday's music segment will showcase the best of 'What's On' from across the county
- Plus looking at Fashion, Games, Comedy and Books

BUSINESS

- Business is the county's engine shed
- Sponsored by the Federation of Small Businesses (FSB), our **Business Show** will deal with local issues and news
- We are supporting the FSB's 'Keep Trade Local' campaign
- The Business Show will provide insight to the county's successes, investment, innovation and unique businesses large and small
- Provide information and support from financial and legal experts
- The show will feature Executive Job of the Week and a Dragon's Den style pitch of the month (no dragons yet but we're open to offers)

RECRUIT LINCOLNSHIRE

- **Recruit Lincolnshire** is a show directly aimed at advertising available jobs across the county to people living in Lincolnshire and across the UK

Other shows Coming online this year

- **'Big Sky Country'** sets out to explore Lincolnshire's beautiful landscape
- From nature parks and walks to wildlife and farming
- We shall investigate the sustainability, pressures and problems our county's farmers face
- Our **Lifestyle Show** will be looking at gardening, cooking, interior design and DIY
- We will be taking interest in our history, architecture and public spaces
- Creating guides for days out highlighting 'what to do' and 'where to eat'
- Whether you like the wind beneath your wings or the rush of gravity pulling you back to earth we'll have it for you on the **Adrenaline Junky Show**
- It's like the Toys R Us of extreme sports. We'll have personal power, horse power, wind power and basically anything where if it goes wrong it will hurt more than slap from Geoff Capes

Channel:Lincolnshire



Find out more at:

www.channellincolnshire.co.uk



Web TV: it's here to stay

There are over a million people in Lincolnshire.

65% of those homes have an Internet connection (Office for National Statistics). Even more people have access to the internet through wi-fi, work and mobile connections.

'In five years, it's likely people will watch EastEnders on their computer, whenever they want', says PlusNet's Neil Armstrong.

Channel Lincolnshire will stream quality programmes straight to your computer when you want!

All delivered with a better picture quality than BBC iPlayer.

Our programming has been designed to offer something for everyone.

Not just for people and businesses of Lincolnshire, but for those looking to visit or even move to the area.

XS Broadcasting, creators of Channel Lincolnshire, thought it was time that Lincolnshire was addressed as a whole. Lincolnshire is split up by terrestrial television broadcasters, and you would have to purchase countless newspapers to cover the whole of the county. The mind boggles as to how much it would cost to advertise in each of them even with a modest sized advert.

Reaching our target audience

October will see a hive of activity, contacting people, groups and businesses across the county to ensure a successful launch.

- Local government offices, public bodies, Lincolnshire Assembly, public services, ministers, county councillors, district councillors, parish council
- Sports clubs county wide through our partnership with Lincolnshire Sports Partnership
- All professional and semi-professional football clubs, village halls, community groups, charities, social groups and clubs
- Thousands of members of the Federation of Small Business and their employees
- Leaflets distributed throughout Lincolnshire by our street teams
- Sponsored Google search
- Camera crews out and about
- Multi-media press coverage

**For more information please call:
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