



Community Telecast, Inc.
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We Broadcast the Community!™

Community Telecast, Inc. (CTI22), [IRS 501 (c)(3)] has been the only broadcast cable television company in the metro Omaha area and within 18 states to focus on the community. For our general operations we receive NO tax support from the federal government, State of Nebraska, or local government. We are supported only through membership fees and donations.

March 8, 2011

Joan H. Squires, President
 Omaha Performing Arts
 1200 Douglas Street
 Omaha Nebraska 68102

Hello, Ms. Squires:

Last Thursday night, around 12:00 a.m., by accident I found myself listening to the Jim Bohannon show on KKAR radio, 1290-AM, and I heard a radio spot for the Omaha Performing Arts, specifically “Mamma Mia!”

I was pleased to hear the spot, but disappointed that CTI22 wasn't provided an opportunity to provide even greater “prime time” exposure for the OPA at considerably less cost: spending \$10 to \$30 for each thirty-(30) second audio-only radio spot versus \$100.00 per month for a weekly thirty-(30) minute (audio/video) television program that also enables you to cross-promote and *coalesce your marketing and branding campaigns* with other local and national print and broadcast media. That's right, an OPA television program could include a cross-promotional message, “For more information on upcoming OPA events tune-in to the Jim Bohannon program 12AM to 4AM on 1290-AM KKAR radio.” Do you think NRG Media would frown on the cross-promotion?

Plus, as represented by the TV Guide schedule at left, we could strategically schedule the OPA program as competitive counter-programming (i.e., Wednesdays at 10PM or 10:30 PM), to *prompt greater Omaha to regularly search for news and information on the performing arts in Omaha*. Again, CTI22 is serious about our objective to dedicate no less than twenty-four (24) hours of our weekly broadcast schedule to promote and showcase performing arts events in metro Omaha – to drive people to your performance venues!

The demo DVDs showed how CTI22 can “showcase” current and upcoming events at OPA! Plus, with your input, we can add commentaries and anecdotal comments from patrons, sponsors, donors, actors, musicians, a video tour of OPA venues, and more! **Won't you help us to help you?**

Have a great day!

Trip Reynolds, General Manager

CTI22 is public-accessible to all of Omaha!

2	COX2	Careerlink.comTV	Brainetics	Timeless Secret
3	HSN	Studio Barse Jewelry	Studio Barse Jewelry	
5	KMTV	Criminal Minds: Suspect Behavior New (CC)	Action 3 News Live @ 10 New (CC)	Late Show With Davi... Repeat (CC) >>
6	CSPAN2	<<Tonight From Washington (CC)	Capital News Today >>	
<div style="border: 1px solid black; padding: 5px;"> <p>Free to prepare. Free to print. Free to e-file.</p> <p>NEVER SETTLE FOR LESS™</p> <p style="text-align: right;">File for free ></p> <p style="text-align: right;">H&R BLOCK ALPHABET</p> </div>				
7	CSPAN	<<Tonight From Washington (CC)	Capital News Today >>	
8	WOWT	Law & Order: Special Victims Unit Repeat (CC)	Channel 6 News Ten at 10 New	Tonight Show With Ja... Repeat (CC) >>
9	KETV	Off the Map New (CC)	Newswatch 7 @ 10:00 New (CC)	Nightline New (CC)
10	KPTM	KPTM Fox 42 News at Nine New	The Office (CC)	The Office (CC)
11	KXVO	<<Big 12 Basketball Tournament:A first-round game Live		King of Queens (CC)
12	KYNE	<<Great Performances New (CC)		Suze Orman's Money Class New (CC)
14	QVC	<<In the Kitchen with David		
16	NET2	PBS NewsHour New (CC)	Nightly Business Report New (CC)	Journal New
17	KNOW	I.C.U. Learning English	Omaha News	Viewers Choice >>
18	TVCLSS	Metro and More: MCC's Funding Formula Update 2011		Classic Arts Showcase >>
<div style="border: 1px solid black; padding: 5px;"> <p>THE HILLS</p> <p><<Dazed and Confused Repeat (CC)</p> <p>Intolerable Cruelty Repeat (CC) ></p> <p>WEEKDAYS 5 4C ON TV GUIDE NETWORK</p> <p><small>©TV Networks, All Rights Reserved</small></p> </div>				
21	EWTN	In Conversation With... James MacMillan (CC)	Faith and Culture	Women of Grace (CC)
22	CTI	<<Breaking The Chains (CC)	Special Program	10PM Omaha Performing Arts
23	UNI	<<Triunfo del Amor (CC)	Primer Impacto Extra (CC)	Noticiero Univisión: Última Ho... New (CC)
25	TLC	Hoarding: Buried Alive New (CC)	Hoarding: Buried Alive Repeat (CC)	
26	WGNAMER	WGN News at Nine New (CC)	Scrubs (CC)	Scrubs (CC)
27	TBS	Tyler Perry's Meet the Bro... (CC)	Tyler Perry's House of Pay... (CC)	Conan (CC)
28	LIFE	Craigset Killer: The Philip Markoff Story (CC)		How I Met Your Mother (CC)
29	SPK	1000 Ways to Die New	Three Sheets New	Auction Hunters Repeat
30	ESPN2	<<NIT Basketball Tournament:A first-round game Live (CC)		SportsCenter New (CC)

As recently reported to the Omaha City Council [http://www.cti22.org/franchise.htm], at any given time CTI22's broadcast audience ranges from 13% to 20% of Cox subscribers!