

## Proposed TV Network Would Be Platform For Nonprofits

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Nonprofits could soon be getting a 24-hour public service network geared towards them, as Washington, D.C.-based Prosperity Media announced its intention to create such a service.

The proposed channel, which would be called *The Public Service Cable Television Network*, would operate seven-days a week and contain programming that allows nonprofits to get their message to the general public.

“Our intent is to bring a wider awareness to public audiences about the important work being done by nonprofit organizations across the country,” said Cheryl Hawkins, president of Prosperity Media. “*The Public Service Cable Television Network* will provide nonprofits a broader platform that will allow them to educate the public, raise necessary funds and recruit volunteers for their causes.”

Hawkins noted that while web platforms such as YouTube allow organizations to get video messages to the general public, it can be a challenge to find these videos among the millions of others on the Internet. The hope is that *The Public Service Cable Television Network* will reach viewers who are willing to make contributions, volunteer and support the cause promoted by their organization.

Prosperity Media is currently in negotiations with the top four cable providers in the U.S. in an effort to secure distribution on their networks. The organization is also in the process of establishing programming agreements with other cable networks, in which a block of public service programming for distribution will be offered to affiliates. Hawkins said that the *Public Service* network would be funded through cable system fees and foundation grants, which will allow nonprofits to broadcast content on the channel free of charge.

Hawkins is also seeking to include interested organizations on a list of participating nonprofit programming partners. “We are hopeful that they are willing to share with us programming that they have produced as a part of their public service campaign,” she said.

Hawkins ultimately believes that *The Public Service Cable Television Network* has the potential to be a huge success given sufficient interest and support. “This network can be instrumental in furthering efforts to help improve the quality of life for deserving citizens living in communities across America,” she said.

Founded in 1999 by Hawkins, Prosperity Media is a registered 501(c)(3) organization that seeks to make media more accessible for underrepresented individuals and nonprofits. The organization is managed by a Board of Directors consisting of technology business owners, media, finance and education professionals and community leaders. According to their 2010 Form 990, the organization had a total revenue of \$496,718, with \$425,462 of that coming from contributions the remaining \$71,256 came from program service revenue.