



## ABOUT Link TV

Link TV is an independent public satellite television network whose mission is to engage, inform, and inspire viewers to become involved in the world.

### Link TV is committed to:

- Providing powerful stories and unseen perspectives. Link TV's programs **encourage compassion** and an imaginative empathy that reaches beyond the viewer's own surroundings and **extends beyond borders**, real and perceived.
- Giving voice to people without a voice, from communities under-represented in conventional media. **We connect viewers** not only to the 'movers and shakers' but also **to the 'moved and shaken'** -- people affected by the news.
- Linking local to global. The stories we present help people draw the connection between themselves and others, as well as how local issues have **broader implications**.
- Inspiring action. Link TV viewers have access to tools and connections to take action on social issues. Link TV programs **counter the cynicism and resignation** that can result from watching conventional television news.
- **Promoting dialogue across cultural and ideological divides** through innovative media formats.
- Fostering collaboration through coalition building with partner organizations and grassroots organizations around specific **issues that matter to all of us**.

## HISTORY

In December 1999, Link Media launched Link TV, the first nationwide television network dedicated to providing Americans with global perspectives on news, events and culture. Link was awarded a coveted FCC "set-aside" non-commercial license on DIRECTV and was added to EchoStar's DISH Network a few weeks later.

Every day Link TV broadcasts a 24-hour mix of uncompromising documentaries, international news analysis programs and diverse cultural programs to 33.7 million U.S. homes. Link TV's original programs are distributed to more than 220 cable stations, reaching an additional 22 million households. Audience research indicates that there are more than 6.7 million

regular satellite viewers of Link TV, who watch an average of 2.5 hours each week. In addition, 57% of these regular viewers report they have taken action as a result of something they have experienced on Link TV.

Much of Link TV's programming is also available on the Internet. LinkTV.org has become a valuable destination for streaming videos. Currently we serve more than 5,000 video segments or full programs, available for high-quality streaming, and have expanded availability of these videos on on-line distribution platforms such as YouTube, iTunes, Hulu, and *The Huffington Post*.

In December 2012, a merger between the Los Angeles-based public television station KCET and Link Media formed the national independent public transmedia organization KCETLink. A viewer-supported 501c(3) organization, its content is distributed nationally via satellite on DIRECTV channel 375 and DISH Network channel 9410, in Southern and Central California via broadcast, as well as via various digital delivery systems. KCET and Link TV are services of KCETLink.

For additional information about KCETLink productions, web-exclusive content, programming schedules, and community events, please visit [KCET.org](http://KCET.org) or [LinkTV.org](http://LinkTV.org).