

# WHAT'S ON TV HUMBOLDT THIS WEEK?

*TV Humboldt is your source for Humboldt's very best homegrown videos!*  
Our programming is produced mostly by locals, not media elites  
in Hollywood, New York, and other far-off places.

## *The first-ever online TV channel for Humboldt!*

Although it comes to you over the internet, TV Humboldt looks and behaves pretty much like a TV set. When you turn it on, it keeps playing till you turn it off. You don't need to navigate from video to video, and when you click to go full-screen, you can sit back on a comfy couch across the room and forget you're even looking at a computer screen.

This truly is TV -- just on a different box.

There's a high-speed collision going on between the internet and television. More and more, people are watching internet videos on the same screen where they watch their soap operas and sitcoms. TV will never be the same again.

And watching TV Humboldt is the perfect way to start getting your feet wet in this dawning age of true internet television, while keeping it local, and supporting a new decentralized model of media\*.

**TUNE IN AT**



(tvhumboldt.com)

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### The Revolution Will be... *Television*

\*Today's technologies are rapidly leveling the media playing field, and the more we engage these new possibilities now, while we have the chance, the more free, fair, diverse, and participatory the media of the future will be.

TV Humboldt seeks to not only be a local embodiment of these principles, but is part of a strategy to help reinvent the whole media business (and to make Humboldt a major hub of the new media system).

Whereas "Old Media" is hypercommercialized, highly centralized, controlled by a small class of corporate elites, and built to deliver content in a one-way flow, from the top down, New Media brings human values back into the equation. In the new media paradigm, arts and entertainment are about creativity, collective dialogue, and community, not just transforming us all into celebrity-obsessed consumerist couch potatoes!

#### **DON'T LEAVE IT ALL UP TO US!**

We can't see this revolution through on our own. Let's form a local coalition of media-makers, entrepreneurs, and audience members to transform Humboldt into a thriving, prosperous center of the emerging independent media industry. Check out the "Help Us Grow" page on tvhumboldt.com.

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