

Napa Valley TV

Volume 30, Number 1

January to March, 2012

Want your show to be seen in Saint Helena? 2012 is the year to make that happen!

One of my goals is to see Napa Valley TV grow in viewership and subscriber base. Eventually, I would like to see us become the official Countywide Community Access Station. Although we currently serve all residents who live or work in Napa County, we do not currently have our cable signal past the Town of Yountville. I hope to make 2012 a year to change that! With the City of St. Helena's Cable Franchise up for renewal, they are eligible to elect funding through a new state law that was passed and made effective in 2008. This would allow St. Helena residents the ability to have community access with funding expenses that do not come out of their General Fund. Instead it's a separate fee passed through to cable subscribers. Viewership in St. Helena would help introduce a true community feel to residents who otherwise are limited to viewing our programs online at our website. It's a shame to hear so many residents in St. Helena ask why they are not able to view our signal on their TV and I hope to change this.

There are many advantages in having Napa Valley TV's signal in St. Helena.

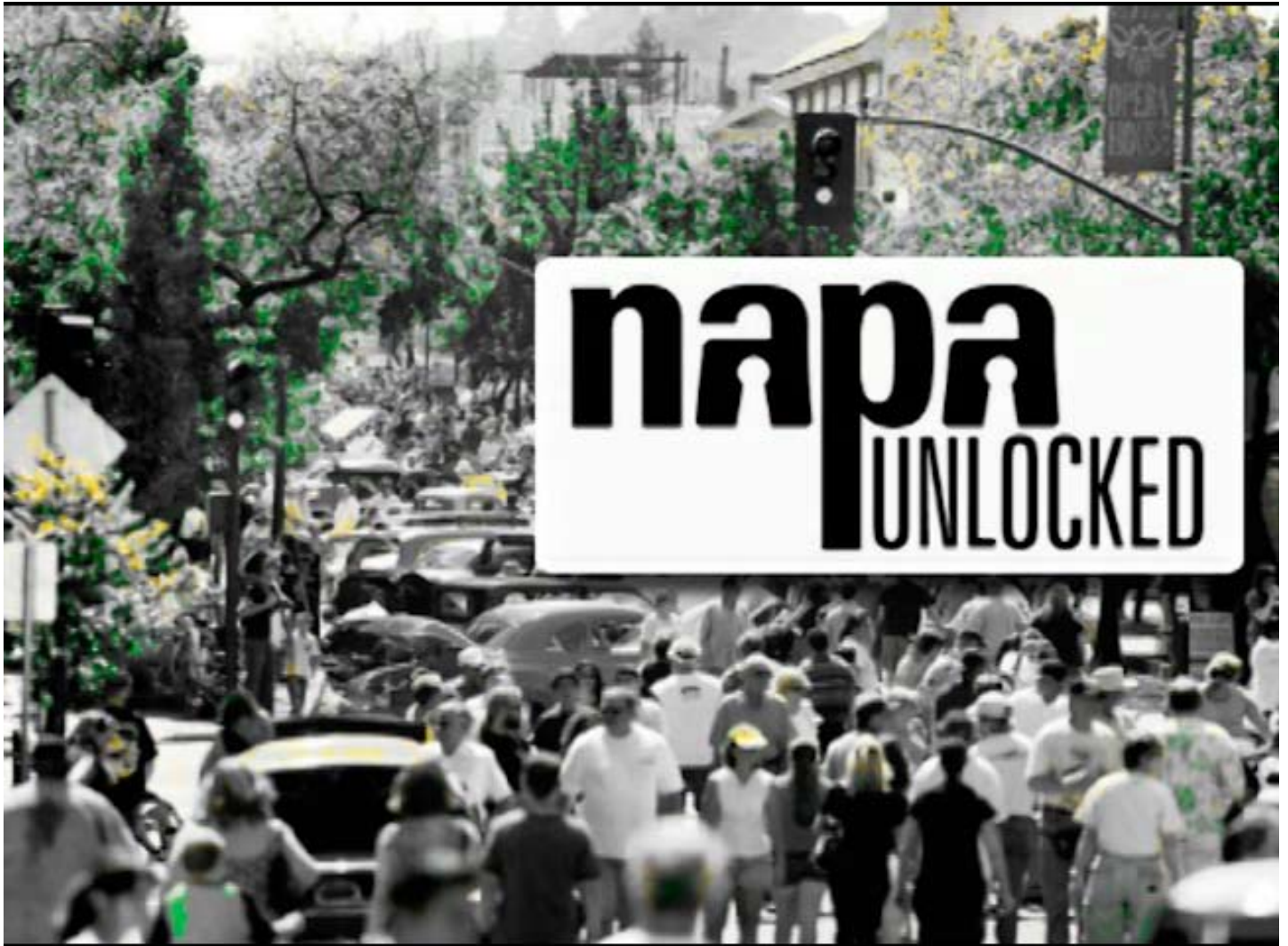
- We help expand and market your community interests
- We are a very unique community in terms of interests in local issues and local affairs
- Many people tell us that the one of the reasons they have cable is to watch our programming
- Some of these same people have told us they choose cable instead of satellite to watch our shows
- Community Members can produce and air their own show, live or taped! The possibilities are endless!
- We help produce and televise political forums and complete local election coverage for all partner cities
- We provide technical knowledge and assistance with operations of current City equipment to ensure success Government Access broadcast meetings
- Expanding our signal means better connection between Cities within the County

Advocacy doesn't just happen alone! We need everyone's support and input. I look forward in hearing from you and here's to a successful increase in viewers in the New Year! If you are interested in helping us achieve this goal or know residents who live or work in St. Helena, I encourage to contact me today and learn how you can help.

James Raymond, NVTV Executive Director

Newsletter

SPOTLIGHT: NAPA UNLOCKED (PART ONE)



Napa Valley TV's current Spotlight Show is Napa Unlocked. Join Robert Lockhart and co-host, Desi Capaz, as they promote local events, leaders and organizations. To quote their Facebook page, "Always local and always funny!"



SPOTLIGHT: NAPA UNLOCKED (PART TWO)

FIVE QUESTIONS WITH ROBERT LOCKHART & DESI CAPAZ

What do you do for a living; what is your background?

Robert: I'm a financial advisor with Edward Jones on Trancas and Soscol here in Napa, but getting here was not a straight line. I've worked for Oracle as a technical trainer, been a full time radio DJ, basketball coach, special needs teacher, loan officer, bulk wine sales, and operations manager. I find that the intersection between helping people and teaching people is fortifying for me, and I am proud to be a good knight of finance in our current economic climate.

Desi: I am a realtor for Coldwell Banker Brokers of the Valley in Napa. Well, I actually worked in television production for 12 years before becoming a realtor.

Are you a native Napan? If so, where did you grow up in the Valley? If not, what brought you to the Napa Valley?

Robert: I am originally from Great Falls, MT, but moved here when I was 11. It could be said that I am a Napkin though by now. I am a wuss in the snow now. Dad and mom moved us out here back in 1989.

Desi: No, I am not. I am from Tampa Florida, but I have grown to love this town and its people. I find this part of the country beautiful, plus I love to snowboard and there are not too many places around Florida to shred the pow pow!

How did you find out about Napa Valley TV?

Robert: My father (who has done lots of TV and radio in his day) had a show called "Lockhart at Large" which I did with him once or twice and liked it. I eventually took it over and then decided to do some re-branding and repurposing of the tremendous resource that is Napa Valley TV.

Desi: One of the first things I looked up in Napa was if they had their own television station here and I was pleasantly surprised to find a public access station in town. I figured the only way to keep my skills intact was to continue my career in television, but this time only as a hobby.

What made you decide to create your show?

Robert: With plans to rebrand the show from "Lockhart at Large" to "Napa Unlocked", I fortuitously met Desi, and learned of his passion and experience in TV, and we agreed on the theme of "For Napans By Napans About Napans" where community heroes are highlighted. We felt that was the best way to get viewership and raise exposure for the station's needs, as well as to give exposure to those in Napa who need it most, while still being entertaining. The last part is debatable I suppose.

Desi: When I first moved to Napa, I met Robert Lockhart right across the street from where I lived, because we were neighbors at the time and didn't even know it. One day at lunch, he told me about his show called "Lockhart at Large." After I awoke from a short nap from his description, I immediately began to give him all the ideas I learned from my experiences with television. After that historical lunch, his show never was the same and it changed to "Napa Unlocked" with Robert Lockhart and Desi Capaz.

SPOTLIGHT: NAPA UNLOCKED (PART THREE)

FIVE QUESTIONS WITH ROBERT LOCKHART & DESI CAPAZ (CONTINUED)

What are your future plans for your show?

Robert: We are looking at ratcheting up our potential viewership through a few different channels, but we are still feeling good about our format. I'd like to see our show be a household name around town through more coverage of events, and helping those in need here in our town.

That is ultimately the purpose of the show- to shine a spotlight on others who may not otherwise have the opportunity. Napa is notorious for supporting positive causes for the community, and I am honored to be among that community with Desi and the staff of Napa Valley TV.

Desi: To always keep it fresh! I want to add new elements to the show and keep interviewing the wonderful community and business leaders in Napa.

Napa Unlocked can be seen on Comcast Channel 28 and AT&T U-Verse Channel 99. The show currently airs Sundays at 6:30 pm and Thursdays at 11:30 am. Past episodes are available via Video on Demand at www.napavalleytv.org. Robert and Desi can be contacted at napaunlocked@gmail.com. You can also visit the Napa Unlocked Facebook page at www.facebook.com/napaunlocked.



NVTV PROGRAMMING HIGHLIGHTS: OCTOBER THROUGH DECEMBER, 2011

The following programs premiered on Channel 27 from October 1, 2011 to December 31, 2011:

"The Characteristics of Gifted Learners (SPANISH)" is presented by Stephanie Paravicini, Ph.D., Licensed Psychologist, and is an adaptation of a talk created by Dan Peters, Co-Founder and Clinical Director of the Summit Center. She is committed to helping the gifted youth reach their developmental potentials.

"Taming the Worry Monster (SPANISH)" is a second presentation by Stephanie Paravicini, Ph.D., speaking about helping children and parents overcome anxiety. She is committed to educating individuals, families, schools, and communities about how to keep the "worry monster" away so children can maximize their developmental potentials.

The following programs premiered on Channel 28 from October 1, 2011 to December 31, 2011:

"Volunteering in the Napa Valley" is hosted by Katie Rubin, the Executive Director of the Volunteer Center in Napa. This program features organizations that require volunteers donating their time in order to be successful, and how to get involved with them.

"Hard Rain: Dylan Fest" features musicians playing Dylan songs in a wide variety of styles. Andy Hill and Renee Safier provide commentary on Bob Dylan and his music.

"Fractal Time: The Secret of 2012" is presented by Unity in Napa.

"Responding vs. Reacting to Your Kids" is a 90 minute presentation featuring Charlie Appelstein, M.S.W., discussing key strength-based principles and techniques for effective parenting.

"WM Jr. Control Conspiracy Network" is presented by Wayne Morin Jr. and features speakers on topics of targeted individuals, mind control experimentation and conspiracy theories.

New & Renewed Memberships:
October 1, 2011 to December 31, 2011

Daniel Atterbury
Ralph De Amicis
DiRosa Preserve
Harold E Fox, MD
Michelle Hock & Family
Hopewell Baptist Church
Lucky Meyer
Loren Moale
Tom Mills
Dan & Diana Monez
Napa Valley College
Napa Valley Education Foundation
Napa Valley Marathon
James Raymond

Want to be featured on NVTV's Spotlight?



E-mail us a brief description about you, your show, and tell us why you should be in the spotlight. Don't forget to include pictures!

Submissions can be sent to spotlight@napavalleytv.org. For more information, contact Sharron at 257-0574.

Notes from the Board Chair

Happy New Year! I hope this year is a prosperous, joyful year for all.

Want to be a TV star? Want to create and direct your own TV show? It's easy with Napa Valley TV. Come to one of our member workshops.

Producer's Orientation

This mandatory, non-technical class covers the policies and procedures of public access television and is the first step towards your own show.

Television Production Techniques Workshop

Learn the fundamentals of camera operation, as well as shot composition, basic lighting and audio.

Introduction to Digital Editing

Learn to capture and edit video, add music and sound effects, create a voice-over, and add titles and transitions, using Adobe Premiere Elements.

After you learn how to produce, film and edit your show, you can let your creativity soar!

Contact Justin at 707-527-2054 or justin@napavalleytv.org or Sharron at sharron@napavalleytv.org to sign up. Classes must be paid for in advance, no later than 48 hours before the class you wish to take. You can also register for classes via PayPal at www.napavalleytv.org.

Doris Smith
Chair, NVTV Board of Directors



Executive Director James Raymond goes over a few key points during a Producers Orientation Class.

NVTV Board of Directors

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