

Cape Town TV's fundraising telethon

Cape Town TV will be running a five-day phone-in telethon to raise funds for the non-profit television channel from 5-9 December 2013. The telethon will be live on air between 8-9pm every day, giving viewers the chance to phone in with their pledges of support.



Each show will have a different theme which appeals to a different constituency. The telethon will kick off on Thursday, 5 December, with a programme appealing to sport enthusiasts, with a line up of local sports celebs. Friday's show will focus on the importance of community media. On Saturday the Telethon it will feature some of Cape Town's best local talent. It will be reaching out to the multi-faith community on Sunday and on Monday it will be talking to the business community.

Its mandate is to deliver programming that reflects the lives of the ordinary people that make Cape Town the vibrant city that it is. Community television ensures that all citizens have access to the information and communication channels necessary to exercise their civic rights and responsibilities, to share political, cultural, artistic, spiritual, and individual expression, and to promote a culture of human rights.

Another important service that it provides is training in television studio production for young people, mostly from previously disadvantaged backgrounds and this needs constant investment in facilities and equipment to succeed.

To make a pledge, phone +27 (0) 71 504 0060 or +27 (0) 71 503 8084 or email donations@capetowntv.org.

For more, visit: <https://www.bizcommunity.com>