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We broadcast diversity!®

Hello!

I'm Trip Reynolds, General Manager of CTI22.

This is the first in a series of editorials in response to your inquiries about our broadcast operations. A frequent question is, "Why don't you allow other City Council members to broadcast on CTI22?" Or, "Why does CTI22 only broadcast political programs some perceive as representing "fringe" elements of the community?"

Here are the facts:

First, on several occasions in 2008 and again in 2009, on a first-come, first-serve basis, CTI22 invited all Omaha City Council elected officials and other elected officials to host their own program on CTI22. At their discretion, their program could last no less than 30-minutes, and be broadcast at no expense, to enable them to provide instant information to and from the diverse communities they represent here in metro Omaha! Plus, in anticipation of their busy schedules, we informed each City Council member we could schedule their program for broadcast on a weekly basis, or bi-weekly, monthly, quarterly, or as a "special event" broadcast. You can review this correspondence yourself on our web site: cti22.org/letters.htm. As of today's date, we have not received a response from any member of the Omaha City Council.

Second, in all fairness, Omaha City Council members and other elected officials are under absolutely no obligation to communicate to their electorate – to you – through CTI22. It's their call to govern in a manner they believe to be in their and your best interests. However, we know that as a communication tool, CTI22 can communicate to more people, more efficiently (audio, video, graphics, and text), more immediately (we broadcast "live" TV), more accurately (elected officials convey their own unedited content), and more economically than any other media outlet in metro Omaha. As you know, only a limited number of Omaha citizens can attend an actual City Council meeting, but hundreds of thousands of Omaha citizens can watch and/or participate in an interactive TV program. **Again, as of today's date we have not received a response from any member of the Omaha City Council.**

Third, CTI22 has uniquely established a standard to provide our diverse broadcast audience with immediate and regular access to elected officials, such as U.S. Congressman Lee Terry, Nebraska State Senator Brenda Council, Learning Community Coordinating Council Member and former Nebraska State Senator Ernie Chambers, and former City of Omaha Councilman Frank Brown. We believe the immediate access we've enabled between our diverse broadcast audience and their elected officials has consistently proven to be a dynamic benefit to everyone! Here at Channel 22 [501(c)(3)], we consistently demonstrate a commitment to freedom of speech and diversity.

In summary, CTI22 has not prohibited any elected officials from broadcasting on CTI22. So, if **you** want to have access to and feedback from YOUR elected official through CTI22 – tell them! We wholeheartedly welcome an opportunity to demonstrate our commitment to freedom of speech and diversity.

Thank you for watching CTI22, and we encourage you to become an active participant in shaping our broadcasts because, "**We Broadcast Diversity!**"™"

Have a great day!

Trip Reynolds
General Manager, CTI22