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NEWS

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DAVIS CABLE 17 TO LAUNCH SPANISH LANGUAGE PROGRAM

In keeping with its mandate to serve Public, Education and Government interests, Davis Cable 17 announced today that it is adding a Spanish language training program to its lineup, beginning September 5th. The program, entitled “Destinos: An Introduction to Spanish” will air weekdays at 7:00a.m. and 3:00p.m.

“It’s not your ‘run-of-the-mill’ video of a language teacher at a whiteboard,” said J. Scott Iverson, Davis Cable’s Station Manager. “This show starts right out with a missing person mystery, so it’s both entertaining and educational.

The series, funded and produced through the Annenberg Foundation, immerses students in everyday situations with native speakers and introduces the cultures, accents, and dialects of Mexico, Spain, Argentina, and Puerto Rico. The added dimension of mystery helps keep the viewer involved and anxious to return for the next episode.

“We’re really hoping the ‘Destinos’ series will introduce a whole new category of viewer to Davis Cable 17,” said Iverson. “We’re also looking for an underwriter or underwriters to help us keep the program on the air,” he added.

Interested viewers can also purchase textbooks and other support materials to assist them in their studies by visiting the Annenberg Web site on the Internet at <http://www.learner.org/catalog/series75.html>.

Davis Cable 17 is a PEG access channel, operated by the Davis Chamber of Commerce that reaches over 114,000 households in and around Davis County via Comcast Cablevision. Launched in October of 2004, the Station offers a variety of original local programs, including “Davis County Now,” “High School Football,” “At the Movies with Spot” and “Crowd Surfing,” as well as City/County information, documentaries and local events. Please check local listings or the Station’s Web site, www.daviscable17.com, for dates and airtimes.

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