

TURN ON THE WOW!



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– Mark V. Bozigian
City Manager

LTV'S LIVELY NEW LINEUP WILL KEEP YOU TUNED IN & ENGAGED

Wondering what Lancaster has to offer? Thanks to the City's better-than-ever lineup of dynamic and enlightening programs, you can find out what's what, who's who, and everything there is to do right here in your own backyard.

What is LTV? Lancaster TV – a reimagined Channel 28 with a twist, including an all-new look and feel. LTV is where you can watch relevant engaging shows created especially for you by people who live and work in Lancaster.

Celebrate Lancaster's diversity with 'True Community' – a show spotlighting the who, the where, and the how that shape the City's emerging culture. Take a deeper look 'Inside the Artist' with this profile series that will feature local artists as they demonstrate their creative prowess within their respective trades.

Getting down to business, LTV's 'Made in Lancaster' highlights the City's manufacturing industry, which is gainfully constructing a more stable local economy.



You don't have to just read about Lancaster, 'OUTLOOK Live' will take the ink right off these pages and transform OUTLOOK magazine articles into exceptionally entertaining episodes. Better yet, viewers will be motivated to get up and get moving when LTV debuts its exploration series, which will delve into all the exciting places to visit in and around Lancaster.

Undeniably, LTV has flipped the script to bring a lot of fresh programming to you. For the tried-and-true, don't fret, as some of the mainstay programming will still be in rotation. Informative City Council and Commission meetings will continue providing civic transparency. Likewise, viewer favorites 'Local Gourmet,' which takes a behind-the-scenes bite out of Lancaster's dining hot spots, and 'Local Business Spotlight,' which illuminates the City's many non-manufacturing firms, will keep you abreast of the latest and greatest in food and commerce.

"LTV's lineup is truly tailored to the community and designed not only to educate but also wow residents and stakeholders," said City Manager Mark V. Bozigan. "We must embrace every opportunity to tell our story... to build up our brand... to share with each other and the world who we really are and all of the incredible things we are doing here in Lancaster. Our goal is to deliver engaging, compelling content that moves viewers and instills local pride in our citizens. What's more, we will achieve this by utilizing all viable means for reaching the public."

Channel surfing has taken on a completely different meaning these days. The extensive offering of diversified, interactive platforms available today requires content providers to rethink traditional programming and how best to communicate with the public. As such, LTV will be livestreamed via the City's website in the near future, and currently has its own Twitter feed @LTVwow and hashtag #LTVwow. Be sure to check us out on YouTube as well.

For complete information regarding LTV and its programming schedule, visit www.cityoflanasterca.org/ltv. Don't forget to follow Lancaster's Facebook, Twitter, and Instagram.



LTV MISSION STATEMENT

The mission of the City of Lancaster's government channel is to engage, educate, and inform the various constituent groups comprising the City, via relevant and topical programming.

This quality programming delivers valuable, reliable, and comprehensive information regarding the many programs and services offered by the City—ensuring that all who live, work, and visit in the City of Lancaster are well informed and engaged.

