

CHANNEL 68

LINC TV

Station Profile

LINC TV is Australia's only regional Community Television Station, and it's based right here in Lismore.

So what is LINC? LINC stands for Local informative Network Community and it is a non-profit organization which aims to promote local business, local television shows and relay community information and issues.

From humble beginnings to a new dawn in community broadcasting, LINC is growing bigger, stronger and better than ever before. Having been established 10 years ago, LINC has strong grass roots within the Lismore area and it's primary objective will continue to be the prosperity of the community. LINC does not compete 'head on' with commercial networks but complements existing services with alternative locally produced content.

LOCALISM - is where community media has the edge over the networks.

Increasingly, community media has an expanding local role. While commercial media and the ABC have minimal local content and increased networking, community stations have become the voice of local communities. Instead of having to broadcast news and programs for a larger unspecific audience we naturally have a concentrated focus and interest on this area, specifically Lismore and the Northern Rivers Region. This gives us a unique and powerful medium to offer local business. The ability to sponsor programs and advertise directly into your relevant demographic, the surrounding area, giving you the potential to reach most of the community and future clientele.

DIVERSITY - Community broadcasting fosters innovation, creativity and diversity of content.

LINC television provides news, information, cultural content and entertainment to the Northern Rivers communities. As we are defined by location and common interest, diversity becomes our keynote, reflecting the many interests of the region in our programming



Television provides an opportunity for ordinary community members to have an input into the cultural life of the Community.