



Info for Tacoma Creates Organizations to be featured on CityLine on TV Tacoma

About – CityLine is a weekly, one-hour talk show comprised of four segments, each 11-minute segment featuring a different organization or group talking with the show host about the activities, events, and/or services they provide the community. Featured organizations and groups are responsible for lining up one to three guests for their segment, providing a list of 10 potential interview questions the host can ask the guest(s), and providing any relevant images or videos that can be shared on screen to help illustrate what the guest(s) will be speaking about.

Each featured organization or group must have some tie to the City of Tacoma such as being a current fundee, a collaborator, or an inter-agency partner. The show is produced by TV Tacoma, Tacoma’s municipal television station. It is taped live every Thursday and airs multiple times throughout the week on Channel 12 in Tacoma, and on-demand anytime on YouTube and at www.cityoftacoma.org/cityline.

Website – Learn more about Cityline, and watch archived episodes at www.cityoftacoma.org/cityline.

Timeframe for Scheduling Segments – CityLine is a popular show, and their schedule is often booked out 4 - 6 weeks in advance, especially around summer events and holiday events. If you want your organization or group featured on CityLine at a particular time of year, we recommend you reach out to them *at least* 6-8 weeks before your ideal week, to secure a spot, or further in advance if you like.

Program Promotion – In addition to the show airing on Channel 12 and available for on-demand viewing online, after taping CityLine will provide you with a link to your segment to make it easy to share on your social media, website, newsletters, etc.

Contact – Interested in having your organization featured on CityLine? Reach out to Cheryl DeMark at cdemark@cityoftacoma.org and provide the following information in your email:

1. The name of your organization/group and what activity, event, or service you are requesting to have featured on CityLine. If you are collaborating with another organization, make sure to note that and include them in your request – you can work together to determine whom from each collaborating organization should be a guest on the segment (with a maximum of three guests total).
2. Your preferred time frame for taping. (Remember: shows are taped every Thursday and air for one week after taping; if you are promoting a specific event, you will want to be on CityLine at least one week before the event takes place.)
3. That your organization is currently funded through Tacoma Creates!