

## NEWS RELEASE

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### **APPALACHIAN'S NEW TELEVISION STATION LAUNCHES ORIGINAL PROGRAMMING Health Talk to Premiere Tuesday Night; Six More Shows to Air on AppTV This Week**

BOONE, N.C.—Appalachian's own television station, AppTV, kicks off its daily original programming with *Health Talk* at 7 p.m. (EDT) on May 26, 2015.

The other series to premiere on the weekly 7 p.m. strip include *Business Matters* (May 27), *AgeWise* (May 28), *The Academics* (May 29) and *Sports Bar* (June 1). AppTV's weekend series, *The Media* and *Religion in Life*, will air on Saturday and Sunday respectively. All the programs will also be rerun at various times throughout the week on Charter Cable in Watauga and Avery counties in North Carolina and Johnson County, Tennessee, as well as on watchapptv.com.

"AppTV is an exciting opportunity for the Department of Communication. In addition to offering a valuable hands-on learning environment for our students, AppTV will provide unique programming that will be of interest and benefit to the campus and Boone area communities," said Jean DeHart, chair of the Department of Communication at Appalachian.

The lineup of hosts includes several App State professors and other experts from the area. All original programs are produced with help of App State student interns under the guidance of General Manager Michael Fields and Chief Engineer/Production Manager Rob Gelber.

"The time we've spent developing AppTV has been very rewarding. I'm especially happy that we're able to bring a new media outlet to the growing High Country," said Fields, who brings to AppTV more than five decades of broadcasting experience.

- Hosted by Jay Noren, M.D., *Health Talk* (Tuesdays, 7 p.m., and throughout the week) encourages viewers to live a healthy life.
- Produced in cooperation with Walker College of Business, *Business Matters* (Wednesdays, 7 p.m., and throughout the week) provides tips from experts on investments, securities, money management and budgeting.
- Hosted by professor of sociology Ed Rosenberg, Ph.D., and produced in association with the High Country Caregiver Foundation, *AgeWise* (Thursdays, 7 p.m., and throughout the week) provides advice that benefits those in the prime of their lives.
- Moderated by former U.S. envoy to NATO's mission in Paris, Fulbright scholar and political science professor James Barnes, Ph.D., *The Academics* (Fridays, 7 p.m., and throughout the week) discusses the week's current events from an academic perspective.
- *Sports Bar* (Mondays, 7 p.m., and throughout the week) brings together three generations of sportscasters: David Jackson, Associate Athletics Director at App State, Sam Smith, a veteran play-by-play radio and television announcer, and three student panelists.

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- Moderated by AppTV's Michael Fields, *The Media* (Saturdays, 11 a.m., and throughout the week) explores how today's issues are covered by the media.
- Hosted by professor of religious studies Ozzie Ostwalt, Ph.D., *Religion in Life* (Sundays, 10:30 a.m., and throughout the week) explores how faith and spirituality play an integral part in the world today.

AppTV is Appalachian State University's student-run television station featuring original and acquired programming that can be viewed on Charter Cable channel 198 in North Carolina's High Country and Johnson County, Tennessee, and channel 23.3 on App State's campus. Programming can also be streamed anywhere in the world via [www.watchapptv.com](http://www.watchapptv.com). For more information, visit [apptv.appstate.edu](http://apptv.appstate.edu) or follow @watchapptv.

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