



NEWS RELEASE

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Department of Communication
APPALACHIAN STATE UNIVERSITY

Media Contacts:

Karen Powell
SkyLine | SkyBest
(336) 876-6117 karen.powell@skyline.org

Olga Z. Monacell
AppTV, Appalachian State University
(828) 262-2406 monacelloz@appstate.edu

AppTV Expands Presence in Northwestern NC and Eastern Tenn. Premiere of Local Documentary to Launch Partnership with SkyBest

BOONE, N.C.—In partnership with SkyBest Communications, Inc., AppTV expands its programming to Ashe, Alleghany and Johnson (Tennessee) counties, as well as additional areas of Avery and Watauga counties. To celebrate the launch of its programming on SkyBest, Appalachian State University’s television station will hold an *AppTV Comes to SkyBest* event on July 14. The celebration will feature a showing of “The Land Sustains Us, A Todd Story,” a documentary produced by a group of local residents.

Dr. Patricia Beaver, a retired Professor of Anthropology and former Director of the Center for Appalachian Studies, will host the *AppTV Comes to SkyBest* event at 8 p.m. from Studio A at the George G. Beasley Media Complex in Boone. Beaver and her guests, Patricia Mitchell, Assistant Secretary for Rural Development, North Carolina Dept. of Commerce, and Rev. Brandon Wrencher, Blackburn Community Outreach, Inc., will discuss how the recent housing and business development affects the sense of community in the village of Todd and other areas of the High Country.

“We treasure a rich ecology and deep history in these mountains. As change occurs, what do we keep? What do we set aside? What do we negotiate in order to nurture healthy communities? We will address these and other questions on the AppTV program,” Beaver said.

“The Land Sustains Us, A Todd Story” was produced in 2013 and funded by the North Carolina Humanities Council and the Conservation Fund. Martha Enzmann directed the documentary in collaboration with videographer Suzanne Clouzeau and interviewer James Lewis. “We created this documentary as a way to have a conversation about our relationship to the land. We believe the material is still pertinent today,” Enzmann said. “By opening a dialogue between natives and newcomers, our communities will make informed decisions about sustainable economic development,” Clouzeau said.

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AppTV, an activity of Appalachian's Department of Communication, debuted its daily programming on May 26, 2015. AppTV seeks to tap the resources at App State, reaching viewers on campus and beyond. The station's original programs offer something of interest to audiences of all ages and cover topics from sports to current events and from religion to media.

Currently, AppTV is available on Charter Cable in Watauga and Avery counties, North Carolina, and Johnson County, Tennessee. This new partnership will allow AppTV to offer its programming to SkyBest subscribers in Ashe, Alleghany, Avery and Watauga counties, North Carolina, and in Shady Valley, Tennessee.

SkyBest, a subsidiary of SkyLine Membership Corporation, is committed to featuring local programming such as high school sports, area news and community events that is not available from any other TV service provider. SkyLine/SkyBest seeks to serve its members and the communities in which they live, work and shop. Known for its longtime commitment to community outreach, SkyLine has supported Appalachian State Athletics, An Appalachian Summer Festival and the Transportation Insight Center for Entrepreneurship and welcomes this latest endeavor with the Department of Communication.

"SkyBest is excited about our newest collaboration with Appalachian State University," said SkyLine CEO and SkyBest President Jimmy Blevins. "The addition of AppTV will further enhance SkyBest TV's line-up by bringing exceptional local and regional programming produced through Appalachian State's Department of Communication. We are glad to provide this additional avenue for App State students and faculty to showcase the University and our region as a whole. "

About AppTV

AppTV is Appalachian State University's student-staffed television service. Its original and acquired programming is telecast on SkyBest Channels 20 (standard definition) and 1020 (high definition) in Ashe, Alleghany, Avery and Watauga counties, North Carolina and in Shady Valley, Tennessee. It is also available on Charter Cable Channel 198 in Watauga and Avery counties, North Carolina, and Johnson County, Tennessee; and Channel 23.3 on App State's campus. Our live streaming and on-demand library of original programs can be viewed on www.watchapptv.com. For more information, visit apptv.appstate.edu or follow @watchapptv.com.

About SkyBest

SkyBest Communications, Inc. is a wholly-owned subsidiary of SkyLine Membership Corporation. Established in 1951, SkyLine provides telecommunications services to customers in Alleghany, Ashe, Avery and Watauga counties in North Carolina and Johnson County in Tennessee. Along with its current focus of building a fiber-to-the-premise (FTTP) network, SkyLine is committed to enhancing the quality of life across the region through various charitable, educational and economic development programs. -end-