
Longview Economic Development Corporation

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Insights program features Longview, TX

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...Have we got News for You!

Television documentary in production about the success of the Longview Economic Development Corporation

February 12, 2010, Longview, TX - A documentary about the success of the Longview Economic Development Corporation (LEDSCO) is in production by **Insights Public Television Series** hosted by Hugh Downs, one of America's most well-known news anchors. A film crew was in Longview this week taping footage of Longview and interviewing LEDSCO leadership and local plant managers. The production schedule requires about 90 days before final distribution.

"We are thrilled about being chosen by *Insights* to participate as a featured guest on a nationally and internationally televised series," said Susan Mazarakes, interim executive director of LEDSCO. "This program will be broadcast in 50 states, distributed to the top video streaming web networks and used on our own website, www.longviewusa.com, to promote Longview. The feature will appear on CNBC, FOX News, The Learning Channel, Family Net, and Discovery Channel or equivalent networks during peak and primetime. The piece will also be distributed to Voice of America, an international multimedia broadcasting service with a daily viewing audience of 96 million people airing in 127 countries."

The Longview Economic Development Corporation will have an email campaign to a targeted audience of businesses and site selection consultants they have developed over the past several years. "We understand the effect of the recession on business. Most companies are not expanding today but we view this as an opportunity to position Longview for when they are ready to expand."

Gary James, *Insights Public Television Series* producer, said Longview was chosen for this documentary because of its highly successful economic development efforts. "There have been few groups in the Nation with the success that the Longview Economic Development Corporation has had over the past several years. The

community can be proud of the work of this group."

Mr. James also said, "It is important that public television provide educational opportunities for other communities and for those associations and organizations that have significantly contributed on a national and/or international level to the advancement of economic growth."

If you would like more information please contact the Longview Economic Development Corporation at 903-753-7878 or info@longviewusa.com.