

# PCTV



## Pinole Community Television

### City of Pinole Pinole Community Television (PCTV) Community Media Center Strategy FY 25/26

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## **I. Executive Summary**

Pinole Community Television (PCTV) has embarked on a renewed department strategy, evolving into a dynamic hub for local media, civic engagement, and community connection. PCTV aims to expand beyond traditional government broadcasts and provide a diverse range of services, including local news coverage, community-driven content, and public access programming. By integrating professional video production, digital media resources, and workforce development opportunities, these new initiatives will enhance public engagement, promote economic growth, and create accessible platforms for information, entertainment, and community dialogue.

### **Mission Statement**

The mission of Pinole Community Television (PCTV) is to enhance civic engagement, government transparency, and community storytelling through accessible media resources. We provide high-quality video production, broadcasting, and digital media services to support the City of Pinole, local agencies, and community organizations in sharing important information, public meetings, and local stories.

### **Vision Statement**

PCTV envisions an engaged, informed, and inclusive Pinole community, connected through accessible digital media and empowered by a trusted leader in local news and community storytelling.

### **Goals and Objectives**

#### **1. Establish, maintain and operate public access center:**

- Develop funding resources and administer such funds in order to promote Public, Education and Governmental programming in the public interest;
- Provide the City, individuals and organizations the necessary resources and support to produce programming for the access channel(s), including training, equipment, production facilities and channel time; and
- Operate in the public interest by ensuring access to meaningful Public, Education, and Government (PEG) media that empowers the Pinole community, in alignment with FCC rules, California DIVCA regulations, and Pinole community standards.

#### **2. Support residents, organizations, and local businesses in sharing their stories and staying informed:**

- Provide innovative digital technologies and content to inform, engage and connect the diverse voices and interests of our communities;

- Create a sponsored-advertising program and local business highlight segment in accordance with California DIVCA regulations;
- Facilitate hands-on training programs and production opportunities which empower the public to create content; and
- Provide inclusive access to local government meetings to ensure the community stays informed, engaged, and feels empowered to participate in civic decision-making.

**3. Foster learning opportunities and workforce development that inspires the next generation and strengthens their investment in the Pinole community:**

- Provide hands-on media experiences for students, graduates, and/or individuals interested in community media;
- Build partnerships with local schools to support internship and fellowship programs that create higher education and career pathways;

**4. Air distinctively local content that reflects local news and the unique stories, cultures, and perspectives of the Pinole community:**

- Connect community members and create opportunities for storytelling which features residents, local artists, activists, historians, and others;
- Broadcast and livestream news, community events and local sports;
- Support community-produced segments by offering public access services;
- Advertise the community bulletin board to encourage the public to share local announcements and everyday happenings that reflect community life;
- Establish procedures to discover original content made by local creators;

**5. Increase community awareness and engagement with PCTV's public access center and services through a targeted outreach and marketing plan:**

- Develop and implement a community-centered outreach strategy;
- Launch a comprehensive marketing plan to promote PCTV's offerings;
- Increase visibility and brand recognition of PCTV across the region;
- Track and evaluate outreach impact through data collection and analysis, community surveys, adjusting strategies accordingly.

**II. Community Needs Assessment / Needs Analysis**

In July 2024, staff asked council members to provide their input about what they wished to see addressed in a community needs assessment. Staff received replies from two council members at the time: Devin T. Murphy and Cameron Sasai.

Devin T. Murphy identified key areas requiring further clarity and strategic planning for PCTV, including staffing levels, potential funding sources, and the establishment of performance metrics. Broader considerations include the City's long-term vision for community media,

opportunities for collaboration with local organizations, adaptation to evolving technologies and audience habits, and efforts to engage underrepresented voices in media content.

Cameron Sasai emphasized the importance of aligning PCTV efforts with community preferences, suggesting the survey gather input on preferred social media platforms and perceptions of PCTV's current technology. He noted the need to assess potential technology upgrades and expressed interest in reviving internship opportunities, recommending community feedback to gauge support for such programs.

Staff used this input to craft targeted questions in a community needs assessment (referred to as "PCTV Survey") whose results would shape the PCTV Strategy.

## **PCTV Survey**

To ensure its new strategy reflects the needs and interests of the community it serves, PCTV launched a digital survey between November and December 2024. The survey resulted in a high level of engagement, with 170 participants contributing a total of 5,544 thoughtful and insightful responses. Several areas were assessed to gain valuable insight for how PCTV can develop its service delivery model, including but not limited to: Viewership, Services, Content & Programming, Streaming Access, Areas for Improvement, and Community Support. [View the full PCTV Survey Report](#) in Attachment A.

### **A) Viewership**

Historically, PCTV has been unable to gain access to viewership data from cable franchises. Internet streaming is a new way to gain valuable viewership data, but because it is new, the City used its recent survey to get a better understanding for current and past viewership.

Survey results revealed that 60% of respondents have previously watched PCTV on channels 26 or 28. However, regular viewership remains modest—31% reported tuning in 1–3 times per month, while only 9% watched weekly. The most commonly viewed content included city council and other government meetings. Despite relatively low cable viewership, PCTV's numbers remain high compared to other PEG stations with strong interest in more accessible formats: **71% of respondents indicated they would watch PCTV more often if it were available through internet streaming platforms.** This highlights a significant opportunity to expand reach and engagement by enhancing PCTV's digital presence.

### **B) Services**

An important component of the survey asked participants about how much they value PCTV's current and potential service offerings. The most valued PCTV activities, based on survey responses, were **job training for youth, preserving community history through video, and maintaining funding for these services.** Job training received the highest level

of support, with 41% of respondents rating it as "Vitaly Important." Preserving the community's history through video followed closely at 39%, and **preserving funds to maintain these services** was also highly prioritized, with 40% rating it as "Vitaly Important." These topics not only received the highest top-tier ratings but also showed strong overall support across the "Very Important" and "Important" categories, indicating they are seen as essential to the community's well-being.

Moderately valued activities included **coverage of local government and education meetings**, as well as **media literacy education**. For government and education coverage, 34% of respondents rated it as "Vitaly Important," 32% as "Very Important," and 27% as "Important," showing a strong majority in favor, though with slightly less top-tier support compared to the highest-rated activities. Media literacy followed a similar pattern, with 31% considering it "Vitaly Important" and 29% "Very Important."

**Cultural event coverage** and **local sports broadcasts** received more varied responses, reflecting a range of community interests. While 24% of respondents rated cultural events as "Vitaly Important," others may view them as more complementary to core services. Local sports broadcasts, with 18% rating them as "Vitaly Important," also showed a mix of opinions, highlighting the diverse priorities within the community. These results suggest that while not considered essential by all, these activities still hold value for many.

### C) Content & Programming

To inform the development of community-driven programming and boost audience engagement, PCTV assessed viewer content preferences through its recent survey. The findings revealed strong interest across a range of local topics. The top four topics were:

1. **Local Business News and Information:** 65% of showed interest (22% interested, 43% very interested).
2. **Local Government Meetings:** 70% showed interest (28% interested, 42% very interested).
3. **Community Festivals and Neighborhood Events:** 69% showed interest (31% interested, 38% very interested).
4. **Local Public Safety Information:** 67% showed interest (38% interested, 29% very interested).

Additional areas of interest included:

- City Services and Programs: 66%
- Local Health and Wellness Programs: 58%
- Informational programs about services & activities of local orgs/clubs: 58%
- Diverse cultural programs/events: 57%
- Environmental Programs: 49%
- Agricultural and Gardening Content: 48%

- Information from Local Colleges and Universities: 45%
- Local Sports and Recreational Activities: 44%
- Board of Education Meetings: 44%

The above insights underscore the community's desire for relevant, hyper-local content and offer PCTV valuable direction for future programming initiatives.

#### **D) Streaming Access**

Survey results show that PCTV has a strong opportunity to grow its audience through streaming platforms. Among respondents, 29% reported using Amazon Fire, 28% use Apple TV, and another 29% subscribe to Roku. This indicates a significant potential to increase viewership by promoting PCTV's availability on these widely used platforms.

#### **E) Areas for Improvement**

Accessibility emerged as a key area for improvement, with 51% of respondents indicating they were either only partly satisfied or not at all satisfied with PCTV's current accessibility. In addition, several comments highlighted a need for enhanced marketing and outreach efforts to raise community awareness about PCTV's programming and services.

#### **F) Community Engagement and Support**

Even though just 60% of respondents reported having watched PCTV, **96% of respondents rated preserving funds to maintain PCTV services as Important to Vitaly Important, with 40% considering it Vitaly Important.**

The survey also revealed strong interest in supporting and engaging with PCTV in the future. Notably, 18% of respondents opted to subscribe for updates, showing an ongoing interest in staying informed. Furthermore, 11 individuals expressed interest in becoming sponsors, and 10 people volunteered to contribute their time—demonstrating a meaningful level of community investment in PCTV's mission.

### **III. Inventory of Existing / Current State**

A thorough assessment was conducted to establish a baseline for PCTV's strategic planning. Key areas reviewed include equipment, citywide functions and funding, audience demographics, partnerships, and staffing and volunteers. These elements were evaluated to identify current strengths, gaps, and opportunities for improvement as PCTV works to expand its services and impact.

#### **A) Equipment**

PCTV is currently operating with a significant inventory of outdated and obsolete equipment, much of which is over 20 years old. To address this issue, PCTV has developed a three-year strategic plan to modernize its technology infrastructure. This plan includes the allocation of previously unused Public, Educational, and Government (PEG) Access Funds - documented and available since 2016 - for the purpose of replacing outdated equipment and procuring new tools that align with PCTV's evolving mission to better serve the community (due to fiscal limitations, this plan was scaled back in the proposed FY 25/26 budget).

## **B) Citywide Functions and Funding**

PCTV plays a vital role in supporting citywide functions, including event coverage, broadcast and video production, as well as audio/visual support for public meetings and community events. The organization also manages production services for government and client contracts.

Recently, City departments have gained a clearer understanding of the costs associated with PCTV's internal service delivery. High internal costs coupled with budget constraints have limited the frequency and nature of PCTV support for citywide functions. Currently, PCTV is funded through a combination of Cable Franchise Fees, PEG Fees, and contributions from the General Fund. These revenue streams are under increasing pressure, as cable subscriptions decline and consumers shift toward internet-based streaming services, leading to a reduction in both Cable Franchise and PEG revenues.

To ensure long-term operational viability, PCTV must diversify its funding sources. In addition to continued support from the General Fund, the organization will pursue grants, sponsorships, and other alternative revenue opportunities. These may include equipment rentals, video production services, and other fee-based offerings. A sustainable financial model will be critical to maintaining PCTV's role in delivering essential media services to the community.

## **C) Audience Demographics**

Due to a lack of viewership data from cable franchises, PCTV has been unable to analyze viewership demographics until recently with the implementation of its new master control automation system. PCTV strives to identify key audience segments for targeted programming and outreach, and with new data collection tools built into PCTV's internet streaming platforms, this is possible and will be woven into its broadcast and programming strategies.

## **D) Partnerships**

PCTV has several promising opportunities to strengthen its operations and community outreach through strategic partnerships. Recent interest from local college programs (Contra

Costa College, Diablo Valley College, UC Berkeley) in fields such as Film & Video Production and Journalism presents an ideal avenue to collaborate on the creation of original, locally-focused news and storytelling content. These partnerships could also provide valuable internship opportunities for students while helping to address PCTV’s staffing needs. Additionally, ten local community organizations expressed interest through the survey in having their content aired on PCTV, indicating a clear demand for platform access. Further collaboration with local agencies could enhance public communication by helping disseminate key initiatives, programs, and safety messages. Opportunities also exist to partner with local Pinole schools and nonprofit organizations, reinforcing PCTV’s role as a hub for community engagement and information sharing.

**E) Staffing & Volunteers**

PCTV currently operates with a small but dedicated team consisting of two full-time employees: Dave Snell, PCTV Coordinator, and Erick Wilson, Cable Technician. In addition, the division has a 0.75 full-time equivalent (FTE) allocation reserved for part-time Cable Operators. The table below provides an allocation of how staff time is currently distributed across core functional areas:

<b>Functional Area</b>	<b>Percentage of Staff Time</b>
Video Production	58%
Master Control	10%
Maintenance	9%
Management and Administration	9%
Public Access	6%
Editing	6%
Scheduling	2%

*Current breakdown of staff-time as of April 30, 2025*

Due to a high volume of City-sponsored meetings, events, and community programs, coupled with the time-intensive nature of video production, outdated technology, and a lack of a formal volunteer program, the current staffing model has resulted in a backlog of projects. This has led to delays in the delivery of timely content, especially coverage of local events.

As PCTV continues to adopt new technologies and streamline processes to improve operational efficiency while working to expand its focus on community-produced content, the allocation of staff time across core functions will gradually shift toward a more public-access-centered model:

Functional Area	Percentage of Staff Time
Video Production	20%
Master Control	8%
Maintenance	5%
Management and Administration	20%
Public Access	23%
Editing	6%
Scheduling	18%

*Public access-centered breakdown of staff-time*

Ongoing volunteerism and community partnerships will be key to PCTV implementing its new strategy, which includes enhanced programming, and increased community outreach. Recently, the City’s Media and Communications Fellows (volunteers) have already helped PCTV begin to launch its new strategy with creative development, content generation, and special projects.

### Gap Analysis

Category	Current State	Survey Insights / Community Expectations	Identified Gaps	Recommendations
<b>A) Equipment</b>	PCTV operates with equipment that is over 20 years old; a 3-year modernization plan is in place using previously unused PEG funds.	Community places high value on public access and quality production, with strong support for preserving history and delivering local programming.	Current equipment limits the quality and efficiency of services. Survey results highlight the public’s expectation for high-quality, modern media services.	Expedite procurement and deployment of new equipment. Communicate upgrade milestones to the public to build confidence and engagement.
<b>B) Citywide Functions &amp; Funding</b>	Provides critical support for city functions (event coverage, meeting A/V, etc.), but facing funding cuts.	Survey shows community values job training (41% “Vitality Important”) and content that informs and supports civic life.	Misalignment between city department budgets and community demand for PCTV services. Funding needed for service continuity.	Develop a detailed cost-benefit case for departments. Explore shared service models, grants, and sponsorship to diversify funding and offset General Fund subsidies.

Category	Current State	Survey Insights / Community Expectations	Identified Gaps	Recommendations
<b>C) Audience Demographics</b>	Lack of historical viewership data, but new automation system and streaming platform analytics will soon provide insights.	Strong interest in targeted and accessible content, potentially among younger audiences and culturally diverse communities.	Absence of demographic insights has limited strategic programming and outreach.	Leverage new analytics tools to gather data, define audience segments, and tailor programming.
<b>D) Partnership Opportunities</b>	Actively exploring partnerships with local colleges, schools, nonprofits, and agencies. Survey revealed interest from 10 local organizations for content collaboration.	The community supports collaboration and local storytelling. There is enthusiasm for student internships and organization-led programming.	Partnerships are underutilized and informal. No structured outreach or collaboration framework currently in place.	Formalize partnership strategy. Develop outreach plan and MOU templates. Launch a community content initiative with clear submission and review processes. Recruit more volunteers and develop intern programs.
<b>E) Staffing &amp; Volunteers</b>	PCTV operates with two full-time staff and 0.75 FTE in part-time Cable Operators, with 58% of staff time dedicated to video production. High meeting volume and outdated technology results in backlogs. PCTV has begun to engage Media and Communications Fellows to support new strategic initiatives.	Community values PCTV's role in job training (41% rated job training as "Vitaly Important"), government transparency, and event coverage. There is strong interest in timely, high-quality coverage and expanded programming. Several respondents also expressed a willingness to volunteer or sponsor.	PCTV's current staff time allocation doesn't align with community expectations, resulting in delayed content delivery and limited outreach. Current operational inefficiencies hinders strategic growth. The lack of a formal volunteer/internship program limits the ability to leverage community support and delegate tasks.	To improve efficiency, PCTV should adopt updated technologies, streamline workflows, and delegate routine coverage to departments using tools like Zoom. Expanding staffing through grants, Media and Communications Fellows, and internship pipelines will support strategic growth. Establishing a structured volunteer program with clear roles and training will enhance capacity and strengthen community engagement.

#### IV. Internal Services Assessment

PCTV provides an estimated \$110,839 (this amount fluctuates depending on event schedules, services, and staffing) in annual services across City departments, primarily supporting meetings and events. This breakdown helps identify where staff time is spent and where adjustments can be made. To operate more efficiently and achieve its new goals/objectives, PCTV recommends scaling back lower-priority services and/or shifting some responsibilities to departments.

##### Cost breakdown by Department (Total = \$110,839)

Department	Service Description	Est. Annual Cost
City Council (\$75,945)	City Council Meeting video production & live Broadcast	\$58,185
	The Beat of Pinole production (12 episodes)	\$17,280
	West Contra Costa Mayors Conference AV support	\$480
Community Development (\$21,024)	Planning Commission Meeting video production & live broadcast)	\$21,024
Community Services (\$7,360)	Ceremonial Events (AV support, broadcast, video production, livestream)	\$800
	Tree Lighting AV support & video production	\$1,040
	3x Movies in the Park (outdoor screen & AV set-up/take-down, movie management)	\$5,520
Police Department (\$5,710)	National Night Out AV support & video production	\$1,200
	2x Police Chief Meet & Greet AV support & video production	\$4,510
City Manager's Office (\$800)	Community Forum AV support & video production	\$800

To better allocate resources, PCTV recommends scaling back or eliminating certain services. Commission meeting video production can be transitioned to staff liaisons using basic video equipment and Zoom for recording and livestreaming. Additionally, video coverage of City-sponsored events can be limited to a select number of high-priority events annually. These adjustments will enable PCTV to dedicate more time and resources to community-based projects and strategic initiatives, including revenue-generating activities.

## V. Programming Strategy

PCTV will focus on a diverse mix of local content that reflects reported community interests and promotes engagement. Key programming will include:

1. **Local Government & Community Content:** Council meeting highlights, community event recaps, local news stories, and government meetings.
2. **Community Engagement & Services:** Business spotlights, community resources (e.g., AARP, mental health), animal services, youth podcasts, and senior center programs.
3. **Cultural & Educational Content:** Local art/music, DIY/home improvement, fitness/meditation videos, audiobook readings, and Pinole Library programs.
4. **Interactive & Special Features:** Livestreams (traffic, weather, wildlife, social media), community bulletin boards, and local sporting events.
5. **Partnerships & Collaborative Projects:** Collaborations with local organizations, such as the Pinole Historical Society and youth podcasts.

This strategy will expand PCTV's reach while focusing on high-impact, community-driven programming.

## VI. Technology and Infrastructure

To optimize operations while recognizing the valuable contributions of PCTV's dedicated staff, the strategy focuses on integrating modern, mobile, and user-friendly video and broadcast technologies. This approach aims to improve efficiency and accessibility, making programming more accessible to all community members, while reducing the need for heavy equipment and streamlining staff efforts.

**Key components of the Technology and Infrastructure strategy include:**

1. **Mobile and Flexible Equipment:** Investing in handheld ozmo cameras, dual-purpose video cameras (SD cards), and DSLRs for quick, versatile production in the field. Clip-on production microphones and gimbals will increase mobility and improve audio/visual quality during events, making it easier to capture clear content in dynamic environments.
2. **AI and Streamlined Editing Tools:** Leveraging AI editing tools to simplify and speed up post-production processes, reducing the need for extensive editing staff. Integrating YouTube Premier and automated closed captioning tools to ensure timely, accessible content delivery, providing captions for all video content.
3. **Enhanced Streaming and Accessibility:** Using Starlink satellite mobile internet and streaming encoders for live broadcasts in any location, ensuring reliable streaming and

real-time accessibility. All streams will include closed captioning, making content available to a wider audience, including those with hearing impairments.

4. **Compact and High-Quality Broadcast Tech:** Moving away from bulky equipment by adopting a multi-camera fly pack (rentable and requiring less editing) and Blackmagic HD port for high-definition, streamlined production. These tools will allow for easy deployment and superior production quality without the need for large, cumbersome setups.
5. **Upgraded Control and Monitoring:** Upgrading the control room with a switcher, monitors, and waveform monitor/conversion software for better quality control. Ensuring that all equipment supports seamless integration with accessibility features like closed captioning, making sure all content is accessible to diverse community needs.

By adopting these modern technologies and focusing on accessibility, PCTV will reduce operational complexity, ensure high-quality content delivery, and provide inclusive programming that meets the needs of all viewers, with a focus on enhancing mobility.

## VII. Community Engagement and Outreach

To rebuild its connection with the Pinole community in an inclusive way, PCTV will take a multi-faceted outreach and engagement approach that increases awareness of services, fosters participation from a broader range of residents, and positions the station as a hub for local storytelling and learning. This approach emphasizes accessibility, representation, and community ownership of media.

### 1. Public Presence and Outreach

- **Car Show Interactive Booth:** Relaunch PCTV's public-facing outreach with an engaging and informative presence at the annual Car Show. The booth will feature hands-on activities (e.g., green screen selfies, mic/interview demos), livestreams from the event, and easy-to-understand information about PCTV's services and programming.
- **Materials & Ambassadors:** Distribute multilingual brochures, QR-coded links to sample videos, and enlist trained volunteers to guide visitors in real-time and collect feedback.

### 2. Community Film Screening

- **Host an annual Community Film Screening** (FY 2026/2027) to showcase locally produced films, youth video projects, and historical retrospectives. Include audience voting, panel discussions, and student categories to attract broad participation. This event will celebrate local voices and generate interest in content creation.

### 3. Training & Media Literacy Workshops

- **Media & Video Tech Workshops:** Offer free, hands-on workshops covering media literacy, video production, and live-streaming tools (like Zoom), with a focus on accessibility for seniors using smart devices.
- **Partner with local libraries and senior center** for program delivery and promotion.

### 4. Digital Engagement and Visibility

- **Social Media Strategy:** Expand PCTV's presence on platforms like Instagram, YouTube, Facebook, and TikTok to reach younger and more diverse audiences. Feature behind-the-scenes content, upcoming events, volunteer stories, and short clips of community content.
- **Webpage Redesign:** Remodel PCTV's webpage to be visually dynamic, with sections for:
  - On-demand programming
  - Community-submitted content
  - How-to guides and training signups
  - Volunteer and internship opportunities
  - Content submissions and story ideas

### 5. Volunteer, Internship & Youth Engagement

- **Establish partnerships with local schools, PVH, Contra Costa College, and nearby universities** to offer internships, media fellowships, and class collaborations.
- **Partner with local school journalism programs** (middle, high school, college) to co-create student-produced segments on local news, events, and storytelling. Provide support, mentorship, and a broadcast platform for student work.
- **Create a structured volunteer program** with defined roles (camera operator, editor, interviewer, etc.) and mentorship opportunities to build experience and deepen community ties.

### 6. Equity & Inclusion Strategy

- **Targeted Outreach:** Partner with community-based organizations that serve youth, BIPOC, non-English speakers, and working-class residents to co-create content, identify storytellers, and promote opportunities.
- **Representative Programming:** Prioritize programming that highlights underrepresented voices, such as immigrant experiences, youth perspectives, LGBTQ+ stories, and multilingual segments.
- **Community Content Fund:** Explore grant funding for small stipends or equipment loans for underrepresented residents to develop and submit short video projects.

- **Inclusive Hiring:** When possible, prioritize recruiting interns, fellows, and part-time staff from underrepresented communities to ensure internal capacity reflects the external community.

## 7. Ongoing Feedback

- **Use surveys and in-person feedback** forms (especially at events) to continuously evaluate who is participating (and who isn't) and adjust strategies accordingly.

PCTV will strengthen its presence, deepen trust, amplify diverse voices, and better reflect the full range of stories within the Pinole community by adopting this approach; especially by engaging the next generation of media creators.

## VIII. Marketing and Branding

A phased marketing strategy aims to strengthen PCTV's presence and impact in the community. The plan focuses on establishing a clear brand identity that reflects PCTV's role in Pinole, launching targeted audience engagement campaigns to boost viewership (particularly among underrepresented groups) and building partnerships with local businesses and organizations to expand outreach and foster community connections. Staff have already begun work on several of the following activities:

### Phase 1: Launch & Awareness (Weeks 1-3)

- **Enhance Website Visibility:** Make the PCTV link more prominent on the homepage by swapping it with the Pinole Speaks or other section.
- **Finalize Sponsorship Package:** Develop clear, attractive sponsorship tiers (e.g., Bronze, Silver, Gold & Platinum) with defined benefits.
- **Publish Webpages:** Launch dedicated pages for community-based video submissions and sponsorship/membership opportunities.
- **Social Media Campaign:** Post on SM platforms inviting community members to submit videos, with clear instructions and links.
- **Pulse Advertisement:** Promote a call for video content from the community in the Pulse newsletter.
- **Signage & Flyers:** Distribute eye-catching posters and flyers with a QR code linking to PCTV in high-traffic local areas.

### Phase 2: Business Engagement & Membership Introduction (Weeks 4-6)

- **Email Business Owners:** Announce a limited-time free broadcast period (e.g., 3 months) to attract initial business participation.
- **Business Video Invitations:** Invite local businesses to submit short promotional videos/ads (per PCTV guidelines) for airtime.

- **Develop Membership Model:** Create a tiered membership structure (e.g., Student, Business) with benefits like rentals, discounted ads or exclusive content.

### **Phase 3: Community Connection & Growth (Weeks 7-10)**

- **Partner with Sports Leagues:** Collaborate with local youth and adult sports leagues to broadcast games or highlights, engaging families and attracting sponsors.
- **Host Open House Event:** Organize a PCTV Open House to showcase content, introduce the team, and pitch sponsorship and membership opportunities to businesses and residents.
- **Launch Email Campaigns:** Build a dedicated PCTV email list for regular updates, exclusive previews, and calls to action for sponsorships and memberships.

Progress will be measured through web streaming viewership analytics, growth in sponsorships, content submissions, and increases in revenue.

## **IX. Financial Sustainability**

PCTV aims to achieve long-term financial sustainability by gradually rebuilding its role as a dynamic community media center. To support this goal, it has begun identifying and pursuing grant opportunities, with 3–4 potential grants targeted for FY 2025–26. Additional revenue will come from reintroducing services previously offered (which were paused due to a shift in focus toward City and Council meeting coverage). These services include equipment and studio rentals, audio-visual support, outdoor movie events, video production, and consulting. Community support will also play a critical role, with PCTV seeking sponsorships (e.g., sponsored ads and sports broadcasts), donations, and memberships to help fund its operations.

To help offset revenue lost from previous contract reductions, PCTV will offer video meeting production services to neighboring jurisdictions. It currently provides these services for the City of El Cerrito and WestCAT, and will seek additional partnerships to expand this revenue stream.

PCTV will also evaluate the potential to collect cable franchise and PEG fees from neighboring unincorporated communities (Rodeo, Crockett, and El Sobrante) that currently receive its cable broadcast, ensuring fair contribution from all areas benefiting from its services.

## **X. Implementation Timeline**

Implementation of this strategy is already underway, with staff actively working toward key objectives. The full roll-out of all programs and services is expected to be completed within one year. The marketing plan is projected to be implemented within 3 to 4 months.

## **XI. Metrics and Evaluation**

While viewership data from Comcast and AT&T remains unavailable, PCTV can now track internet streaming metrics via its new Master Control Automation System: Telvue. Monthly data reviews will help assess programming and marketing effectiveness.

Sponsorships, memberships, and equipment rentals will be tracked and evaluated on an ongoing basis to measure the success of new programs and marketing efforts, and PCTV can adjust marketing strategies or programming as needed, based on these metrics. PCTV can also measure community engagement by phone and web data, email volume, and participation at events.

A follow-up community survey is planned for year-end to measure progress and inform service improvements.

By FY 2026–27, PCTV aims to establish a revitalized, community-driven operation; quadrupling its current viewership and achieving a 300% increase in community support and participation.

## **XII. Conclusion**

PCTV has long served as a valuable resource for civic engagement, government transparency, and local storytelling in Pinole. This new strategy outlines a path forward to expand its role by improving access, increasing community involvement, and creating more opportunities for education and creative expression. With updated technology, renewed programming, and stronger community partnerships, PCTV will continue to be a vital part of how Pinole connects and communicates.

Moving forward, support from residents, local businesses, and organizations will be essential. Whether through sponsorships, content submissions, or simply tuning in, community participation will help ensure PCTV remains a strong and relevant voice for Pinole.