



PC TV

Pinole Community Television

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Pinole Community TV

The City of Pinole operates a television station, Pinole Community Television (PCTV).

PCTV broadcasts programming through two dedicated channels provided by the City's two local cable television service providers, Comcast (Xfinity) and AT&T Channel 26 and Channel 28.

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PCTV Mission

To provide a non-commercial, community access television station, Pinole Community Television is a Public Access, Educational, and Government (PEG) station. Pinole Community Television is available to groups, clubs, organizations, and individuals that reside in Pinole. As well as the City for the promotion of an event and/or relaying community oriented information.

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Since December 1983, the City of Pinole has been involved in the operation of community based public television.

In 1997, Pinole Community Television began a progressive Local Origination program.

Pinole systems are considered PEG or Public, Educational, and Government.

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The Station's two Channels are on the air 24 hours per day, seven days a week and are broadcast in Pinole, as well as Crockett, Rodeo, Port Costa, and some portions of El Sobrante.

Production priority should continue to be:

1. City Council meetings and workshops
2. City Sponsored Events
3. Contract Commitments

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PCTV content includes:

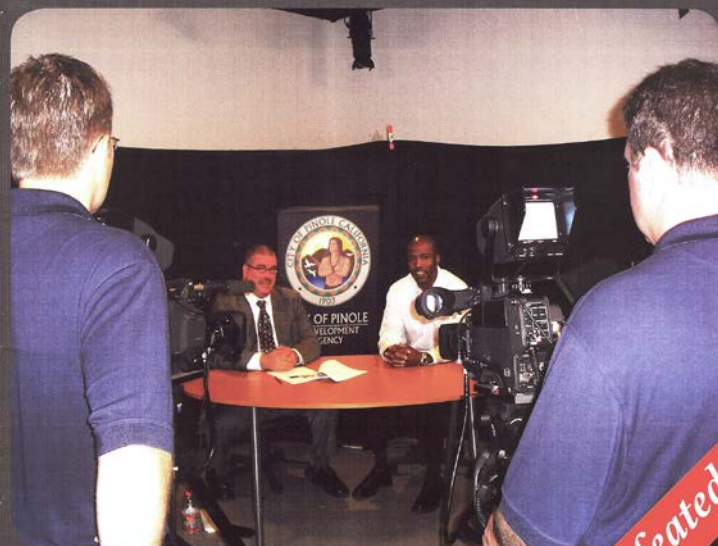
- Live and replayed meetings of the City's legislative bodies (e.g., City Council, Finance Subcommittee, Planning Commission, etc.);
- Local origination includes cultural and educational programming created by PCTV, including live and replayed broadcasts of City-sponsored community events (e.g., National Night Out) and privately organized community events (e.g., the Pinole Car Show)
- Cultural and educational programming created by other governmental or nonprofit organizations; and Programming created by members of the public.

Pinole Community TV

November 2006

Redevelopment

Building Better Communities



Redevelopment TV!

See page 3



California Redevelopment Association

Prop 90 Defeated



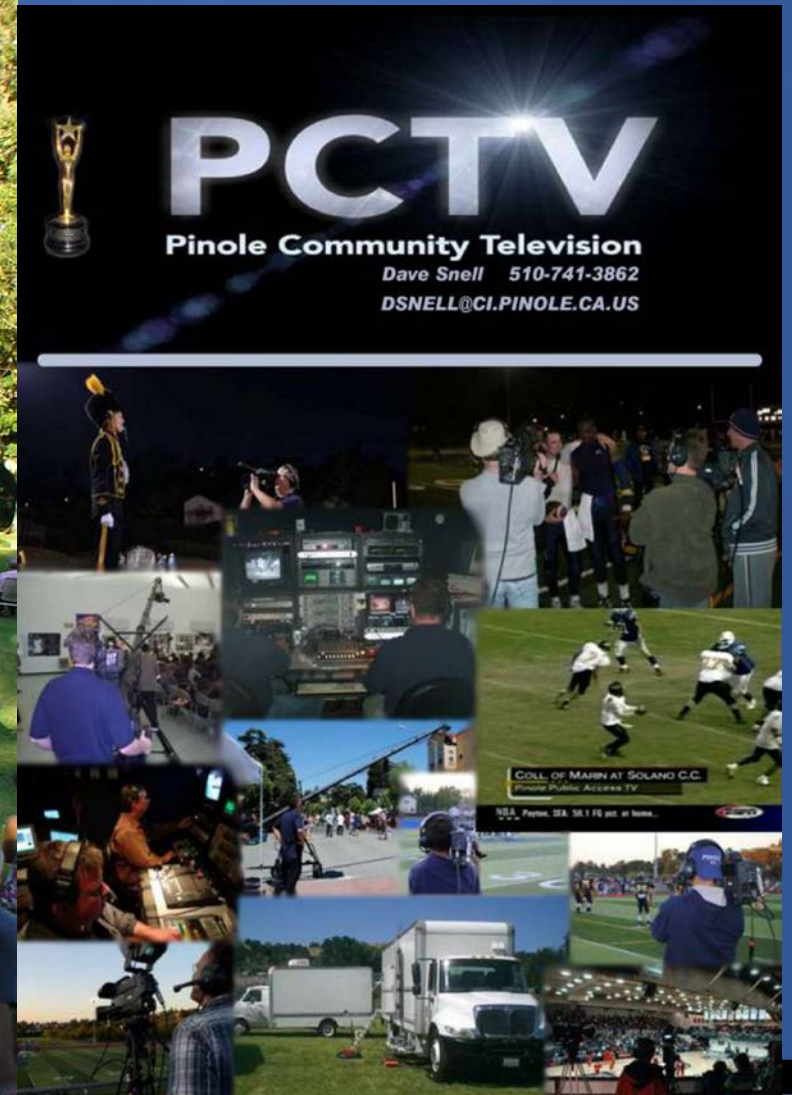
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Following a City distributed survey, PCTV worked towards the content requested most.

- Programs about City services including local public safety information
- Community festivals and neighborhood events
- City Government meetings
- Local business news and information
- Local arts, history, and culture
- Local health and wellness programs

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- Programs about local organizations and clubs
- Gardening Programs
- Courses from area Colleges and Universities
- Senior citizen activities and concerns
- Local sports and recreational activities (little league, football, soccer)
- Board of Education meetings
- Programs about schools and school activities
- Student production programs

Pinole Community TV

The Digital Infrastructure and Video Competition Act of 2006 (DIVCA), assigned the authority for granting cable television franchises to the California Public Utilities Commission (CPUC) rather than cities.

DIVCA maintains one percent of the Cable Providers gross revenue from Pinole customers to be used for the City's maintenance and replacement of television station equipment (commonly referred to as "PEG fees") and five percent of its gross revenue as franchise fees to be used for general City purposes.

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As a result of the Recession, PCTV's budget was reduced in 2011 and the station began producing and broadcasting less local origination content.

The former staff of three full-time employees was reduced to two full-time employees.

In fiscal year (FY) 2016/17, the City established new rates for organizations that wanted to have their local events broadcast on PCTV. As a result, local organizations discontinued having their local events broadcast on PCTV.

Pinole Community TV

In FY 2021/22, the City expects to collect \$302,972 in franchise fees from Xfinity and AT&T.

\$250,000 is budgeted for the General Fund and \$52,972 is budgeted to PCTV.

The City expects to collect \$50,500 in PEG fees.

PCTV has budget for two full-time employees and two part-time employees or 2.2 FTEs.

PCTV currently has contracts to film and produce in-person or hybrid City Council meetings for the cities of El Cerrito, Benicia, and Vallejo.

When these bodies return to hybrid or in-person meetings, this will require significant PCTV staff.

Pinole Community TV

PCTV remains in a minimal operational status serving the City of Pinole and client-based meetings.

Efforts are taken to maintain the equipment operationally ready for field productions, however some equipment replacement plans have been delayed.

Some of the delayed purchases have required additional staff time in content and data management further impacting the staffing shortage.

The production studio remains ready for use.

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There are new developments with Assembly Bill 2635 that may lead to PEG operations in California being offered in High Definition (HD).

This would be a big improvement in the resolution and quality of the video delivered to the viewers.

PCTV would need to make some equipment upgrades to broadcast its content in HD.

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Thank
You!

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