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PCTV PROTOCOL & GUIDELINES

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In Service To

The Community of
Plainfield, NJ

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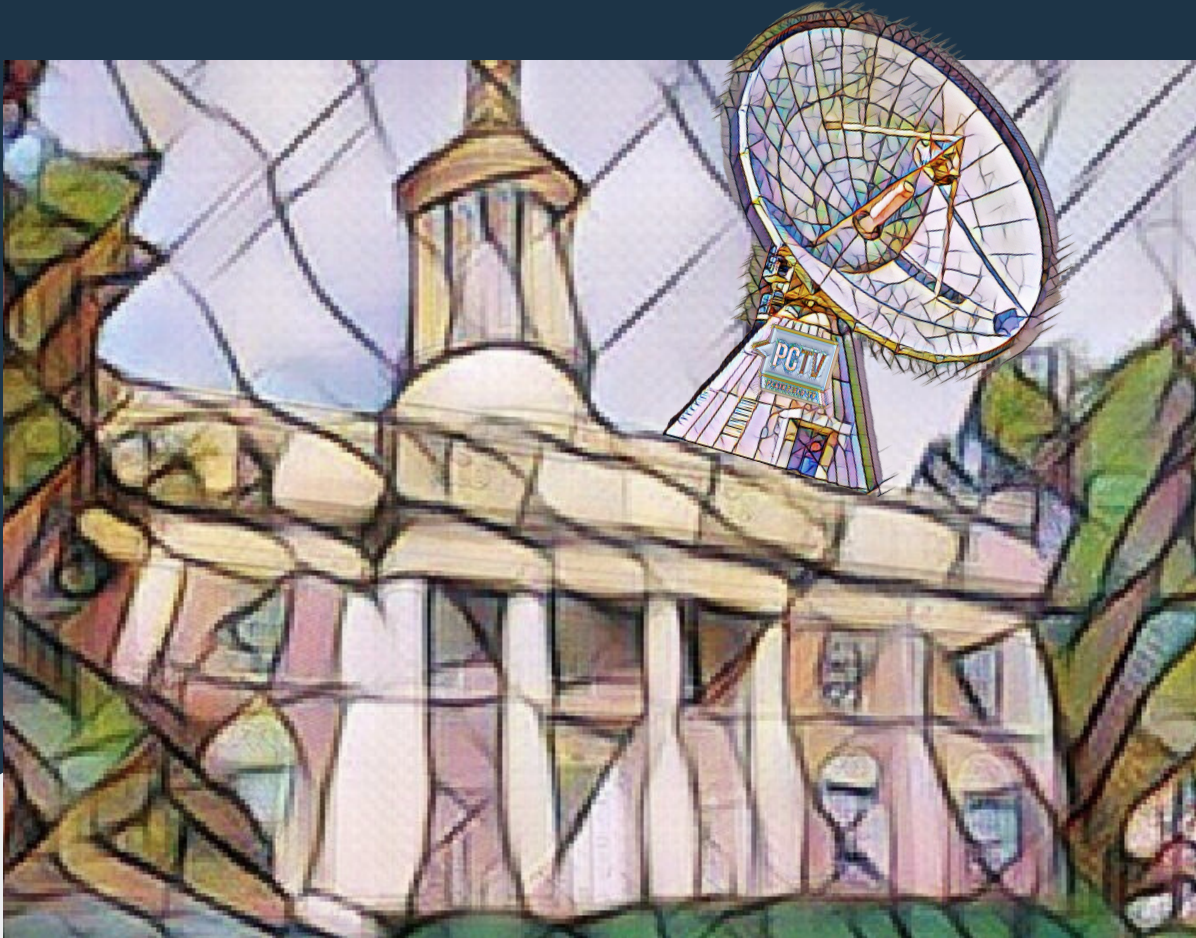
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INTRODUCTION



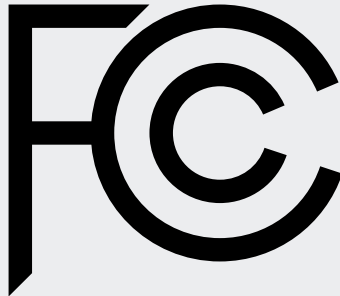
The mission of Plainfield Community Television (PCTV), Plainfield's local access channel, is to advance the democratic ideals of participatory government and freedom of expression by ensuring that Plainfield's citizens have access to electronic media, and by promoting effective uses of that media for Education, Entertainment, and Government. We contribute to the Plainfield community at-large through our content, coverage, and initiatives.

This document is designed to clearly establish the PCTV protocols and guidelines, in an effort to help The City of Plainfield and its residents familiarize themselves with our standard of operation. It was created in alignment with FCC standards for PEG Channels, Public Access protocols, and ordinances related to servicing the Governing Body of Plainfield.

- JOSHUA HOWARD

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[WWW.INSTAGRAM.COM/PCTV3496](https://www.instagram.com/PCTV3496)

PEG CHANNEL DESIGNATION



Pursuant to Section 611 of the Communications Act, local franchising authorities may require cable operators to set aside channels for public, educational, or governmental ("PEG") use:

- Public access channels are available for use by the general public. They are usually administered either by the cable operator or by a third party designated by the franchising authority.
- Educational access channels are used by educational institutions for educational programming. Time on these channels is typically allocated among local schools, colleges and universities by either the franchising authority or the cable operator.
- Governmental access channels are used for programming by local governments. In most jurisdictions, the local governments directly controls these channels.

The classification of PCTV is such that it aligns with all three channel designations, and is free to operate within the fullness of its classification as described by the Federal Communications Commission.

Franchising authorities may require cable operators to provide services, facilities, or equipment for the use of PEG channels. In accordance with applicable franchise agreements, local franchising authorities or cable operators may adopt on their own, non-content-based rules governing the use of PEG channels. For example:

- Rules may be adopted for allocating time among competing applicants on a reasonable basis other than the content of their programming.
- Minimum production standards may be required.
- Users may be required to undergo training.

Federal law permitted a cable operator to prohibit the use of a PEG channel for programming that contains obscene material, sexually explicit conduct, indecency, nudity, or material soliciting or promoting unlawful conduct. However, the U.S. Supreme Court determined that this law was unconstitutional. Therefore, cable operators may not control the content of programming on public access channels with the exception that the cable operator may refuse to transmit a public access program, or a portion of the program, which the cable operator reasonably believes contains obscenity.

Any questions or comments about PEG channels on a particular system should be directed to the cable operator or the local franchising authority. The name and telephone number of your franchising authority should appear on your cable bill, or should be available through your cable operator.

GOVERNMENTAL DUTIES



PCTV's Governmental Duties, Defined by Public Ordinance:

In coordination with the various departments of the city government, develop and implement communications, public information, and educational programs to enhance the knowledge of city residents concerning the availability of and access to city services.

Coordinate the interrelationship between and dissemination of public information to the public and all aspects of the media, including print media, radio, television and video.

To regulate and supervise all aspects of media requirements of the City.

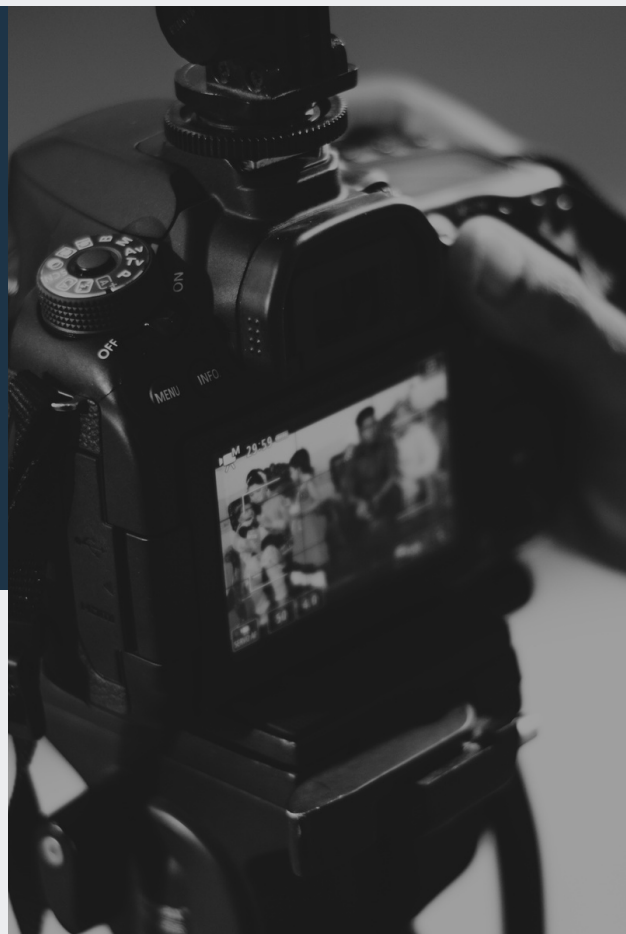
Perform such other duties and responsibilities as may be delegated or assigned by the Director.

EVENT REQUEST PROTOCOL

PCTV Media requires an Event Request Form be submitted for any Photography or Video coverage at least two weeks in advance of the event date. Director Jazz Clayton-Hunt and Station Operations Manager Jaime Glover hold the final decision on what gets covered - this applies to both workday and after-hours events. If submitting a late request, a Supervisor must submit the Event Request Form with a reason for not meeting the deadline.

Event requests should be submitted to Maria Mendez from Communications via email - requests made via phone or in-person to any Department Staff will not be acknowledged at the direction of Director Jazz Clayton-Hunt. Nobody outside of Mayor Adrian Mapp, Director Jazz Clayton-Hunt, and Station Operations Manager Jaime Glover, has the right to assign tasks to a member of the PCTV Media Team.

Event requests must contain all relevant information, including flyers, locations, times, and agendas. Lack of detail might result in restricted coverage/promotion of said event. Maria Mendez from Communications & Joshua Howard from the PCTV Media Team should be included in any pre-event coordination meetings that take place to ensure proper coverage and consideration.



All covered events have the right to be added to PCTV, YouTube, Social Media, Print Media and Newsletters, unless they violate copyright, quality, or privacy standards.

Event coverage is limited to the availability of the Communications & PCTV Media Teams, and is managed on a first come, first served basis.

Community Bulletin Protocol



Use of the Community Bulletin Board is for Plainfield public and/or non-profit organization events, information and announcements. No religious services, membership recruitment, commercial, political, or private messages are permitted. Religious groups and political groups may publicize their non-religious or non-political events (such as food drives, flea markets, socials, etc.).

If any organization would like to post an announcement on the Community Bulletin Board, please email us at media@plainfieldnj.gov to receive an application form. Your completed application must be received at least two (2) weeks before requested start date.

GENERAL CONTENT GUIDELINES



A Plainfield residency is required to air content, but we do accept content that is regionally neutral at the discretion of the Station Operations Manager Jaime Glover. Content produced in partnership may be submitted for awards - the creators and PCTV will both be credited on any awards won by the submission.

All content is the ownership of their respective creators unless explicitly produced by the PCTV entity or produced in partnership with PCTV. Content created by the PCTV team and aired on PCTV does not constitute explicit production by PCTV. Content produced by PCTV and an independent creator has the right to be broadcasted on PCTV and shared via social media/presentation, with the independent creator being credited appropriately.

Content may be shared and promoted by the independent creator without PCTV approval or consultation - PCTV must be tagged/referenced in any captions/copy that utilize the content. PCTV may work with independent creators, citizens, civil servants, business owners, organizations and dignitaries, to produce accompanying content as needed to comply with station formats. While content is protected by Freedom of Speech, PCTV strives to create/air content that can be seen as educational, entertaining, or representative of the city and its people/culture. Most content would fall under these guidelines, but content that is chosen for broadcast is ultimately selected by the Station Operations Manager Jaime Glover, and the Video Production Manager Joshua Howard. In order to produce content in partnership with PCTV, a pitch meeting must be held to propose the idea for the production.

CONTENT REQUEST PROTOCOL

Any use of archived content must be requested and approved. Archived content requests should be submitted to Maria Mendez from Communications via email. Internal requests will be fulfilled in two weeks, unless otherwise stated. Once content is sent for use, it should be saved within 72 hours - PCTV is not currently equipped to archive content for on-demand access. Any content intended for use in external publications must credit the individual creator, as well as PCTV as an entity. External entities requesting content should send a link to view the content in use.



Office & Studio Protocol



All visits to the PCTV Office must be confirmed via email or phone prior to visiting, as to avoid any conflicts with our existing production schedules. If you have a photoshoot scheduled, please come camera ready before arriving, and avoid wearing any bold patterns. If you are filming a video, please prepare talking points in advance and silence your phone prior to recording. Any production or pitch meetings will take place in the Communications Conference Room on the third floor, unless stated otherwise. Unless attendance is optional, please confirm team availability prior to scheduling a meeting. Access to the studio and equipment are restricted unless a member of the PCTV Media Team is present.

PCTV Media Team



JAIME GLOVER
Station Operations
Manager



JOSHUA HOWARD
Video Production
Manager



EARLE HOLDER
Technical Manager

THANK YOU, AND WE LOOK FORWARD TO WORKING WITH YOU!



PCTV is a creative free-speech platform for community and government. We develop curriculum, operate training workshops, staff city shoots, record local council meetings, create original content, maintain and update equipment, manage the broadcasting of shows, publish promotional materials, and advance Plainfield's local creative community. Due to the size of the PCTV Media Team, access to crew, equipment, studio, writers and/or services, is decided based on capacity and after the idea is approved to enter production.

If you have any questions, don't hesitate to reach out to us - we are always willing to work together for the benefit of The City of Plainfield. Email joshua.howard@plainfieldnj.gov and we will respond as swiftly as possible!