

Q for Jeremy –Very insightful info! Can you expand a little bit on how you go about your programming across different platforms. What tools and strategies do you use? ie Broadcast (do you have upcoming programming schedule, billboards vs content, how much is content is original vs replay)

**PCTV uses Sprout Social to schedule and publish most of our posts. Our social media coordinator manages most of that work in collaboration with PIOs from our partner jurisdictions. For YouTube, our editors manually upload the videos themselves.**

**Our strategy is to get content out on social while it's still timely, ideally the same day or the next. Storyteller-style videos take longer to produce, but we usually determine a target release date before the project begins.**

**We also maintain a programming schedule on our website. It's generated automatically through CableCast and updates in real time whenever we make changes in the system. We do have a bulletin board for our channel, though it's not used often right now.**

**Most of our channel content consists of replays of public meetings and previously produced videos. Those include a mix of "evergreen" stories and newer pieces we've released. We try to make as many of our stories evergreen as possible so they remain relevant and useful on the channel over time.**

Q for Karen– Wow! DCTV is a true powerhouse! Can you give a us a brief idea of how your channel's team or department is organized? ie how large is your team, how much do you rely on freelancers, are they paid, what portion of your content is produced in-studio, what types specialized teams (producers vs operators vs editors etc.) are there and how do they all work together?

**In our programming department we have 20 or so individuals, videographers, editors, producers, and AV production specialists. Our team generates the bulk of the programming, especially the AV production specialists that handle our on air functions. They cover and distribute all of our live shots, which includes council, mayor, and board of education coverage, schedule and program the channels and also support our editing and videography divisions. We use freelance folks to help with council coverage, special events, and some studio tapings and they are paid.**

**Our days mostly consist of our live coverage of council meetings and mayoral announcements. We schedule studio tapings mostly during the summer while the council is on recess. And we include various requests from staff and external parties**

**for event coverage and field interviews. Our videographers capture the footage, producers review and create scripts for the editors and once completed is reviewed and approved and forwarded to master control for on air rotation.**

Q for Nina – You mention “ Show community WHY it matters. “ How does your team decide this? How does your team implement it, and how is this process reinforced?

**When we say “show the community WHY it matters,” we mean going beyond simply announcing a project or event. Our team constantly asks: How will this impact residents’ daily lives? Why should they care? What problem does this solve for the community?**

**As a city, we work with taxpayers’ money, so we believe residents deserve to clearly understand where their investment is going and how it benefits them. People want transparency, but they also want to feel that their city is investing back into them, their families, and their quality of life.**

**We decide this by evaluating the real impact a project or event will have on the community. Sometimes it’s infrastructure, safety, connectivity, or recreation. Other times it’s emotional impact, community pride, or creating spaces where families can come together. Our goal is to communicate not just what is happening, but why it improves life in Alamo.**

**In practice, this process is implemented through intentional storytelling. Instead of only posting facts or announcements, we focus on showing the human side of projects through visuals, interviews, on-location videos, and real-life examples. We ask departments questions like: “How does this help residents?” or “What will people experience differently because of this?”**

**This mindset is constantly reinforced within our team by making “community impact” part of every creative discussion. Before producing content, we challenge ourselves to find the connection between the project and the resident. That approach helps transform government communication from simply sharing information into building understanding, trust, and engagement with the community.**