

GUIDELINES FOR FREE COMMUNITY EVENT COVERAGE

Each year, as a Public, Education & Government channel (PEG), NCTV17 covers up to 17 community events and presentations at no cost to the hosting organization. The events covered vary from year-to-year but follow these general guidelines.



- 1) Event is located in Naperville and hosted by an educational institution or nonprofit organization.
- 2) Events or presentation will appeal to a large segment of the Naperville population.
- 3) The station's goal is to spotlight the rich diversity of the community so priority is given to events also financially supported by the SECA fund (Special Events & Cultural Amenities).
- 4) Like SECA, NCTV17 does not cover events that are fundraisers for the hosting nonprofit. If the event is a ticketed event, it needs to be at a price-point that is accessible to the general public with the goal of the ticket price to cover expenses versus raise funds for the hosting organization.
- 5) NCTV17 covers one event each year to honor our veterans for their service to our country (e.g. the Memorial Day Parade), and one event for each of our city's Police and Fire departments (e.g. annual CAPS Awards) to honor our community's first responders.
- 6) With the goal of showcasing our community's youth, NCTV17 covers one arts performance from North Central College and each of the five public high schools during the academic year.
- 7) The community events selected each year are at the sole discretion of NCTV17 and take into consideration when and where the event will take place, if the organizing group has received free coverage in year's past, and the station's technical ability to get cameras and staff in/out of the event to produce high quality television coverage.
- 8) NCTV17 does not offer free community event coverage for businesses – albeit, any business is welcome to submit a request for consideration of news coverage.
- 9) If any Naperville-based group or individual has captured a presentation or performance that meets our Community Submissions Guidelines (see attached) they can submit a copy for consideration of airing on the channel to Joy Kleinhans, Producer at jkleinhans@nctv17.com
- 10) If a community group or business would like coverage or live streaming, NCTV17 offers paid video production services. These funds help support our mission of informing, connecting and engaging our community. In addition to providing the paid video coverage, NCTV17 will also air the event on Channel 17 & NCTV17.com at no cost IF the content is appropriate to our viewership.