

SDC 187
(Southern Dakota County Public Access Channel 187)
Serving the communities of Apple Valley, Farmington, and Rosemount

Please note that SDC 187 only provides a cable Bulletin Board service for displaying Community Announcements. There is no capability or facilities available for producing or playing video programming. SDC 187 is operated and administered by the Apple Valley, Farmington, and Rosemount Cable Commission (AFRCC).

SDC 187 Bulletin Board User Policies

- a.** Access to SDC 187 is reserved for, and priority given to, persons who reside, work, or attend school in the cities of Apple Valley, Farmington, and Rosemount. Anyone not meeting those criteria may be granted access at the discretion of the AFRCC Cable Coordinator
- b.** SDC 187 may not be used for the presentation or production of material designed to promote the sale of commercial products or services, or directly or indirectly involving lotteries as defined in Section 76.213 of the Rules of the Federal Communications Commission.
- c.** SDC 187 will not accept advertising containing any messages about or on behalf of candidates for elected office, ongoing political issues, or ballot measures.
- d.** Federal law provides that any person who transmits obscene material or material unprotected by the Constitution over cable systems may be fined and imprisoned. Moreover, Users may be subject to federal, state, and local laws regarding libel, slander, obscenity, incitement, invasions of privacy, copyright or other similar laws. SDC 187 may not be used to present material which violates federal, state, or local law.
- e.** Violations may result in denial of a User's access to SDC 187.
- f.** Access to SDC 187 shall not be withheld, prohibited, or restricted in any way because of race, color, creed, religion, sexual orientation, disability, national origin, marital status, status with regard to public assistance, age or sex.
- g.** Users have total responsibility to know and understand the SDC 187 policies and procedures. As such, Users assume complete financial and legal liability for their activities during the utilization of SDC 187 services and facilities. SDC 187 assumes no responsibility for User actions and will be indemnified and held harmless for any claims or damages resulting from Member utilization of SDC 187 services and facilities.
- h.** Messages may be submitted up to one (1) month in advance of the event being promoted/advertised, but not less than one (1) week in advance of the event being promoted.
- i.** No permanent message pages are available. Messages will automatically be deleted after 60 days and must be resubmitted by the User.
- j.** All message page locations and duration are at the discretion of the AFRCC Cable Coordinator.
- k.** All messages should be submitted via e-mail to: afrc-patv@ci.apple-valley.mn.us . The text body of the message may be contained in a Word or similar style document format that allows "cutting and pasting" of text. Any pictures, logos, banners, etc. may also be included as separate digital objects in JPEG format. Also, a completed announcement composed in a graphics format such as JPEG or PowerPoint slide(s) may also be submitted. A PDF or other locked object style of electronic document is not acceptable as it is neither a graphics format nor does it allow "cutting and pasting" of text.
- l.** SDC 187 reserves the right to edit message content and images for length and readability.
- m.** SDC 187 is operated by the Apple Valley, Farmington, & Rosemount Cable Commission. This shall not be construed or interpreted as providing or implied support or endorsement by the Commission or the Cities of Apple Valley, Farmington, & Rosemount for, but not limited to, any informational or promotional messages or content.
- n.** Community Access Bulletin Board messages on the Government, Educational, and MCN Regional Channels are reserved exclusively for those respective institutions in the community.
- o.** SDC 187 reserves the right to waive any self-imposed regulation when such waiver is judged to be in the public interest.
- p.** The AFRCC reserves the right to revise or change these policies at its discretion.

Tips for Creating Effective Community Announcements on Public Access Channel 187:

General

- Approach your announcement as a Gateway Message. You want to grab the viewer's attention, and then point them in the right direction to get more information.
- The document should be in Landscape Format, not Portrait. Landscape Format is the same approximate dimensions or shape of a TV Screen.
- Identify 4, 5, or 6 main points and stress those in the announcement. For example: who, what, where, when, and how to get more information.
- E-mail your Community Announcement to: afrcc-patv@ci.apple-valley.mn.us .
- In your e-mail include the date the message should stop being shown, or staff will arbitrarily pull it after 30 days.
- No permanent message pages are available. Messages will automatically be deleted after 60 days and must be resubmitted by the User.

Fonts

- Select sans-serif fonts such as Arial, Lucida Sans, MS Sans Serif, Tahoma and Helvetica. Avoid thin serif fonts such as Times New Roman or Palatino as they are sometimes more difficult to read and do not work well on TV.
- Use no font size smaller than 24 point.
- Using bold fonts generally increases readability.

Backgrounds

- Dark blue backgrounds with white or pale yellow text work best.
- Neutral backgrounds with black text also work well.
- Simple backgrounds are best. Backgrounds with tight lines and/or busy patterns can degrade image resolution and clarity, and can also cause a multi-color radiating burst effect on the screen. (Most existing PowerPoint background templates do not work well on TV.)

Text

- Avoid too much text. (Headlines with bullets work best.) Submitting a Press Release is too much text to put on the TV screen, and staff doesn't have the time available to edit so much information.
- Set line spacing to 1 1/2 or 150% of font size.
- Avoid underlining. (Horizontal lines will vibrate on a TV screen.)
- All lines should be at least 3 points thick.

Safe-Title Area

- All text and images should be inset 1" from all edges of the screen to avoid being cut off by some home televisions.

Contact SDC 187

AFRCC

Apple Valley Municipal center

7100 – 147th Street West, Apple Valley, MN 551874

(952) 953-2686 or: afrcc-patv@ci.apple-valley.mn.us