

MORRIS ACCESS TV CHANNEL GUIDELINES

Version 1.4

PREPARED FOR

City of Morris
Morris, Minnesota

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SERVICE OVERVIEW

Morris Access TV is a service provided by the City of Morris in cooperation with Federated Telephone Company (channel 6) and MediaCom (channel 117) and provides promotion of area events via a bulletin board system and broadcast of original, live and recorded video programming.

The service is available to area nonprofits, groups, organizations, public and private schools, churches and government agencies located within the City of Morris, Minnesota on a first-come, first-served, non-discriminatory basis and must meet the standards set forth in this document.

For any questions regarding the Morris Access TV service, email your question, in writing, to accesstv@ci.morris.mn.us.

OVERVIEW & DEFINITIONS

Announcement

Is a single static, graphic, message or slide, that displays information of an upcoming event. Also referred to as an 'Event.'

Bulletin Board

A state of the channel where text and audio (radio) information is played.

Event

Is a single static, graphic, message or slide, that displays information of an upcoming event. Also referred to as an 'Announcement.'

Live Video Broadcast

A video program that is played live, as it is happening.

Repeat Video Broadcast

A video program that is not live, and can be scheduled and played at any time. Often live video broadcasts will be scheduled and repeated at other times later in the schedule.

Requestor

A person who submits information for the bulletin board, or to schedule a video to be broadcast.

Static

A graphic that is not animated, rather, is still.

YouTube

YouTube is a video sharing service that allows users to watch videos posted by other users and upload videos of their own. Morris Access TV can schedule and play video that is hosted on YouTube.

Zones

Comprising dedicated areas of the screen that are allocated for different content. Zones on the bulletin board consist of:

Alert Scroll

The area where scrolling text is visible for current alerts and information.

Bulletin Board

The area where public events can be promoted.

City Zone

The area where information is shared regarding city services.

Date/Time

The area where the current date and time is displayed, along with the City of Morris logo.

Radio

A hidden zone in the background that plays a radio feed from KMRS/KKOK radio.

RSS Feed

The area where headlines and brief descriptions of news articles from the Stevens County Times are rotated.

Schedule and weather

The area where current weather conditions and the day's broadcast schedule rotates between each other.

1. Eligibility for Access

Residents, employees and volunteers of nonprofit organizations, and local, state or federal agencies that operate within the City of Morris Service Area are eligible to use the Public Access Channel for **Event Announcements** and **Video Programming** on a first-come, first-served, non-discriminatory basis. A request for use shall be made by submitting information electronically via an online form located on the City of Morris website [<https://www.ci.morris.mn.us/>] and is subject to the availability of the Public Access Channel at the time and for the duration requested. Proof of residency must accompany the request to be processed (as evidenced by the mailing address of the requestor, and/or Non-Profit tax-exempt number 501(c)(3). Post Office box addresses will not qualify.

- a) An event or program produced by a person or organization who does not live within the City of Morris Service Area is eligible to submit an event on the bulletin board or broadcast an original video program if a resident of the City of Morris sponsors the program and assumes all obligations hereunder by becoming a requestor. The City of Morris works directly with residents that submit a request and fulfill proof of residency requirements.
- b) Any advertisement or other material which promotes or is designed to promote commercial products or services is prohibited on the bulletin board.
- c) Any advertisement or other material which promotes or is designed to promote political candidates, campaigns or ideals is prohibited.
- d) No program or production shall be cablecast or permitted to be cablecast on Morris Access TV which involves directly or indirectly any Lottery information or which involves a Lottery, gift, contest, enterprise or similar scheme, unless for a fundraiser for an area non-profit group or organization.
- e) No program, event announcement or presentation shall be cablecast or permitted to be cablecast on the Public, Educational, or Governmental Access Channel(s), which involves any Obscene Material or other unprotected speech.
- f) In the event the City of Morris believes that a program submitted contains material prohibited pursuant to Federal, state or local laws, rules or regulations the City of Morris shall notify the requestor, who may edit such

program to no longer include such material or withdraw the program. The City of Morris will not edit any program.

f) No Access Programming or promotional materials associated with the Access Programming may assert, either expressly or by implication, that the Access Programming is sponsored by or associated with the **City of Morris, Federated Telephone Company** or **MediaCom** beyond simple notice that it is being presented on the City of Morris Access Channel. Users may not use the logo or name of the City of Morris, Federated Telephone or MediaCom in their announcement or program.

2. Announcements for Events and Information

Residents, employees of nonprofits, groups and organizations, and local, state or federal agencies that operate within the City of Morris Service Area are eligible to submit information for upcoming events on Morris Access TV's bulletin board.

a) Morris Access TV provides space, free-of-charge, for an electronic bulletin board to announce upcoming events and information.

b) Requests can be submitted electronically via an online form located on the City of Morris website <https://www.ci.morris.mn.us/morris-access-tv/>

c) Announcements can be submitted at any time, but may not be scheduled to air no more than 45 days prior to the event.

d) Announcements will be removed at 11:59 p.m. of the day of the event.

e) Audio will be provided by KMRS 1230 AM while the bulletin board is visible;

f) The following information will be required in order to submit an event on Morris Access TV:

- Requestor first and last name
- Requestor email address
- Requestor phone number
- Name of organization sponsoring the event
- Event title or name of event
- Date and time of event

- Event details, such as cost, menu, location, etc.

g) Optional content (not required)

- Slide, artwork, flyer or logo can be submitted
 - Acceptable formats are: PNG, JPEG, JPG and PDF
 - Premade slides can be submitted here
 - Screen size is 1280x720 pixels (17.77 x 10.00 inches @ 72 dpi)



HELPFUL HINT

**Remember the 5 W's (an an H!) so your event can be promoted effectively:
Who, What, When, Where, Why ... and How much!**

3. Broadcast of Live or Recorded Video Program

Residents, employees of nonprofits, groups and organizations, and local, state or federal agencies that operate within the City of Morris Service Area are eligible to submit live or recorded video programming, hosted on YouTube, for broadcast on Morris Access TV.

a) Access Programming content may not contain any audio or visual material which presents a commercial transaction. Nor may it contain a solicitation of funding or names and addresses that might later be used for non-political or commercial fundraising. Factors that the City of Morris will review and consider, as a whole, in determining whether a program presents a commercial transaction, include, but are not limited to, whether the program:proposes the sale of goods or services promotes a commercial enterprise or product contains business addresses or logos gives an address, phone number, or web site to "call for more information" during programposts a phone number or web address on screen suggests that a guest's company is better than others in the field lists the company of affiliation of a program guest multiple times as commercial promotion rather than credential contains a "call to action" with regard to a commercial item or service.

b) All program material must meet the City of Morris technical specifications, which shall be the responsibility of the requestor:

1) All programs for live or on-demand broadcast must be hosted on the requestor's [YouTube channel](#) and link information is accurately submitted in the appropriate online request form. DVDs, videocassettes or electronic video files will be accepted.

- a) Videos to be played on Morris Access TV from YouTube shall be set as 'published' or 'unlisted' in the video's
 - i) If you need more information on Youtube's [privacy settings](#), visit [here](#).

2) For live video content, programs will be scheduled to begin at 15-minute increments, as follows:

a) xx:00, xx:15, xx:30, and xx:45

b) Live programs will need to start streaming to YouTube prior to the scheduled broadcast start time. Failure to do so may prevent unsuccessful transmission to Morris Access TV. The City of Morris is not responsible for missed live streams:

- i) Best practice is to start the stream approximately two to five (2-5) minutes before the event's published start time.

c) Live programs can be scheduled to end in the nearest 15-minute increments. If your event runs long, it may be cut off at the stated end time originally specified in the submission form.

d) The requestor is responsible for all content that is seen and heard during the live broadcast.



HELPFUL HINT

Monitor both the audio and video that is transmitting from your live stream while you are waiting for the action to start. Everything you are sending will be broadcast to the public on Morris Access TV.

Make sure you mute any open microphones until the broadcast start time!

- e) Programs streamed live can be scheduled for repeat broadcasts on Morris Access TV. A repeat airing must be requested using the appropriate request form '*I want to schedule a video that is already recorded*' available at <https://www.ci.morris.mn.us/morris-access-tv/>
- f) Programs must be trimmed to the actual start and end times. (the original live broadcast may not have started on time, so adjusting the file by trimming the extra video before and after the event allows the video to start immediately when played on Morris Access TV is required.
 - (1) Requesters are responsible for trimming the start and end times using YouTube Studio prior to repeat broadcast.
 - (2) Morris Access TV will not provide editing services.
 - (3) For more information on how to trim the start and end times of your video on YouTube, [visit this help document](#):
- g) Requests for specific days or times of repeat broadcasts can be made, however, the City of Morris reserves the right to schedule the program based on availability or previously scheduled live content.

- h) The City of Morris is not responsible for missed broadcasts due to technical issues, network issues, power disruptions or errors.
- i) Programming on Morris Access TV is subject to change without notice.

4. Program schedule

A basic schedule of available broadcast blocks for on-demand broadcasts

Milestone	Program schedule	Organization	Live	Duration
Monday through Friday				
9:00 am	Program 1	TBD	N	1.0 hour
11:00 am	Program 2	TBD	N	1.0 hour
1:00 pm	Program 3	TBD	N	1.0 hour
3:00 pm	Program 4	TBD	N	1.0 hour
4:00 pm	Program 5	TBD	Y	2.0 hours
7:30 pm	Program 6	TBD	Y	3.0 hours
Saturday and Sunday				
9:00 am	Program 1	TBD	N	1.0 hour
11:00 am	Program 2	TBD	N	1.0 hour
1:00 pm	Program 3	TBD	N	1.0 hour
3:00 pm	Program 4	TBD	N	1.0 hour
5:15 pm	Program 5	TBD	Y	2.0 hours
7:30 pm	Program 6	TBD	Y	3.0 hours