

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).

**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
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