



PROMOTIONAL SPECIFICATION

For Program Submission to The College Channel

Des Moines Consortium for Higher Education Technology Committee

2010 Edition

1. General

This PROMOTIONAL SPECIFICATION provides standards for producing promotional materials in support of programming airing on The College Channel. Promotional materials not meeting these specifications may be rejected, requiring corrective action and delay in processing. For questions related to promotional submission and this PROMOTIONAL SPECIFICATION, contact the channel coordinator.

2. Generic Promos

All consortium-produced programs airing on The College Channel must provide one (1) 30 second generic promo per semester. Additional generic promos are welcomed and encouraged. Generic promos should be delivered a minimum of five (5) working days before the 1st airing of the program.

3. Topical Promos

Consortium programming presented as a series (i.e. DrakeLINE, GVTV, etc.) are requested to produce a topical promotion for each episode, covering the topics/issues presented in the program. Topicals must be delivered a minimum of forty-eight (48) hours before 1st airing of the program.

4. Promo Lengths

All generic promos must be **29 seconds** in length for a 30 second spot. Topical promos may either be **9 seconds** for a 10 second spot or **29 seconds** for a 30 second spot. No other lengths are permitted.

5. Promo Delivery

Promotional spots may be delivered on the same reel as program spots to save costs. If you choose to deliver on the same spot, a minimum of 10 seconds of black must follow the End of Message (EOM) of the main program before the slate of any promotional materials. Each promo must be separately slated and identified following the standards in The College Channel TOS, Section 6.

If you choose to deliver the promotional materials/spots on a separate reel, the standards outlined in The College Channel TOS apply.

6. Evaluation

All promos submitted for broadcast must be delivered with a fully completed Promo Evaluation form (available on TCC's website).

7. Promotional Elements

The following elements must appear in all on-air promotion spots produced for distribution by The College Channel:

- Spots must either open with the College Channel logo animation and/or contain the College Channel logo in the body of the spot. The College Channel logo must always be clear and legible when it appears in a spot.

- Keep the lower right corner of the screen free of critical content for the entire duration of the promo. The College Channel uses a bug throughout its station breaks.
- The head of the promo may cut or fade in at the producer's discretion, but must cut to black at the end.
- Do not use the word "NEXT" by itself. This implies that the show being promoted will immediately follow the station break. If you use the word, make sure it is part of a tune-in phrase such as "next time on..." or "on the next episode of..."
- Do not specify or imply any specific airdate, including the word "LIVE." If you wish to acknowledge an airdate for a special program with wide common carriage (i.e. Drake Relays), provide these spots in addition to the non-dated versions.

8. Referencing

When referring to The College Channel in promotional materials, either in print, on air or online, the station is to be simply referred to as "The College Channel". DO NOT reference any of the following:

- Mediacom, Mediacom Cable or Mediacom Communications
- Any given channel number or assignment (i.e. Channel 16)
- Educational access, or any variation thereof

This list is not to be considered all-inclusive. Any and all variations from "The College Channel" are to be avoided.

9. Logo Use

Use only logo files you download from the TCC website or receive directly from Channel Coordinator. Do not recreate the logo. The College Channel logo may not be altered, modified or obscured in any way. It must be used without disturbing or distorting its proportions or otherwise altering the impression it creates.

The College Channel logo is available in black or white. No other colors are allowed in or on the logo. Please begin with the version best suited for your design. Background colors or patterns should never show through the profiles.

The College Channel logo cannot be physically incorporated into or graphically connected to any other graphic element - it must stand on its own.

