



TECHNICAL OPERATING SPECIFICATION

For Program Submission to The College Channel

Des Moines Consortium for Higher Education Technology Committee

2010 Edition

1. General

This TOS provides standards for producing programs of a consistently high technical quality for delivery to The College Channel. Program submissions not meeting these specifications may be rejected, requiring corrective action and delay in processing. For questions related to program submission and this TOS, contact the channel coordinator.

2. Tape Format

One (1) NTSC Master on DVD-R. Programming may not be delivered on VHS tape. All other formats must be approved prior to submission. All formats require a protective hard-shell case (no paper sleeves allowed).

3. Digital Delivery

Digital delivery via MPG4 file format is acceptable PROVIDED content provider has made prior arrangements with Channel Coordinator.

4. Multiple Reels

Transition from reel to reel should not contain overlap. Reels should follow with a next frame transition from reel one. Transitions should occur at black.

5. Evaluation

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

6. Leaders

60 seconds of NTSC color bars, with 1 KHz tone for stereo programs (400 Hz tone for mono programs), with an operating level of 0 VU.

20 second visual slate containing:

- Program/Series Title
- Episode # and/or Episode Title
- Reel number, if applicable (e.g. Reel *n* of *n*)
- Program Length (TRT) inclusive of all video elements
NOTE: TRT is from SOM (start of message, the first frame of program content) to EOM (end of message, the last frame of program content)
- Indication of Mono or Stereo audio
- Special indicators

Countdown Clock Requirements:

- The countdown clock starts 10 seconds before the program
- Countdown clock must stand alone in the: 10 following the: 20 slate.
- There shall be 1.8 seconds of silent black between the countdown clock and the beginning of the program (silent black shall be taken at 0.2 seconds after the number 2 appears).
- No "white circle" or any other sync frame may appear before SOM.

7. Program Lengths

- 30 minute programs: 28:59
- 60 minute programs: 58:59
- 90 minute programs: 1:28:59
- 120 minute programs: 1:58:59

8. Program Copyright/Tag

Programming copyright/tag must, via text or text w/voiceover, state that the production was produced "in association with The College Channel, a service of the Des Moines Consortium for Higher Education".

Examples:

DrakeLINE
Copyright 2010 – Drake University SJMC
in association with
The College Channel
A service of the Des Moines Consortium for Higher Education

D U Know
Copyright 2010 – Drake Broadcasting System
in association with
The College Channel
A service of the Des Moines Consortium for Higher Education

Follow examples for proper use of capitalization. The College Channel logo may NOT be used in place of written text.

One (1) minute of black must follow the EOM for tape rollout purposes.

9. Labeling

TAPE CASE AND VIDEOTAPE must indicate the following:

- Master or Dub
- Program or Series Title (must be an exact match to on-screen titles)
- Episode Title if applicable
- Reel Number, if applicable
- Program Length (Please reference Multiple Reel information for programs spanning more than one tape.)
- Special indicators

10. Program Bugs

Program Bugs are NOT permitted. Programs or series may NOT use visible program bugs, icons, or identifiers in the body of the program.

In addition, producers should keep in mind that co-branded bugs (national and local adjacent logos) will appear in the bottom right hand corner of the screen. Lower thirds should not interfere with the use of co-branded bugs.

11. 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.

12. Scheduling

On-air scheduling of programming is based on consistency of content delivery and is classified into two categories, Series and Special Event.

Programming will be considered a series if six (6) or more defined episodes are delivered per semester. All other programming will be considered special event programming.

Series Scheduling:

- Series programming that delivers new content every seven (7) days or less will receive a stripped Monday thru Friday schedule in the appropriate day part.
- Series programming that delivers new content every eight (8) days or more will receive a single day per week schedule in the appropriate day part.

Special Event Scheduling:

- Special event programming will be scheduled as deemed appropriate by the channel coordinator in conjunction with the consortium members.

Series programming that fails to meet their delivery requirements will be reclassified as special event programming, or removed from the master schedule.