

**Title: Channel 13 Administration**

**Effective Date: November 1, 2004**

1. Purpose:

The City of Green River solely funded the costs for design, set-up, and equipment purchase from Cisco Inc. The City believes in order to better inform its citizens through television, funding this system was imperative. Channel 13 has been dedicated to governmental and educational programming by the federal government through our local cable operator. Since the City provided the funding for the system, eligible organizations will need to contact the City in order to place informational advertisements (ads).

2. Procedure for Placing Ads:

Eligible organizations are governmental and public educational institutions. Eligible organizations must sign a contract, submit the ad in electronic format, and make payment in advance (cash, check, or credit card) to the City of Green River. Cost for placement of the ad is \$10 per ad per week.

The City will accept ads via e-mail, floppy disks, and CDs. Two types of ads are available: plain text and text with graphics. The graphic file shall be in JPEG format (800x600 pixels). Ads will be no longer than five seconds.

3. Processing Ad Requests:

a. Organizations submit requests for ads via electronic format.

Email to [Channel13@cityofgreenriver.org](mailto:Channel13@cityofgreenriver.org). (The Finance Department will have access to this e-mail address.)

Or mail to: City of Green River  
Channel 13  
50 E 2<sup>nd</sup> N  
Green River, WY 82935

- b. Once payment is received, the Finance Department will forward the ad to [Cisco13@cityofgreen river.org](mailto:Cisco13@cityofgreenriver.org). The City Administrator's office will review it and forward the ad to Cisco. Backup for the City Administrator's office will be the IT Specialist and the Finance Director.
- c. The ad will run no later than 2 days after payment is received.
- d. Maximum time for a specific ad will be 4 weeks. After the initial 4 week ad, the organization must change the ad in some way to keep Channel 13 "fresh" looking.
- e. Emergency public service ads are encouraged to inform the citizens. Requests will be directed through the City Administrator's office. There will be no fee for this type of ad. The Senior Administrative Assistant's computer in the Administration Department is the only computer that can access Cisco's system for immediate play over Channel 13.

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Barry Cook  
City Administrator