



City of Hallandale Beach · Department of Public Works

Program # _____ | Week of _____

City TV Segment — Run of Show (5:00)
Format: 1080p / 23.976 fps | Voice-over + Interview | Stereo Mix -16 LUFS | Runtime 5:00
Doc ID SD-TV-2025-10 • Updated October 2025 • Next Review April 2026

Run of Show

Timecode	Segment / Visuals	Audio / VO / Notes	Speaker / Cue
0:00–0:15	Cold open montage; lower-thirds	Music bed fade-in; title: Hallandale Beach Now	VO lead-in
0:15–1:00	Weekly highlights (b-roll: projects, service reminders)	VO: "Here's what's happening this week..."	VO
1:00–2:30	Feature interview (DPW Director)	Questions pre-approved by Comms; captions enabled	On-camera host / DPW Director
2:30–3:30	Resident resources: project map QR + URL; sign-up instructions	VO: "For updates and sandbag info..."	VO
3:30–4:45	Events roundup; maintenance tips	Include rotating event photos; VO + light bed	Host + VO
4:45–5:00	Credits & re-air info	End slate: "Get updates • Sign up for alerts"	VO
TOTAL: 5:00 ±0:03			

Runtime buffer: If content runs > 5:03, fade to music bed @ 4:58 and hold to 5:03.

Technical Details

- Delivery: ProRes 422 HQ, 23.976 fps, stereo.
- Mix: Peak ≤ -1 dBFS; Integrated -16 LUFS.
- Captions: 608/708 + web VTT version.
- Aspect: 16:9 HD safe-area 10%.
- Runtime tolerance: ±3 s allowed for broadcast.
- Lower-third template: HB_L3_Standard.mogrt
- End slate template: HB_EndSlate_2025.aep

Segment Metadata

Segment	Owner	Assets	Deadline
0:15 Highlights	Comms	b-roll, VO	Mondays 9 AM



Segment	Owner	Assets	Deadline
1:00 Interview	PIO	Script, Questions	Tuesdays 12 PM
2:30 Resources	DPW	QR graphic	Wednesdays 10 AM
3:30 Events	PIO	Event photos	Thursdays 3 PM

Accessibility & Safety Standards

- Maintain $\geq 4.5:1$ text contrast.
- Caption all VO and dialogue.
- Keep QR on screen ≥ 3 s.
- Ensure lower-thirds stay outside caption area.
- Avoid flashing cuts > 3 Hz (WCAG 2.3).

End Slate Consistency

Copy: "Get updates: hbfla.gov/projects • Sign up for alerts: hbfla.gov/alerts"

Timing: Fade-in 0.75 s → hold 3 s → fade-out 1 s

Slot Metadata

Airs Fridays 6 PM / Re-airs Sundays 10 AM on HBTB Channel 78.

QC / Archive

QC CHECKLIST — ☒ Runtime 5:00 \pm 0:03 ☒ Captions synced ☒ LUFS -16 integrated ☒ QR/URL visible ≥ 3 s ☒ End slate per spec ☒ Legal credits present ☒ Closed-caption latency ≤ 1 s

ARCHIVE — /05_Broadcast_Video/TV_RunOfShow_CitySegment_v1.0/

Assets: .MP4 (master + texted), .AEP project, .VTT, script, metadata

Sub-folders: /Assets (video/audio) · /Captions · /Scripts · /Metadata

Optional Add-Ons

- Teleprompter Script Appendix: clean text block of VO + interview intros.
- Graphics Layer List: show filenames (lower-thirds, slate, QR overlay).
- Weekly Slot Metadata: "Airs Fridays 6 PM / Re-airs Sundays 10 AM on HBTB Channel 78."

Graphics Layer List (example)

Asset	Filename	Notes
Lower-third	HB_L3_NameTitle.png	Exported plate for offline conform
QR Overlay	QR_Overlay.psd	Editable for URL/QR swaps



Asset	Filename	Notes
End Slate	EndSlate.mov	Alpha pre-multiplied, 23.976

Teleprompter Script Appendix

VO: Welcome to Hallandale Beach Now — here’s what’s happening this week...

HOST: Today I’m joined by our DPW Director to talk about key capital projects...

VO: For updates and sandbag info, visit hbfla.gov/projects or scan the QR on your screen.

