

Fort Benning TV Guideline for slide submission

Fort Benning Television airs a community calendar slide block twice an hour 24/7. This slide block contains information that is helpful and relevant to the Fort Benning Community. Each slide block airs from 30 seconds up to 4 minutes depending on the daily programming. Each slide will appear for 10-15 seconds and will go into a rotation with the other slides. Your slide will air no less than once every 2 hours around the clock or more often depending on slide load.

If you would like to send your own readymade slide (recommended), you must adhere to the following guidelines.

File type must be .jpg no larger than 1024 x 768. The recommended size is 720 x 540.

See example below



Please provide the basic facts needed to advertise your service or event. Keep it simple and use the 5 W's rule as your guide. Please also add a contact phone number for the viewer to call for more information.

Sides can be made in PowerPoint, Photoshop and a wide range of other programs. Try to make your slide aesthetically pleasing and make sure your text is large enough to read. Do not crowd your slide with too much info. The phone number at the bottom of your slide is there for more information.

Use White, Yellow or lighter colors for your fonts. Colors such as green blue and red are harder to read on TV. If you are using a picture a background, try using a shaded box for your text (see above). Doing this makes it easier to read. Try to avoid a contrast battle between your picture and your text. Try to avoid using a white color background. Use only a color background if no other option is available.

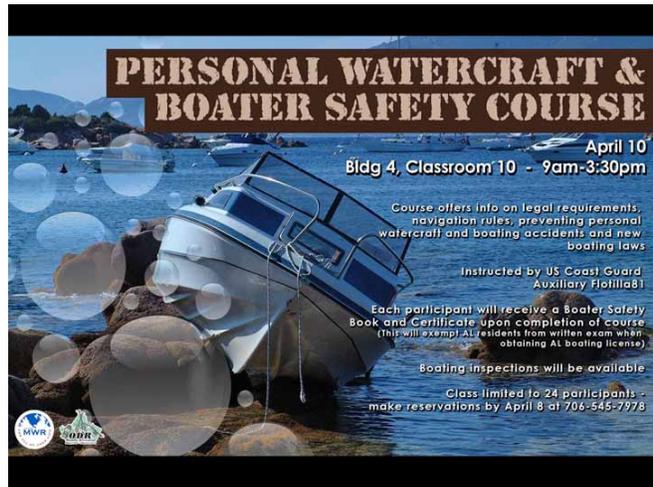
If you are using pictures, logo or graphics, it is assumed that you have obtained all necessary permissions to use them.

Air dates and kill dates are used to determine the life of the slide. If your slide is an event driven, then the day of the event will serve as the kill date. If the event is seasonal or a certain date is not clear, please provide a kill date. If your slide does not have a kill date then it will default to the 31 of December of each year. At this time those slide will be reviewed for accuracy and validity. If the slide is deems so, it will be give a new kill date for the following Dec 31.

e-mail your slides to Nathan.snook@us.army.mil Once the slide is review, approved and imported into the system, you will receive an e-mail confirmation that your slides will be airing.

Slides will also be forwarded to the Fort Benning web team for consideration. Approved web slide will appear on the Fort Benning home page.

Dos and Don'ts of slide making:



The “Laugh Your Way” slide above is the incorrect file size. This poster type size will not even import into our system. Think TV size and not poster size when you make your slides. The 750 is the width and 540 is the height of the slide.

Red text is not the preferred graphic color. Not to mention there are several technical reason why red should not be your first choice.

White backgrounds are boring and should be avoided. The slide is a catch all and is a little confusing. Consider making several renditions of the same slide to be used.

The Personal watercraft safety course has too much information to read in the short amount of time the slide will be up. You should be able to read every word on the entire slide twice in 10 seconds.

Although the picture is good, it contrasts with the small letters making it even harder to read.



Being aware of the tile safe is the key when making your slides. The title are safe is the 90% of your slide. The outer 10% falls out of the title safe and will be cut off in certain types of broadcast. See the example above. You can clearly see that the information outside of the black outline will not make it to your viewer.

Examples of great slides:

