

### APPLICANT DETAILS

Organisation: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Facsimile: \_\_\_\_\_

Email: \_\_\_\_\_

Are you a Not-For-Profit Organisation or Community Group?  YES  NO

Are you an NT based independent local artist?  YES  NO

Are you a Commercial Business?  YES  NO

### CONTENT DETAILS

Please describe the nature of the content you wish to screen: \_\_\_\_\_

\_\_\_\_\_

Which category does your viewing content include:

- |  |   |
|--|---|
| <input type="checkbox"/> Civic or Cultural Event | <input type="checkbox"/> Advertising                  |
| <input type="checkbox"/> Community Event         | <input type="checkbox"/> Arts Related                 |
| <input type="checkbox"/> Sporting Event          | <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> Organisation Promotion  | _____   |
| <input type="checkbox"/> Community Message       | _____   |

Are you requesting to use FREE to Air TV?:  YES  NO

If yes, please identify the: Program Title: \_\_\_\_\_

Channel: \_\_\_\_\_ Time: \_\_\_\_\_ Duration: \_\_\_\_\_

What rating has your content been classified?  G (General)  P (Parental Guidance)

If you are unsure what classification your content is rated, please visit the Australian Classification (Australian Government) [www.classification.gov.au/Pages/Home.aspx](http://www.classification.gov.au/Pages/Home.aspx)

Do you have the appropriate approvals/Licences for the content you are showing?

YES  NO

If you are unsure if your content requires further approvals/Licences, please visit [www.apraamcos.com.au/music-customers/why-do-you-need-a-licence-to-use-music-in-your-business/](http://www.apraamcos.com.au/music-customers/why-do-you-need-a-licence-to-use-music-in-your-business/) for music based content and [www.freetv.com.au](http://www.freetv.com.au) for free to air television content.

If yes, please attach a copy of your approvals/licences to your application.

What is the duration of your content?  10 sec  30 sec  60 sec  Other

How frequently would you like your content shown?  Daily  Weekly  Monthly

If daily, how many times daily?

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Days of the week?  Mon  Tues  Wed  Thurs  Fri  Saturday

Date(s) of viewing?

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**If you are a commercial business, rates will apply for advertisements, please contact Council for more details.**

*Note: Other formats can be submitted for consideration, please contact the Media Projects Officer on (08) 8935 9925.*

### CONTENT FORMAT/FILE SPECIFICATIONS

1. All screens are High definition (HD) resolution.
2. For slides, please provide 16:9 landscape images, 1929x1080 or 1280x720 pixels (72dpi) .tiff or .jpeg files. A maximum of 10 slides can be supplied without additional charges.
3. For video, please supply a standard playable DVD, PAL Format (*single title, no chapters*). Content may also be provided on a USB drive, non-returnable. Content delivery, high definition 1929x1080 Or 1280x720 pixels (72dpi) .MP4, .M4V, H.264 in a 16:9 aspect ratio is preferred.
4. If provided in 4:3 aspect ratio, content will present on screen 'pillar boxed' - with black bands either side.
5. If content is a collection of shorter works, audio must be levelled across all individual pieces - media will not be independently levelled on a piece by piece basis.
6. Please allow a title/action safe zone of 5% in both dimensions (**vertical and horizontal**) for all content.

### Audio

1. Audio submissions should be as close to -20DBFS / OVU / IEC scale level 4.
2. 2 Channel audio: channel one stereo left or dual mono, Channel 2 stereo right or dual mono.
3. Use of dynamic processing, compression, limiting to achieve peak levels should be avoided.

*Note: Other formats can be submitted for consideration, please contact the Media Projects Officer on (08) 8935 9925.*

### OVERVIEW TERMS AND CONDITIONS

1. Tentative bookings and scheduling of the screening will be on first come first served basis.
2. A completed 'Screening request form' must be returned to council a minimum of (5) five working days prior to screening schedule.
3. Free to air events require the applicant to identify the channel, programming time and duration and classification of the broadcast to be included in the application.
4. Programming content wherever possible must adhere to the assessments provided by the Office of Film and Literature Classification rating scheme.
5. Programming content between 8.00am and 6.00pm is required to be classified no higher than G (General Viewing).
6. Programming content between 6.00pm and 9.00pm is required to be classified no higher than PG (Parental Guidance).
7. Programming content shall not incite, encourage or present violence or brutality in any form; simulate news or events in such a way to mislead or alarm viewers; depict distasteful or highly controversial material; depict explicit sexual activity or crude or indecent language; present as desirable the misuse of drugs including alcohol, narcotics and tobacco; stereotype, incite, vilify or perpetuate hatred against, or attempt to demean, any person or group on the basis of ethnicity, nationality, race, gender, sexual preference, religion, age or physical or mental disability.
8. The application will be assessed; any broadcasting rights or copyright issues assessed and applicable licensing fees are the responsibility of the applicant.
9. If applicable where the license or approval is required, the applicant must provide a copy of the approval/license documentation along with the completed application form, application forms will not be processed without this paperwork.
10. Programming content submitted for viewing will undergo a content assessment process. Content satisfying a minimum of three of the following elements will be considered of inclusion:
  - Have broad content popular appeal and community relevance  
(eg. *Major events 'live sites'*)
  - Nature of content is primarily civic or cultural
  - Be 'High Quality' material
  - Enhance the visitor experience at Goyder Square
  - Have an interactive element for visitors where appropriate
  - Themes or topics relevant to the Goyder Square television principles
  - Content should be able to assist/benefit Goyder Square and the Central Business District of Palmerston where appropriate
  - Satisfy sponsorship commitments when required

11. The following content is preferred to programming:

- Major sporting events on free to air broadcasting
- Live simulcasts from around the Northern Territory or Australia or the world which has broad popular appeal or significance
- Media which does not rely primarily on audio
- Media with interactive and engaging visual content
- Community updates, event updates and information content which appropriately informs residents and visitors regarding Palmerston and Top End events and activities
- Appropriate broadcasts on free to air television with iconic or broad appeal to residents and visitors to Palmerston
- Commercial advertising from Palmerston based businesses.

12. The following content will be rejected:

- Poor quality production material
- Content heavily reliant on audio, unless part of an overall program
- Excessively long content, except where it is extraordinary event compliant with the principles of these terms and conditions listed
- Promotion, community messages and commercial advertising which does not align with the principles of these terms and conditions listed
- Promotion, community messages and commercial advertising which is in conflict with Point 7 of these terms and conditions

*For full detail conditions of eligibility of screening on TV please refer to our website [www.palmerston.nt.gov.au](http://www.palmerston.nt.gov.au)*

### DECLARATIONS

The following statements need to be read carefully by the applicant before signing, please be aware if you do not accept the following statements below; your content will not be included in programming on the Goyder Square TV Screen.

**I/We hereby agree that submission of the application will not guarantee the screening of the content in the Goyder Square TV Screen.**

**I/We understand and accept the terms and conditions mentioned above in this form.**

**I/We declare that this is not a production by the City of Palmerston nor does the content reflect the views or opinions of Council in anyway. All content is the responsibility and, a production of the applicant.**

**Signature of Applicant:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Verified by:** \_\_\_\_\_

**Approval by:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Media Project Officer  
City of Palmerston

Director of Corporate Services  
City of Palmerston

The City of Palmerston complies with the information Privacy Principles contained in the *Information Act* (NT). These principles protect the privacy of personal information collected and held by Council. Council's privacy statement is available from the City of Palmerston, Civic Plaza, 1 Chung Wah Terrace, or via our website on [www.palmerston.nt.gov.au](http://www.palmerston.nt.gov.au).