



## NEWS RELEASE

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## **CityTV completes high definition (HD) upgrade to enhance service**

*Comcast Grant Provides Funding for New Control Room, Robotic Cameras, Video Monitors*

**MURFREESBORO, Tenn.** — To increase civic engagement and continue promoting transparency, the City of Murfreesboro's Communications Department has completed Murfreesboro CityTV's high definition (HD) upgrade. The upgrade was made possible through a \$750,000 Comcast grant.

The installation upgrade was completed by Nashville-based Media/Broadcast Integration and Technical Services.

"We're proud of the new technology and capabilities to enhance the CityTV viewer experience," said Communications Director Alan Bozeman who oversaw the upgrade. "We know Murfreesboro citizens have come to expect the video quality that high definition delivers. Though HD is not currently available for broadcast viewing on Comcast and AT&T, the upgrade is accessible through Roku, YouTube, Facebook Live and the city website."

The CityTV upgrade included new robotic HD cameras for the coverage of public meetings along with a new multimedia podium and 90" video monitors for presentations, TV lighting, an entirely new control room and a rack/server room to streamline workflow.

As part of the upgrade CityTV is now be streamed live on Roku, its YouTube channel, and meetings can be viewed live on the City's Facebook page.

City Council meetings can also be viewed in closed captioning for the hearing impaired, both live and when the meetings are replayed, and then archived on the newly redesigned City website. Expansion of closed captioning for additional meetings is planned in the future.

The City launched a redesigned website this month that showcases videos produced by CityTV via a YouTube playlist on the homepage. CityTV produces hundreds of quality news videos and PSAs along with long-form presentations and documentaries for the viewing public.

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CityTV is recognized nationally for quality government television programming. The City website is available at <http://www.murfreesborotn.gov/>.

Murfreesboro CityTV can be seen in high definition on Roku, the City YouTube channel, the city website, and Facebook Live. CityTV is available in standard definition on Comcast Xfinity channel 3, and AT&T Uverse channel 99.

In addition to City Newsbreaks and 'In the City,' a television magazine show, CityTV produces State of the City with Mayor McFarland, Murfreesboro Storytellers with John Hood, Adventures in Murphy's Burrow, Adventures in Firefighting, Cooking with MFRD, Gardening in the City, It's Mattie Time, Konnichiwa Murfreesboro, Laotian Information, and countless other videos.

The City YouTube channel is available at <https://www.youtube.com/cityofmurfreesboro>.

For City News online, visit [www.Murfreesborotn.gov](http://www.Murfreesborotn.gov).

1. *L/R video producers Marcus Delaney and Steve Burriss. CityTVs HD Upgrade includes state-of-the-art control room,.jpg*
2. *CityTV HD Rack Server for Control Room.jpg*

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