



# Berwick Community TV

11 Sullivan Square, P.O. Box 696

Berwick, ME 03901

207-698-1101 Ext. 153

## GUIDELINES FOR SUBMITTING ANNOUNCEMENTS

1. Messages of community interest or local events from non-profit 501 (c) 3 organizations and official Town announcements will be accepted for airing on BCTV if they are received at least 2 weeks prior to the event.
2. Acceptable forms for submitting PSAs include:
  - a. MPEG2, MPEG4, or MOV format
  - b. PowerPoint slides (up to 10 slides per subject/event)
  - c. JPEG (up to 10 photos per subject/event)
3. Events that are free to the public will have priority.
4. Events or information relating to BCTV programming will have priority.
5. Town notices and events will have priority.
6. Events should be in the geographic region served by BCTV.
7. Announcements and messages must be less than 1 minute in length and must **NOT** contain the following:
  - a. Lottery or information about lottery, gifts enterprises or similar schemes.
  - b. Any solicitation of funds for advertising designed to promote the sale of commercial products or services.
  - c. Any material that violates Town, State or Federal laws including, but not limited to those relating to incitement to rebellion, defamation, slander libel, invasion of privacy, trademark or copyright.
  - d. Commercial business logos or solicitations for monetary donations.
  - e. Video & audio quality not meeting broadcast standards.
  - f. Calls to action – The FCC disallows calls to action on public broadcasting stations. These include phrases like “Bring lawn chairs and blankets,” or “Don’t forget your tickets.” Change the wording to say, “Tickets may be purchased at,” or “attendees may bring a chair or blanket.”
8. Announcements must include the following information:
  - a. Name of the organization that is submitting the message
  - b. Name and phone number of a contact person that can be shown with the message
  - c. Time, place, and date of the event along with any fee that may be charged.
9. BCTV will make every effort to post messages in a timely manner. PSAs will be scheduled based on airtime availability and are selected at the discretion of the BCTV Coordinator. Placement and frequency cannot be guaranteed.