

Community Service Announcements Submission Form

Please use this form to submit a CSA for playback.

We cannot accept any programming without this form submission.

- NO EXTRA BLACK, BARS, SLATE, OR COUNTDOWN AT THE BEGINNING OR END OF THE MEDIA.
- DVDs will NOT be accepted! Only Data Disks, memory sticks, thumb drives or url links to a downloadable file will be accepted. (url links to a downloadable file will be accepted.)

Still posters and Flyers

- JPG or PNG graphics in a Horizontal Layout (landscape)
 - 1.0 (Square) pixel: 640X360 or 854X480

Video Community Service Announcements no longer than 30 seconds.

- H.264 codecs in .mp4 .m2t or .mov formats.
 - 1.0 (Square) pixel: 640X360, 853X480, 1280X720 Widescreen or 640x480 Standard
 - 0.9 pixel: 720x480 Standard, 1.2121 pixel: 720x480 Widescreen

Email this form to admin@mendocinotv.com

Thank you for your contribution!

Required:

Name of Producer. _____

Address. _____

City. _____

State. _____ Zip Code. _____

Phone Number. _____ Email address. _____

Title of CSA. _____

Total Running Time MM:SS:FF, ___ : ___ : ___

Dated Material? Yes ___ No ___ If "Yes" please fill out request kill date. _____

Do you own or have you secured copyright permission for this CSA and all of its contents?

Yes ___ No ___

CSA Description. 25 words or less. _____

Video Link url: _____

Release

By checking the box below, I certify that program material that I submit for cablecast will not contain:

1. Material primarily designed to promote the sale of commercial products or services.
2. The solicitation or appeal for funds for any purpose.
3. Material that constitutes or promotes any lottery or gambling enterprise.
4. Obscene material, which is defined by the U.S. Supreme Court in *Miller v. California*, 413 U.S. 15, 24 (1974): "A work which, taken as a whole, (1) appeals to the prurient interest, (2) depicts or describes sexual conduct in a patently offensive way, and (3) lacks serious literary, artistic, political, or scientific value." Mendocino TV (its Board, agents, and employees) is not authorized to determine whether or not a program is obscene.
5. Material that constitutes libel, slander, invasion of privacy or publicity rights, unfair competition, violation of trademark or copyright, or that might violate any local, state, or federal law.
6. "Hate speech" or "fighting words," which are defined by the U.S. Supreme Court as "those which by their very utterance inflict injury or tend to incite an immediate breach of the peace."

PERMISSIBLE Material for Underwriter Acknowledgments:

1. Logos and/or corporate slogans which identify and do not promote;
2. Value neutral descriptions of a product line or service.
3. Brand and trade names and product or service listings.
4. Visual depictions of up to two (2) specific products. However, products may not be shown in use;
5. Showing the outside of an underwriter's business, because a building may be the only possible representation of an underwriter's product;
6. Location information, telephone numbers, email addresses and website information provided you don't ask the viewer to take any direct action.

PROHIBITED Material for Underwriter Acknowledgments:

1. Qualitative or comparative language or claims;
2. Price information.
3. Call to action or solicitation of direct viewer response of any kind, such as "... buy one today ...", "... give us a call at ...", or "... visit our showroom located at..."
4. Use of official company "spokespersons" doing video testimonials or audio voice overs. Generic employees are acceptable; use of the station's "official voice" in local underwriting credits is preferred;
5. Music with lyrics. This does not preclude use of musical signatures that are part of a company's corporate identity, provided the signature is not an advertising jingle.

I accept:

signed