



## Public Program Submission Form

Please use this form to submit a program for playback.

We cannot accept any programming without this form submission. Please allow 2 weeks to add your submission to our programming. Dates and times are subject to available time slots.

Submit material as H.264 codecs greater than 3.75Mbps in **.mp4 format.** (no *Adobe Flash*)

Please submit content 'ready for air' only.

- NO EXTRA BLACK, BARS, SLATE, OR COUNTDOWN AT THE BEGINNING OR END OF THE PROGRAM.
- 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 are preferred.
- 640X360 square pixels =16:9 aspect or 640X480 square pixels = 4:3 aspect
- 854X480 square pixels =16:9 aspect
- 1280X720 square pixels =16:9 aspect

Email your questions, url links to downloads and comments to ~ ads@mendocinotv.com ~

Name of Producer. \_\_\_\_\_

Address. \_\_\_\_\_

City. \_\_\_\_\_ State. \_\_\_\_\_ Zip Code. \_\_\_\_\_

Phone Number. \_\_\_\_\_ Email address. \_\_\_\_\_

Title of Program. \_\_\_\_\_

Is this a series? Yes \_\_\_ No \_\_\_ If "yes" fill out episode title. \_\_\_\_\_ If  
"yes" How Many? \_\_\_\_\_ Total Running Time \* HH:MM:SS, \_\_\_ : \_\_\_ : \_\_\_

Dated Material? Yes \_\_\_ No \_\_\_ If "Yes" please fill out kill date. \_\_\_\_\_

Scheduling preferences? (time and day of the week) \_\_\_\_\_

Do you own or have you secured copyright permission for this program and all of its contents? \*  
If Creative Commons check "YES" Yes \_\_\_ No \_\_\_

Does it include Potentially Objectionable Material ? Yes \_\_\_ No \_\_\_

Should this material be aired during Safe Harbor hours from **10 PM to 6 AM** Yes \_\_\_ No \_\_\_

Program  
Description \_\_\_\_\_

Video url: \_\_\_\_\_

# SUBMISSION RELEASE

By signing 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. 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.
5. "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."

## **FCC Policy**

FCC policy statements, rulings, advisory opinions and letters applying its rules and policies to specific underwriting announcements have cautioned against the use of certain types of language, phrases, and visuals, such as the following, which it deems promotional:

- Call to action (e.g., "come in today and take a test drive")
- Superlative description or qualitative claim about the company, its products, or its services (e.g., "the most intelligent car ever built")
- Direct comparison with other companies, or with other companies' products or services
- Price or value information (e.g., "only \$160 down and \$160 per month," or "7.7% interest rate")
- "Available now," "affordable," "discount," or "free")
- Inducements to buy, sell, rent, or lease (e.g., "six months' free service when you buy," or "guaranteed for life")
- Endorsements (e.g., "recommended by 4 out of 5 doctors for headache pain")
- Demonstrations of consumer satisfaction.

Some of the words and phrases that the FCC has found unacceptably promotional include:

Efficient	Economical	Dependable	Dedicated
Prompt	Fair price	Reliable	Excellent
Leading	Luxury	Quick and clear	Very accommodating
Delightfully honest	Quality	Number One	

The context in which the word or phrase appears must always be taken into account and a separate judgment must be made for each credit. The line separating permissible from impermissible, in wording and visuals, is not always a bright one.

The following types of additional identifying information are acceptable, according to

- FCC statements concerning enhanced underwriting announcements:
- Value neutral descriptions of a product line or service
- Brand and trade names and product or service listings
- Visual depictions of specific products
- Location information, including telephone numbers and Web addresses
- Logograms or slogans which identify and do not promote

I accept:

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Signature

Date