

# LRTV Community Message Board Policies

LRTV operates a Community Message Board System (MBS) on both of its two channels approximately 18 hours each day during periods when live or taped programs are not being Cablecast for the purpose of allowing recognized non-profit organizations, local municipal government entities and the S.A.D. 17 and S.A.D. 61 school systems to place computer-generated screens of information before LRTV viewers.

## **Eligibility and Limitations For Use of Message Board**

### Recognized Non-Profit Organizations:

- 1) May announce and promote scheduled fund-raising and other date-specific events without charge with a limit of two (2) screens of information to be run for up to two (2) weeks prior to the last scheduled day of the event. Up to two (2) different events may be announced or promoted within a single calendar month thus limiting the maximum number of MBS screens displayed during a complete cycle of the MBS screens to two (4) per organization.
- 2) The non-profit organization should have a local presence within the greater Bridgton-Casco-Harrison-Naples area but need not be physically based within one of these communities.
- 2) Must enter into a "Non-Profit Organization Underwriter Agreement" and pay an underwriting contribution to Lake Region TV to be entitled to display non-date-specific information about their organization on a continuous basis. See section on "Underwriters" for additional information.

### Municipal Government and Quasi-Municipal Entities, and Schools:

- 1) The Municipal Governments and quasi-municipal government entities of Bridgton, Casco, Harrison, and Naples as well as S.A.D. 17 and S.A.D. 61 offices and individual district schools may announce and promote specific public meetings, programs, and services without charge with a limit of two (2) screens of information per event to be run for up to two (2) weeks prior to the last scheduled day of the meeting, program, or service. Any number of different events may be announced or promoted during a complete cycle of the MBS screens.
- 2) Each Municipal Government, each quasi-municipal government entity, and each school administration district may also run up to six (6) screens of information promoting the general activities, programs, ongoing meeting schedules and agendas, etc. of the entity during each complete cycle of the MBS without charge.

### Political Announcements Promoting a Specific Candidate for Election:

- 1) Political announcements promoting a specific candidate for election must be submitted by the recognized election committee with a limit of two (2) screens of information to be run for up to two (2) weeks prior to a specific campaign fund-raising event or election day by paying in advance the approved political announcement fee of \$25.

### **Submission Guidelines**

- 1) All submissions of information (new or modified) for the MBS must be made in writing by an authorized representative of the non-profit organization, municipal government or quasi-municipal government entity or S.A.D. 17 or S.A.D. 61.
- 2) Submissions should be made at least three weeks prior to the event and may be dropped off at the LRTV office, left at the Bridgton Town Office to be placed in LRTV's box, mailed, e-mailed or faxed. Submissions by voice telephone or those left on our telephone answering machine will not be accepted.
- 2) The organization's logo and/or desired clip art may be submitted via e-mail or on 3.5" IBM-compatible diskette in one of the following file formats: .bmp, .gif, .jpg, .pcx, or .wmf. Photographs may be submitted in the same manner in the .jpg format. Hardcopy logos and photographs may be accepted in lieu of the above at our discretion.