

## **Video Public Service Announcements (PSA) Guidelines for broadcasting on FOCUS Broadband-TV**

A Public Service Announcement (PSA) is defined by the Federal Communications Commission (FCC) as "any announcement (including network) for which no charge is made and which promotes programs, activities, or services of federal, state, or local governments (e.g., recruiting, sale of bonds, etc.) or the programs, activities or services of non-profit organizations (e.g., United Way, Red Cross blood donations, etc.) and other announcements regarded as serving community interests, excluding time signals, routine weather announcements and promotional announcements."

The following are additional guidelines set forth by FOCUS Broadband regarding the submission of Video PSA's for broadcast on FOCUS Broadband·TV Cable Channel 3:

- The Video Public Service Announcement must pertain to Brunswick County and/or Columbus County, North Carolina or be related to an organization within the aforementioned counties.
- Any PSA organized by, and/or benefiting a political candidate will not be accepted.
- PSA submission is not guaranteed airtime. The PSA is not guaranteed specific air times or quantity. Airing times and quantity of airing are per the discretion of the Programming/Video Production Manager.
- Inclusion of a Video PSA on FOCUS Broadband·TV Cable Channel 3 will only be made on a time-available basis.
- Submitting person(s) or organization(s) ensure they have the rights to distribute and broadcast the Video PSA.
- The submitting person(s) or organization(s) authorize FOCUS Broadband·TV to broadcast the submitted Video PSA.
- The submitting person(s) or organization('s) release and discharge FOCUS Broadband, its parent and affiliates, and their respective officers, directors, employees and agents from any and all liability arising out of or in connection with the making, producing, reproducing, processing, exhibiting, distributing, publishing, transmitting by any means or otherwise during the transmission and/or recording and/or distribution of the Video PSA.
- Submitted DVD's/CD's will not be returned.
- FOCUS BROADBAND·TV reserves the right to refuse the airing of a PSA on FOCUS Broadband·TV Cable Channel 3 and is under no obligation to broadcast any information.

**Please confirm your acceptance of and agreement to the foregoing by signing in the space provided below.**

Accepted and Agreed to:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Organization Represented: \_\_\_\_\_