



# Brunswick TV3

July 16, 2016

To: All Brunswick Candidates for Elected Public Office and Non-Profit Entities

Dear Candidate:

BRUNSWICK TV3 is a community resource for the residents of Brunswick. We cablecast 24 hours a day to over 6000 homes in Brunswick, as well as several surrounding communities, and, we stream the channel on the internet. You may be interested in using this resource as a means of informing the public about your candidacy or about issues that will be voted upon in the upcoming elections. Your access to TV3 is a free service that allows you to inform the residents of Brunswick about the political processes and issues in all elections.

BRUNSWICK TV3 offers the use of Public Access channel time to any candidate, legitimate non-profit entity with a stated opinion regarding an election, an initiative or a referendum which will appear on a ballot within the Town of Brunswick. Segments will be cablecast on an equal-rotation schedule from the date of delivery to us (or as soon as we can get your segment into rotation), and as often as the program schedule will allow. We reserve the right to schedule these programs at the staff's discretion to avoid conflicts with previously scheduled municipal meetings and other regularly scheduled programming.

BRUNSWICK TV3 does not allow the use of its facilities and/or equipment to record or produce non-government programming; therefore, in order to utilize cablecast time, you must record and produce your segment and deliver it to our facility complete and ready for airplay.

Programs must be in an mpeg format on a DVD or flash drive. Program length may not exceed 5 minutes. All media submitted for airplay must be accompanied by a duly executed "Responsibility for Program Content" form, which is attached. Media can be returned upon request.

According to our guidelines, political cablecasts may air beginning 60 days prior to an election. For the upcoming election on November 8th, political programming may not begin before Friday, September 9th.

Also attached is a copy of the Brunswick Cable Television Guidelines, Section 4.2.6, which addresses political campaign messages. A complete set of guidelines is available upon request.

If you have any questions regarding this process, please feel free to contact us.

Sincerely,

Brunswick Cable TV Staff

85 Union Street  
Brunswick ME 04011

Phone - 207.725.0614  
Fax - 207.725.6663  
Email - tv3@brunswickme.org

## **BRUNSWICK CABLE TELEVISION GUIDELINES**

- 4.2.6 The following guidelines specifically apply to political campaign messages on the Brunswick P.E.G. Channel. Political campaign messages for cablecast will be accepted only from bona fide candidates for elected public office or their campaign organizations, where the candidate's name will appear on a ballot in Brunswick for national, State, County or local office, and from legitimate non-profit entities with a stated opinion regarding an election, an initiative or a referendum which will appear on a ballot within the Town of Brunswick. The sponsor's name and/or organization must appear within the political campaign message. Political campaign messages may not include direct solicitation of funds or contributions to a candidate, a political campaign or a political organization. Political campaign messages must be no more than five (5) minutes in length and must be submitted ready for broadcast. Technical specifications are available from the Cable TV Coordinator. Taped political campaign messages will be accepted for broadcast only within the same period before an election as the Political Campaign Sign ordinance (Brunswick Zoning Ordinance §604.8) in the Town of Brunswick, which is currently 60 days prior to an election. Political campaign messages will not be cablecast outside the time period indicated herewith and will not be accepted for cablecast on the P.E.G. Channel 'Bulletin Board'. In addition to the guidelines in this paragraph, all other guidelines in this document apply to all political campaign messages.

# **BRUNSWICK TV 3**

## **RESPONSIBILITY FOR PROGRAM CONTENT**

Program producers and public access users are solely responsible for the content of their programs. BRUNSWICK TV 3 exercises no control over program content. At the time of submission, an eligible access user must agree to indemnify and hold harmless the Town of Brunswick, Comcast, and BRUNSWICK TV 3, as well as their respective employees from any and all liability, injury, loss or claim, including attorney fees, arising out of or in connection with the cablecast, or other use of, a program on BRUNSWICK TV 3.

The public access user agrees to make all appropriate arrangements with and to obtain all clearances from broadcast stations, sponsors, music licensing organizations, performers and, without limitations from the foregoing, any and all other persons (natural or otherwise) as may be necessary to transmit its program material over BRUNSWICK TV 3 and the Brunswick TV3 web site.

## **CONTENT RESTRICTIONS**

Presentation of the following material on BRUNSWICK TV 3 is prohibited:

1. Commercial advertising
2. Any form of lottery or any information concerning a lottery
3. Material which constitutes libel, slander, sedition, obscenity, an invasion of privacy or publicity rights, infringement of copyright or trademark rights, or a violation of any local, state and/or federal law, rule or regulation
4. Revenue generating material or content other than underwriting previously approved by the Town Manager and/or Channel Manager
5. Political campaign messages may not include direct solicitation of funds or contributions to a candidate, a political campaign or a political organization.

**PLEASE CHECK IF APPLICABLE**

The content of this production may be considered "Adult-oriented material" and/or may contain "indecent" material, as defined by FCC Rules, and should be cablecast only between the hours of 10 P.M. and 6 A.M. Please note: FCC Rules prohibit the broadcast of "obscene" material.

Date: \_\_\_\_\_ Program #: \_\_\_\_\_ (Assigned by TV 3)

Show Title or Series: \_\_\_\_\_

Producers Name (Print): \_\_\_\_\_

Producers Name (Signature): \_\_\_\_\_

Producers Address (City, State, Zip): \_\_\_\_\_

Producers Phone # & E-mail: \_\_\_\_\_

Witness: \_\_\_\_\_