

**Town of Ogunquit
On-Air Bulletin Board Guidelines**

The following guidelines are designed to provide for uniform and equal access to the bulletin board on WOGT - Ogunquit Television Channel 3 / 1302 (HD). The policy of WOGT and the Information Services Department is to provide a bulletin board when video programming is not being cablecast as a means for any person or organization in the WOGT viewing community to announce upcoming events, activities or public services. It is also the policy of the WOGT to establish any and all procedures necessary to provide a clear, uniform system of accessing this bulletin board, so that the ability to post messages is equal and fair for all members of the community. This includes quality control that will ensure the bulletin board is used for its intended purpose and that messages are readable.

Guidelines

Content

The following are content guidelines for posting messages on the bulletin board:

1. All messages must announce a specific community organization, event or activity with a specific time and place associated with the event or activity. Some examples are: community meetings, non-profit fundraisers, public services, town sponsored fairs, parades, celebrations, cancellations or schedule/situational changes or public school events.
2. All events or activities posted on the bulletin board must be of a non-profit and non-political nature. The promotion of any business, commercial or private enterprise is prohibited.
3. Announcements must not contain any solicitation of funds or advertising designed to promote the sale of commercial products, services or promotional material.
4. No profanity or libelous statements will be posted.
5. Use a program like Powerpoint or a graphics program like Photoshop to create the slide IN LANDSCAPE MODE.
6. Use high contrast colors for text, no pastels
7. Save the slide as a JPEG file or PPT file depending on program used.
8. Indent half an inch from the edge of the slide because the outer edges gets cut off in the conversion to a TV signal
9. Try to cover the 5 "W's" - Who, What, Where, When, Why. Just the facts, no editorializing.
10. Wording should not exceed 40 words with a minimum font size of 24 point that can be read and understood in 25 seconds or less.

Format

You may provide a PowerPoint slide, image file or the exact text you want on the slide using the Bulletin Board Application form available on the Town website. A PowerPoint slide will provide the maximum flexibility to edit your information. Fill out the form with as much information as possible.

To ensure compatibility with all browsers and computers please use ONLY "Times New Roman" or "Arial" font families

Please be aware that events are posted no earlier than 30 days before the beginning day of the event and must be received at least 5 days before the Event Date. All bulletin board slides are subject to approval by Information Services Director.

Complaints

Complaints regarding decisions to post or not to post messages on the WOGT Bulletin Board, must first be made in writing either by email to WOGT@townofogunquit.org or by regular mail to WOGT, PO Box 875, Ogunquit, ME 03907.

If the person filing a complaint does not receive a satisfactory response within 10 days of submitting the written complaint, the person with the complaint may address an appeal to the Town Manager by email to TownManager@townofogunquit.org or by regular mail to Town Manager, PO Box 875, Ogunquit, ME 03907 for review.