

CHALFONT BOROUGH CABLE CHANNEL POLICY

1. Information to be placed on Chalfont Borough's cable channel must be submitted in writing at least one (1) week in advance of the requested broadcast date. Message blanks are available at Borough Hall (40 North Main Street) or online at www.chalfontborough.com. Borough staff will update the messages weekly. Emergency and special event messages will preempt the regular message cycle at the discretion of Borough staff.
2. Requests for the placement of information on Chalfont Borough's cable channel will be kept on file for six (6) months.
3. Only non-partisan organizations and businesses are eligible to place information free of charge on Chalfont Borough's cable channel if the message is intended to benefit the Chalfont community. Chalfont Borough reserves the right to reject any information submitted for placement on Chalfont Borough's cable channel. No entities other than Chalfont Borough are guaranteed placement of information on Chalfont Borough's cable channel.
4. Businesses and organizations are eligible to sponsor programming on Chalfont Borough's cable channel. Businesses may be included as a sponsor having a slide stating their business name and logo. The slide will be included in every cable message cycle, details outlined in #5 below. The cost of one week of programming will be \$25.
5. Each message should "dwell" for fourteen (14) seconds. Special announcement messages created by Chalfont Borough and Public Service Announcements may run up to 2 minutes in length.
6. Messages will not run for more than 4 weeks, unless a special exception is granted by the Borough Manager.
7. A name and phone number needs to be listed for viewers to call to contact Chalfont Borough regarding the cable channel.
8. As of this writing, only Chalfont Borough staff is authorized for the placement of messages on Chalfont Borough's cable channel.
9. When in doubt about the appropriateness of a message's content, the Borough Manager will be consulted for a final decision.
10. Hardware and software for the Borough's cable channel shall be kept at the Chalfont Borough offices.
11. When there is a problem with the generation of cable TV transmission from Borough Hall, a Borough representative shall contact Comcast Cable for service.
12. Comcast Cable provides free of charge DCR – Digital Cable Radio (wall-to-wall music) – as cable board background music. Chalfont Borough will select the music station at its sole discretion.