

Local Channel Rules for franchise based PSA Submission to Mediacom

1. PSAs will be given to the Cable Administrator to submit to Mediacom.
2. Only two (2) PSAs will be submitted to Mediacom in any given month, each allowed 50 playbacks. If only one PSA is submitted, it will be allowed 100 playbacks.
3. As the franchise provision for the number of playbacks of PSAs is measured on a monthly basis, submitted PSAs will be limited to one-month playbacks, with a month-by-month extension possible if no new PSAs are submitted for the following monthly cycle. If you wish the PSA to be considered for extensions, note that as a brief memo attached to the Mediacom form.
4. PSAs will be submitted one month in advance of the month desired for playback. Mediacom's "Cross Channel Commercial Request Form" will be also be submitted to the Cable Administrator with each PSA. These forms will be filled out in a professional manner. The sections on the form titled "Run Dates," "Contracted number of spots..." "Special Instructions..." and "If PSA..." will be left blank.
5. All PSAs will be formatted as required by Mediacom's "Media Requirements for OnMedia" guidelines.
6. Some general guidelines that will be used for monthly selection will be: new submissions will be favored over current or previous submissions, new submitters will be favored over current submitters, and only one PSA per submitter will be allowed if more than one organization submits in the same month. Special consideration will be given to time sensitive PSAs.
7. Before being sent to Mediacom, the Cable Administrator will review the PSAs for legal issues such as copyright violations and for technical problems. If either is found, the PSAs will not be considered until the violation or problem is corrected.
8. It is the Cable Administrator's intent to be as fair and equal as possible in selecting the PSAs to be submitted each month. Exceptions to any rule might be made for good reason. Regardless, the Cable Administrator will make the final decision.