



160 E. 19th St.
Holland, MI 49423
616.392.7832
macmedia@macmedia.org

MacTV Message Board

The community bulletin board is available for the purpose of promoting community events, and providing public service information. MacTV Message Board can be viewed on

Holland Comcast channels 24/916, 25/917, 26/918;

AT&T U-verse 99 - Holland Community TV - MacTV 24 & 26

between television programs and at www.macmedia.org.

Message Board Guidelines

Content of the messages

Non-profit groups –

- may promote events that are open to the public and are free
- 501(c)3 groups may promote events that are open to the public and charge a fee, assuming the fees collected benefit the non-profit. An amount can **not** be posted, only that a fee is required and a phone number for further information on the fee.

For-profit groups or individuals –

- may promote events that are open to the public and are free
- may **not** promote an event which requires a fee or the purchase of products and services. Fundraising for commercial, for-profit groups is prohibited on community access channels.

Political Candidates –

- may promote events that are open to the public and are free
- may promote events that are open to the public and for which a fee is charged to raise campaign funds. An amount will **not** be posted, only that a fee is required and a phone number for further information on the fee.
- May promote voting and announce candidacy.

If you would like to have sound along with the visual, please schedule an appointment to come into our studios to do a voice over.

Message submission

Messages submitted are subject to approval based on the criteria above. Staff reserves the right to correct or refuse submission. The text must be submitted in type, not hand written. Message Board is updated weekly.

Preferred method –

E-mail a power point slide with your message to msgboard@macmedia.org. A template which you can follow can be found at www.macmedia.org/MacTV/Public_Messages or e-mailed to you upon request.

Advantages to you are:

- your message will look exactly the way you want it to, with pictures, or a logo, or your organization's color theme
- the message will say exactly what you want it to (subject to above criteria)
- the message will be posted faster – our staff does not have to create the message before they schedule the message for playback.

Accepted method –

Mail, e-mail, or drop off in person the text of your event and our staff will create the power point. Any form other than powerpoint will need to be reworked by MacMedia staff.

Disadvantages to you are:

- staff may not pick out the most important information if your submission is wordy
- the message will not be a reflection of other promotional materials you may be using i.e. font, color, certain phrases, etc.
- you need to allow more days until posting as the staff needs extra time to create the slides

Timing –

- finished power point e-mailed to us - must be submitted 5 working days prior to the requested posting to guarantee posting – post at least 2, preferably 3 **weeks** before event
- message which needs to be developed by us into a slide - must be submitted 12 working days prior to the requested posting to guarantee posting
- dated message will be removed from the system on the date after the event
- a general information message will be removed from our system upon the date of your request or after 3 months. Keep your message fresh!

Message format

Each screen provides up to 8 lines of text, and up to 25 characters of text per line including spaces and punctuation.

Things to keep in mind –

- the words should be readable from a TV watching distance
- should be able to read the message in 15 seconds or less
- pictures catch attention
- state the basics
- contact information should be on every slide
- be timely in your submission – at least 2 weeks (3 preferred) before an event
- keep your message fresh – change your generic slides on a regular basis
- multiple slides should have contact info on each slide
- readability of color combinations
- ½” to 1” border around slide to accommodate TV display
- Message Board is updated usually on Thursdays.