

PSA Guide

Our platform is community media via cable television.

We're here to empower the community in getting their messages out. If you're interested in creating your own audio/video PSAs we can assist you with training and equipment access. You can review our membership options [here](#).

Feel free to reach out with any questions about submitting PSAs for television or to set up a meeting to discuss how we can best assist you in reaching your goals.

The following are some basic tips for creating your own media that is suitable for television and our particular programming abilities.

Formatting tips:

- Horizontal Layout (16:9 Aspect Ratio is preferred)
- PDF or Video file
- Please note that PDFs may be reduced in size
- Text should be kept minimal with a clean font, and be easy to read at a distance
- Keep graphics and images simple and not distracting from text
- Include quality audio or voiceover

*If you have a question about whether your event qualifies please review the following.

Note: the following are prohibited from being broadcast on E•Media TV

- Material that is obscene, seditious, libelous, slanderous, invades personal privacy or is otherwise illegal according to Federal, State or local law.
- Advertising material, of any length or type, designed to promote the sale of specific products or services.
- Advertisement of or information concerning, any lottery.
- Material or performances that require Copyright or Trademark authorization unless written authorization for the use of such material has been obtained.

Also, be aware of "Calls to Action." A careful choice of wording makes all the difference. Potential calls to action: "Check it out" or "Try this..." or "Come by..." or "Learn more ..."
More Informative: "We will be at... we'd love to see you there" or "Your welcome to..."
"This is how to..." or "Hours are..." or "More information is available at..." or "For more information..."

Please send your requests or questions to info@easthamptonmedia.org.

We hope this information was informative and look forward to working with you soon.