



BNN COMMUNITY MESSAGE BOARD GUIDELINES

ELIGIBILITY:

- Only current BNN Organizational Members are eligible to use the Community Message Board
- Organizational Basic Members may submit one Community Message Board posting per quarter
- Full Organizational Members may submit one Community Message Board posting per month

All submissions will run for a period of up to one calendar month unless otherwise noted.

SPECIFICATIONS:

In order to accommodate as many organizations as possible, we ask that you provide material according to the following guidelines.

VIDEO PUBLIC SERVICE ANNOUNCEMENTS

- Should be no longer than 60 seconds in length
- Should be mpeg2 files submitted in the following formats: DVD or as a digital video file on a CD-R or USB drive
- Must be labeled properly with the PSA title and length
- Must be submitted 3 – 4 weeks prior to air date

COMPLETED COMMUNITY MESSAGE BOARD SUBMISSIONS (CREATE YOUR OWN)

- Must be a full color, landscape, 800 x 600 pixels, hi-resolution jpeg file
- Include the name of your organization, neighborhood, and concise info about your event (Keep it brief - line length and character counts are included with the attached sample)
- Use clean sans serif font for maximum legibility ie: Helvetica, Arial
Title should be 70pt. | Copy 35pt. | Date/Time 50pt. | Web/Phone # 35pt.
- Prominently include website or phone number where people can contact you for details. (Be creative – incorporate photos, colors or graphics that will attract viewers' attention)
- Avoid specific dates unless for events at least three weeks away

COMMUNITY MESSAGE BOARD REQUESTS (WE'LL CREATE IT FOR YOU - \$25 FEE)

- Should be submitted 4 weeks in advance of air date
- Should include a hi-resolution original jpeg or vector file of your organization logo
- Copy should be no more than 35 words
- May be submitted with up to 3 photos, color or black and white, that may be included in your announcement (Photos with a landscape orientation are preferred)
- Feel free to give us your color scheme to help us brand your organization
- BNN reserves the right to edit copy and select graphics

SUBMISSIONS:

- All submissions should be accompanied by the "Community Message Board" submission form
- Submissions should be emailed to CommunityMB@bnntv.org
- Please include in the email your contact info for follow-up

**BNN ALSO OFFERS PRODUCTION SERVICES AND SPONSORSHIP OPPORTUNITIES. LET US KNOW IF YOU WANT TO DISCUSS
PSA PRODUCTION OR SCHEDULED PLAYBACK OF MESSAGES FOR TARGETED AUDIENCES.**



BNN COMMUNITY MESSAGE BOARD SUBMISSION FORM

*Thank you for your interest in sharing your announcements with the city of Boston via the
Boston Neighborhood Network Community Message Board.*

To submit your Community Message Board announcement:

1. Select whether or not you want to submit a Video PSA, a completed message board announcement, or request that BNN create a message board for you
2. Choose a date to post and remove your message
3. Tell us about your Community Message Board submission
4. Complete the contact information in case we have any questions
5. Send your Community Message Board submission form to CommunityMB@bnntv.org or fax to 617-708-3201, Attn: BNN Community Message Board

1. I want to submit the following (please select one):

- Video PSA
- Completed Community Message Board announcement
- Request that BNN create a Community Message Board announcement

2. Please post my announcement on:

Date: _____

Please remove my announcement on:

Date: _____

3. Community Message Board submission details:

**If submitting a video PSA*

How long is the Video PSA: :15 seconds :30 seconds :60 seconds Other: _____

What is the Video PSA Title: _____

Please provide a brief description of the Video PSA content: _____

**If submitting a completed message board*

Completed message board file name: _____

***Finished graphics should be a full color landscape, 800 x 600 pixels, 300 DPI resolution jpeg.*

**If submitting a request for Community Message Board creation by BNN*

Community Message Board Title: _____

Copy (no more than 30 words): _____

If an event announcement, please include the event date and time, location (address, city, state) and cost if applicable. _____

***Please submit logos, artwork and desired color scheme with your request*

4. Submission Form Contact Person: _____

Organization: _____ Email/Phone: _____

72pt. 20 characters

35pt. 29 characters

35 pt. 30 Characters

35pt. 16 characters

50 pt. 24 characters

35pt. 28 characters

35pt. 29 characters

35pt. 11 characters

35pt. 30 characters

TITLE OF YOUR EVENT

Please join us for this event
as we celebrate our commitment
to the community

JANUARY 11, 2011-00:00AM

**Charter School of Dorchester
0000 Main Street | Boston, MA**



Contact us:

000-000-0000 www.mywebsite.com

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