

Mission Viejo
Television



Your Community. Covered.



Reaching roughly 27,000 Mission Viejo households, Mission Viejo Television (MVTV) is available on Cox Channel 30 and AT&T U-Verse Channel 99, and home to popular local programming such as *MVTV News*, *South County SportsZone*, and *Coaches Corner with Paul J. Higgins*. MVTV also airs a daily Community Bulletin Board every night and morning from around 11:30 p.m. until 2:00 p.m., and at other times throughout the broadcast day. During the Bulletin Board,

full-screen Mission Viejo business notices are each displayed for approximately 15 seconds, and all of the slides cycle through with KSBR or classical music in the background.

A slide for Mission Viejo businesses is only \$20 per notice, and each notice can run for one full year. Please contact MVTV at **949-470-3034** for information on Bulletin Board notices and other programming sponsorship opportunities through the station.



Mission Viejo Television
200 Civic Center
Mission Viejo, CA 92691
mvtv@cityofmissionviejo.org
cityofmissionviejo.org/mvtv





Community Notice Request

Applicant Information

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Applicant Signature Required on Second Page

Requested Notice

MVTV reserves the right to edit text.

Notice Information / Art Specifications

Start Date: _____ Stop Date: _____

Camera Ready Art (1280 x 720 pixels, 72 dpi) Provided: yes / no Text and Digital images provided

Fee Schedule

Non-profit Organization – One free per week. Each Non-Profit Organization Additional Notice – \$20.00

Mission Viejo Residents, Mission Viejo Businesses – \$20.00 each (fee is per notice, per year)

Check #: _____ **Amount Paid:** _____ **Non-profit #:** _____

FOR MVTV USE ONLY: Added to Bulletin Board: _____ Date: _____

Graphic Design: Received _____ Date Created _____ Initials _____

**Mission Viejo Television
Community Notices
Content and Process Policies**

1. **Eligibility:** Only Mission Viejo residents, businesses, and government agencies, schools, and non-profit organizations operating in Mission Viejo are eligible to submit MVTV community notice requests.
2. **Request Form:** A community notice request form must be fully completed and submitted to MVTV. The form along with the correct fee payment (checks only please) can be submitted by mail or delivered to:

Mission Viejo Television
City of Mission Viejo – City Hall
200 Civic Center
Mission Viejo, California 92691
Phone (949) 470-3034, Email mvtv@cityofmissionviejo.org
3. **Submission Deadline:** MVTV community notices are prepared in advance in order for the community notice sequence to be revised each week on Friday. The deadline for submitting a request to cablecast a community notice is 12:00 noon each Friday for notices to be cablecast the following Friday.
4. **Fee Payment:** No MVTV community notices will be aired unless the appropriate fee payment has accompanied the community notice request form and has been received in advance of the notice submission deadline. Checks are made payable to the City of Mission Viejo/MVTV Fund.
5. **Prohibitions and Restrictions:** Proposed community notices which fall into any of the following categories will not be accepted:
 - a. Any promotional material concerning products or services presented for the purpose of any solicitation of money or other things of value.
 - b. Advertising on behalf or advocacy on behalf of candidates for elective or appointive office, political parties, or political issues. (Note: this restriction will not prohibit future television programs on which equal time is offered to all candidates or the proponents or opponents of a political issue.)
 - c. Any notice content intended to defraud the viewer, or is designed to obtain money by false or fraudulent pretenses, representations or promises.
 - d. Any notice which is obscene or indecent (current federal, state and Mission Viejo statutes will in all cases apply.)
 - e. Any notice with content that is slanderous, libelous, or defamatory, or is disparaging of any group.
 - f. Any notice that would violate any federal, state, or municipal statute or law.
 - g. Non-profit organizations must provide a sanction non-profit identification number and a copy of the non-profit certification. The copy will be placed on file at Mission Viejo Television (MVTV).
6. **Suitability Determination and Appeals:** A determination on the suitability for cablecasting any particular community notice under these prohibitions and restrictions rests with the MVTV Coordinator. A decision of the MVTV Coordinator may be appealed to the City Clerk/Director of Community Relations. A final determination on the suitability of a community notice rests solely with the City Clerk/Director of Community Relations. Community notices will be available for approval prior to airdate upon request.

I have read, understand, and agree to the above stated policies and process governing MVTV community notices.

Applicant's Signature

Date