

Public Service Announcements (PSA) on the Marquee

Group one: For Cache Valley Non Profit Arts Organizations

1. CVCA will provide a PSA for one week on its electronic signboard/marquee for non-profit arts organizations at no charge.
2. Arts organization may be requested to verify Utah Non Profit status.
3. Each arts organization may select one week to announce/promote an arts event, exhibition, fundraiser, etc., on a first come/first served basis. Initial period is March 6 through December 24, 2006.
4. PSAs for events occurring on dates conflicting with the scheduled *Ellen Eccles Theatre Presents* season (approximately 25 total days per year) will be declined.
5. PSA week will run Monday to Sunday.
6. The arts organization must complete a written request form. A blank form is on the CVCA website www.Centerforthearts.us or can be picked up at the ticket office. The completed form must be brought to the ticket office, mailed, emailed or faxed. No phone calls allowed. Email to psamarquee@centerforthearts.us
7. If another arts org has already selected the week requested, we will use 2nd or 3rd choice of week shown on the form. If not available we will let you know.
8. Weeks will be filled on a first-come-first-serve basis. To find out availability of a specific week, please call 753-6518 ext. 21.
9. CVCA will edit message for best ratio of info to space available and for content. Simple is best! See examples on application form. The shorter the better - it will appear and can be read quickly.
10. PSA message will be in white letters on black background. Maximum of three (3) "frames", and no moving items. Suggested sequence
 - a. 1 panel of "what",
 - b. 1 panel of "where",
 - c. 1 panel of "when"
11. If PSA message to be used is not sent with reservation form, it must be received by noon Wednesday of the week prior.
12. Arts PSA runs in rotation **twice** with the current list of CVCA-related events on the marquee. Typically the PSA will appear about once every 2-3 minutes, 18 hours a day, from 5:15 am to 11:15 pm daily. This is about 360 times per day, or over 2500 times per week!
13. Each Arts organization may receive one PSA that runs for one week per year, and may use the paid rental process (non PSA) for additional times or special graphics. (See enclosed marquee rental sheet.)

Group two: For Cache Valley other non profits (not arts related)

All the same as above except the PSA runs in rotation **ONCE** with the current list of CVCA-related events on the marquee. Typically will appear once every 5 to 6 minutes, 5:15 am to 11:15 pm

2/22/06