

From: Catherine McNicoll <CatherineMcNicoll@scstatehouse.gov>

To: Danny Varat <DannyVarat@scstatehouse.gov>

Date: 10/20/2017 2:30:55 PM

Subject: FW: We look forward to partnering with you - Charter Communications PSA Requirements, Guidelines & Content Delivery Instructions

Attachments: [PSA Requirements Guidelines Content Delivery Instructions - FL, GA, SC.pdf](#)

PSA Info

Best Regards,

Catherine McNicoll

Director of Legal & Legislative Affairs

Lieutenant Governor's Office

CatherineMcNicoll@SCStatehouse.gov

803-734-5292 (phone)

From: Brown, Leah H [<mailto:Leah.Brown@charter.com>]

Sent: Thursday, September 28, 2017 5:01 PM

To: Catherine McNicoll

Cc: Breazeale, Ben

Subject: We look forward to partnering with you - Charter Communications PSA Requirements, Guidelines & Content Delivery Instructions

Catherine,

Sorry for the delay! Below and attached is detailed information on our PSA requirements, guidelines and content delivery instructions.

Apologize we weren't able to air the Hurricane Preparedness spot, the audio quality was an issue.

Let me know if you have any questions, hope to partner on an upcoming initiative. Let me know what you're thinking, there's a possibility our internal production team may be able to assist...

Best,

Leah Brown

Dear Partner,

We look forward to partnering with your organization and offering in-kind airtime to support and promote your efforts in the local community.

Your 30-second PSA must be approved by the government affairs team at Charter in order for your organization or production agency to upload the PSA to our OneSpot.tv server. Some PSAs may require further Charter legal review prior to final approval.

Please complete this document and submit a copy of the PSA in a QuickTime, Windows Media or video file, Vimeo, YouTube or Dropbox link before the PSA is loaded to the OneSpot.tv server.

If you do not have an existing PSA, please submit a 30-second script for review and approval.

Please email video/script to Nicole.Woodring@charter.com for Florida, Georgia and South Carolina and Erin.Jones@charter.com for Alabama, Kentucky, Maryland, North Carolina, Tennessee and Virginia.

Additional Details:

- PSA cannot exceed 30 seconds.
- Do not include Charter/Spectrum logo in the commercial.
- Upon approval, organization will be instructed to load PSA to OneSpot.tv.
- Please allow one full week for scheduling.
- Scheduling will be based on our best efforts using available inventory.

Please see attached document for additional details and OneSpot.tv content delivery instructions.

Let us know if you have any questions.

Best,
Leah Brown



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