



BOROUGH OF STONE HARBOR  
9508 SECOND AVENUE  
STONE HARBOR, NEW JERSEY 08247

**REQUEST FOR USE OF BOROUGH'S GOVERNMENT CHANNEL 2**

APPLICANT/ORGANIZATION NAME: \_\_\_\_\_  
CONTACT PERSON: \_\_\_\_\_  
CONTACT DAYTIME PHONE & E-MAIL: \_\_\_\_\_

**NOTE:** When composing a message, the writer should be brief and use standard abbreviations whenever possible. Each message shall be submitted on a separate form and shall contain a headline. The headline shall briefly convey the main idea of the message. It should attract attention and encourage the viewer to read the message. **For Example:**

**STONE HARBOR CHAMBER OF COMMERCE  
FREE CONCERT**  
Sun. June 17 2:30 – 3:30  
Stone Harbor Recreational Field  
Info call 609-368-6101

MESSAGE REQUESTED: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If you wish to use photographs, they must be in digital format. **Please note**, photographs will not be returned. Number of photographs attached:

\_\_\_\_\_ Minutes \_\_\_\_\_ Seconds.

**Please note**, DVDs will not be returned.

Date requested for message to run:

Beginning: \_\_\_\_\_ Ending: \_\_\_\_\_

All requests shall be submitted to the Borough Clerk's Office **NOT LESS** than seven (7) days, but **NOT MORE** than fifteen (15) days before the requested display date.

I, the undersigned, hereby request use of the Borough of Stone Harbor's Public Access Channel 2, acknowledge that I have read the attached guidelines for use, and that I am authorized to submit this message on behalf of the organization listed above.

\_\_\_\_\_  
Signature Date: \_\_\_\_\_

\_\_\_\_\_  
Tourism Director Approval Date: \_\_\_\_\_



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**GUIDELINES**

**INFORMATION THAT IS TRANSMITTED SHALL BE LIMITED TO INFORMATION THAT IS LOCALLY ORIENTED AND OF INTEREST AND BENEFIT TO THE GENERAL PUBLIC, I.E., COMMUNITY OR CULTURAL EVENTS AND ANNOUNMENTS.**

1. The following guidelines shall apply for use of the Borough channel:
  - A. All announcements shall have some relationship to those residing and/or working in the Borough.
  - B. Announcements of events shall indicate whether they are free or if there is an admission/registration charge and the amount.
  - C. Emergency information shall be given priority transmission rights at the direction of the Emergency Management Coordinator, or appointed designee, and may displace all other information.
  - D. The Borough intends to maximize the use of the channel 2 by all parties. First-time users shall have priority over regular users. If there is not adequate room on the channel for placement of all messages requested, the Borough reserves the right to determine what messages will be placed on the channel, to edit messages as necessary to conserve cablecast capacity and to determine what message will be moved to a different start or finish date, or eliminated entirely.
  - E. The following categories of information **SHALL NOT BE** transmitted:
    - a. Advertising material designed to promote the sale of commercial products or services; provided, that this shall not prohibit fund raising promotions by non-profit organizations and community service groups.
    - b. Advertising that promotes either a candidate for political office or a political issue.
    - c. Advertising of events which will produce profits benefiting a private enterprise or individual.
    - d. Notices setting forth any regular meetings, or schedule of regular activities, of any non-public profit or non-profit organization. This provision is not intended to prohibit transmission of a notice of special event of community interest, being held within the Borough and open to the general public by any non-profit organization.
    - e. Lottery or raffle information.
    - f. Any message which is defamatory, misleading, fraudulent, obscene, or indecent.
2. The Borough reserves the right to refuse to transmit all or any portion of a message which promotes any activity which is unlawful under Borough, State, or Federal law or constitute a violation of these procedures and guidelines.
3. **Administrative Decisions – Appeals – Failure to Exhaust Administrative Remedies.**  
Disputes regarding the use of channel 2 shall be referred by the Borough Clerk to the Borough Administrator for resolution. The decision of the Borough Administrator shall be deemed final.