

07/12/2010

Dear Media Bridges Producers,

Series renewal time is upon us. Enclosed please find the series renewal applications for the 2010-2011 programming year. Series time slots are given out on a first come first served basis. Applications will be accepted on August 11th at 8:00am.

**--Please note: series renewal application procedures have changed.--
!!READ THIS CAREFULLY!!**

To provide greater transparency in the series renewal reprogramming of the channels, *producers will choose their own first local playback/live time slot*. This shift in procedure requires a greater producer time commitment on the morning of August 11th, so **please schedule enough time to participate**. If you are submitting or sponsoring multiple programs you will be required to submit **ONE** program at a time and return to the back of the Series Renewal Day line after each application submission. In this way, timeslots are relegated in the most transparent and fairest possible way to all participating producers.

Producers may waive the opportunity to choose their own timeslot, in which case Media Bridges will assign producer timeslots as it has done in the past, utilizing the timeslots remaining AFTER August 11th, 2010.

If you want your program to be available online you must circle “yes” to the appropriate question on the top of the Series Renewal Application. You will then be able to view your programs at mediabridges.pegcentral.com.

Sincerely,

**Keith Aaron Gilbert
Director of Operations
Media Bridges, Cincinnati**