

# KMVT How-To Guide

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How to upload a PSA for the KMVT Bulletin Board – Oct. 25<sup>th</sup> 2011

The KMVT Bulletin Board is a slideshow of still images advertising Nonprofit 501(c)3 companies benefiting the local community. The Bulletin Board will air at any time that no other programming is scheduled. This is primarily 12am-4pm however the exact times change based on the day of the week and what programming is currently being aired. All nonprofit submitted slides will expire in one year from first air. It will be up to you to resubmit the slide after that.

## Quick Steps

1. Create a graphic using the template provided at <http://www.kmvt15.org/services/psa.html>.
2. Save the Graphic as a jpeg image.
3. E-mail the image to [psa@kmvt15.org](mailto:psa@kmvt15.org) with start and stop dates.

## In-Depth Steps

1. Open Photoshop.
2. Create a new document with the following settings
  - a. Width: 400 pixels
  - b. Height: 300 Pixels
3. Import any logos you wish to use on separate layers
4. Add any text
  - a. Separate text onto different layers when possible.
  - b. Title, Contact info, Main text should all be on different layers
5. Arrange all elements to fit within your design.
  - a. Text smaller than 16pt will be difficult to read.
  - b. View your slide at actual pixels before finishing to be sure that everything is legible.
  - c. Don't worry about safe zones as an additional border will surround your graphics when aired.
6. Save as a PSD file and a JPEG
  - a. By saving a PSD file you will be able to alter the file later if anything needs to be changed.
  - b. Our Bulletin board system requires all graphics to be in the jpeg format.
7. E-mail the jpeg file to [psa@kmvt15.org](mailto:psa@kmvt15.org). Include date ranges for airing and which cities you wish the slide to air in.

For users without Photoshop there are several options. You can download a trial version for 30 days. You can search the web for alternatives. As of the writing of this how-to there are several free programs. MS Paint, Splashup, Aviary Phoenix, Gimp and Paint.net are cheap or free options.

Notes: This document is intended to cover a specific task. In many cases you may need additional skills to complete the project. Please refer to one of our other How-To Guides or consider enrolling in one of our training courses for more advanced training.