



Your Public Access Channel *"Don't Just Watch TV, Make It!"*

Sponsor Guidelines & Policy

The purpose of the underwriting guidelines is to promote or clearly identify the underwriter, not to promote or sell their product or service.

The following guidelines apply to all sponsorship recognition, whether or not the producer received monetary compensation for production costs.

VIDEO

The following video effects are permissible:

1. Standard or existing corporate logotype, logograms or slogans, both still and animated, which identify but do not promote.
2. One corporate mascot (such as the Exxon tiger) or other symbolic figure developed as a corporate (rather than product) symbol, accompanied by the company's name.
3. One specific product line or brand name, after the funder's name or logo. Symbolic depiction of up to three generic product lines, services or target markets, in addition to the one specific product. Total product depiction must be limited to no more than 50% of the entire credit.
4. Business exteriors, particularly when they are best representation of a funder's product/services (e.g., bank or hospital).
5. Location information - street address, or general reference to area served. Phone numbers are **NOT** permitted at any time.

The following practices tend to convey a more "commercial" impression and may **NOT** be used:

1. Products in use or operations for the purpose of demonstrating their performance characteristics.
2. Packaged goods (such as food products) shown outside the container or package, or in a prepared state.
3. Depiction of tobacco products, distilled spirited, or firearms.
4. Official spokespersons, company officials, directors or actors posing as "generic" employees.

AUDIO

The following audio techniques are acceptable.

1. Brief value: neutral descriptions of product, service or target markets.
2. Location information: street address or general reference to area served. Again, phone numbers are not permitted.
3. Music and sound effects are permitted. Lyrics, however, sung to music may not be used.

The following audio techniques are NOT allowed:

1. Comparative claims: donor acknowledgments that contain descriptive language comparing underwriter's products or services with those of competitors are not permitted. Avoid words such as: best, better, more or superior.

Examples of acknowledgments NOT allowed that contain comparative terms are:

"Serving more cities than any other airlines"
"With more assets than any other bank in town"
"Featuring the best products in town"

2. Qualitative claims: Donor acknowledgments that contain qualitative descriptions of the underwriter's product or service are not permitted. Qualitative descriptions include words that describe the feature: benefits, advantages, or other qualities offered by underwriter's product or service. Avoid words such as fine, excellent, tasty, or leading.

Examples of acknowledgments NOT allowed that contain qualitative claims:

"A leading supplier of automobiles"
"With 20 convenient locations"

3. Solicitations: Announcements that contain a "call to action" are not permitted. Most "calls to action" contain imperative language. A statement addressed directly to the viewer that tells the viewer to take action.

Examples of acknowledgments NOT allowed that contain "call to action" statements:

"Ask about our IRA" or "Call us at 555-0000"

4. Pricing Information: Announcements containing price information are not permitted. This includes interest rate information or other indications of savings or value associated with the product or services.

Examples of pricing information NOT allowed are:

"Office products at discount prices"
"Making computer power affordable at every desk"
"8.0% interest rate now available"

5. Inducements to buy, sell, rent, or lease: Announcements containing any inducements to buy, sell, rent, or lease are not permitted.

Examples of inducements to buy, sell, rent or lease NOT allowed:

"Six months of free services"
"Special gift for first fifty customers"
"Now offering free checking"

CREDITS

Program credits are selected by the producer with the following limitations:

Houston Media Source, the City of Houston, or franchise cable companies may not be listed as producer or co-producer of a program, and addresses and telephone numbers of the aforementioned may not be used in the credits or as contacts for the community access producer, unless the aforementioned is the program producer or unless grants require such credit listing. You may, however, recognize in appreciation any of the above in the credit listing.

The producer may not list private phone numbers or addresses without expressed consent of said individual.

TIME ALLOCATION

Houston Media Source encourages producers to seek underwriting support for their access programs. Underwriting and sponsorship sources may be credited within access programs according to the following guidelines. Any individual, business or institution that helps defray production costs may be given credit as follows:

Credit may be placed at the opening, logical mid-break and/or ending of the program with the maximum of two credit sequences per half-hour.

All underwriting credits will be a minimum of 10 seconds in length (no more than 6 underwriters per 60 seconds). An underwriter may have up to 60 seconds per half hour of programming time.

Total credit time per half-hour of programming may not exceed 60 seconds.

The following format, or facsimile thereof, is acceptable:

“The following (preceding) community program was made possible in part by a grant from (name, address, or information as described on attached guideline sheet).”