

New Underwriting Rules

PACTV follows underwriting standards that are similar to those used by Public Broadcasting. PACTV must conform to strict standards to avoid triggering the Non Compete Clause in the contract between the towns and the cable providers. For producers who use underwriters for their programs, the following standards apply:

1. Producers must have an Underwriting Form signed by the underwriter. This attests that the underwriter understands PACTV's underwriting rules and their limitations, and that the funds are used to help defray the costs of producing a specific program.
2. Underwriting credit can be given to underwriters. The extent of the credit is negotiated between the producer of the program and underwriter. However, no underwriting credit can exceed the following standards –
 - A. Opening Credits may include a photo of the business, a logo, the town in which the business is located, the business phone number **or** website with the **written** introductory message, “Today’s show is underwritten in part by donations from the following local businesses” if plural or “Today’s show is underwritten in part by a donation from the following local business” if singular. There is no limit to the number of underwriters, however, the funds raised must be used to help defray direct production costs such as supplies, gasoline, production crew food and the like.
 - B. Mid Show – The on air talent may say, “Thank you to [name of business(es)], underwriter(s) of today’s show,” and show a picture on screen of the business, with business’s phone number **or** website, and the town in which the business is located. Mid-Show announcements must be restricted to no more than two underwriters. If you have more than two, you must choose the top two to announce at Mid-Show, and rotate it from week to week if necessary.
 - C. Closing Credits – same as opening credits.
 - D. Producers may not use videos to promote the underwriters’ businesses, nor may they use spoken underwriting messages other than the message announced at Mid-Show.

If you have any questions regarding the new policies, please contact Nancy Richard at nrichard@pactv.org for clarification.

All Underwriting Forms must be handed in to Melissa Matinzi, Programming Coordinator, before underwriting credits are used on the channel. For copies of the Underwriting Forms, please see Melissa.

REMEMBER – donors that help support the production of programming are UNDERWRITERS and not SPONSORS! We don’t use the term sponsor since we are a non-profit, community television station and not a broadcast station.