



Underwriting at PACTV

Program Support for Community Channel Programs

PACTV channels follow underwriting standards that are similar to those used by Public Broadcasting. PACTV channels must conform to strict standards to avoid triggering the Non-Compete Clause in the contract between the towns and the cable providers. The information below will guide you to producing programming that conforms to these standards.

We understand that there is a lot that goes into producing a show. Some producers seek out goods or services from businesses to help them develop and improve their programs. These can include things like props for your set, or food for your crew or noncommercial marketing support. Since the content of these programs must be noncommercial, we have several rules that must be adhered to by anyone using PACTV facilities and equipment.

- No money or monetary equivalent (ex: gift cards) can be exchanged for a show that airs on any PEG channels.
- Guests cannot pay to appear on a show.
- No underwriting (monetary contributions by a business or individual to support a program) is allowed to support Public Access content produced with PACTV resources and/or aired on our PACTV PEG channels.
- There must be no direct promotion or 'calls to action' encouraging the purchase of commercial products or services in the show.
- Entities providing goods and services in support of the show cannot be mentioned within the body of the show but may be acknowledged up to two times (beginning, middle or end) in the form of a voice over with a logo/graphic. Logos may not be accompanied or include a 'call to action', to a web site or to a phone number.

Program Credits for Contribution of Goods & Services

The following guidelines apply to all credits for goods and services contributors:

- Individual credits for such contributions are limited to fifteen seconds.
- Total credits for all contributions are limited to 60 seconds.
- Credit may be audible, visual or both.
- Credit may include a logo, a name, address, and phone number or website (no call to actions can be within a logo).
- Credit may be used up to two times for a show (beginning, middle or end).
- Credit may not contain any qualitative or promotional information.

PACTV reserves the right to audit supporters of a show to confirm the details/specifics of their contribution.

Producers using any contributions must sign the Underwriting Agreement form every 6 months or 6 episodes of a show.

Violation of Policy

Violation of these rules may result in the following actions.

1. First infraction may result in a 1-month suspension of membership and access to the channel for that production.
2. Second infraction may result in a 3-month suspension of membership and access to the channel for that production.
3. Third infraction may result in a one-year suspension of membership and access to the channel for that production.

Program Uses & Copyright

A producer owns the copyright of their show. After the show has aired on the PACTV Community Channel, you have fulfilled your obligation to PACTV in exchange for use of our resources. After your program has been scheduled and has aired on PACTV, you may use your content for other purposes in other forms however, you may not use PACTV equipment to create a commercial or a commercial version.

If your intent is to provide commercial content for a paying client or for private use, PACTV offers equipment and facility rentals through PACTV's Creative Media Services department (see below). If you do wish to create a commercial version of your show produced at PACTV using your own equipment, PACTV and its channels may not be mentioned in any promotion for any commercial versions of a show including edited portions. (print, web, social media).

Creative Media Services Department (CMS)

This department helps businesses and individuals promote themselves and create content intended for private and commercial use. (Creative Media Services also serves as a fundraising function to support and sustain our nonprofit organization.) If you are a business that wants to rent PACTV's studios, edit suites or equipment or contract our staff to create a commercial show or project, our Creative Media Services Department can help you. Projects can range from renting our facilities to creating a commercial version of your show to having our professional staff create a show for you. If you create a commercial version of your show using CMS, you may promote it in any way. You may also charge clients or receive money for the content. PACTV cannot be used or mentioned in any promotion for any commercial versions of a show including edited portions. Commercial content cannot play on PACTV's channels.

PACTV has many options available to meet your creative and video needs.

For questions about Community Channel Underwriting, contact Kim Miot at 508-830-6999 x132 or kim@pactv.org.

For questions about Creative Media Services, contact Donna Rodriguez at 508-830-6999 x112 or email donna@pactv.org.