

Treasure Valley Community Television

Guidelines Regarding Non-Commercial Program Content

Programs on TVCTV are to be non-commercial in nature. The following guidelines are designed to help producers keep their programs non-commercial, but the guidelines are not exhaustive. The Board of Directors and/or its designees will decide questions regarding commercial content without prior censorship. Appeals to said decisions may be made to the Executive Committee of the Board, which shall render a final decision.

Hosts & Guests:

Programs may be hosted by an individual with a commercial interest in the content of the program, and/or individuals with a commercial interest in the content of the program may appear on a program, under the following conditions:

1. The program **may not** serve in any way as a direct promotional vehicle for the individual's business.
2. The host or guest may not promote specific products/services she/he offers.
3. The host or guest may identify his/her business only in the introduction of the program ("I'm Dave, of Dave's Bike Shop"). An ID-super (identification tag superimposed over the video image) for the host or guest may appear for five seconds in this introduction with the name of the host's or guest's business and/or website.
4. Other than in the introduction (see 3 above), an ID-super for the host or guest may appear for up to twenty seconds at a time but may not include the name of the host's or guest's business or website; these ID-supers may, however, state the host's or guest's profession ("Realtor," "Loan Officer," "Attorney").
5. The host or guest may not solicit people to call him/her for more information. For example, if the host of a real estate program talks about the use of IRA funds as a means of investing in real estate, he/she may **NOT** say "For more information call me," but may say, "For more information, contact your local realtor."

Sponsors:

While an individual or business which may have a commercial interest in the general content of the program may serve as a sponsor for the program (a restaurant may sponsor a series on restaurant reviews, for example), that sponsor may not exercise any editorial control over the content of the program. Program producers may not receive payment of any kind from a sponsor in return for including, or excluding, any content within the program.

Corporate or business logos:

Corporate or business names or logos shall not be intentionally included by the producer on the set of the program or otherwise inserted into the body of the program. Incidental

display of a corporate logo (for example, while taping an event at a sports arena adorned with commercial logos, images or messages) shall be permitted.

Programs:

1. Individual programs about any commercial business, a program about Bob's Baseball Card Shop, for example, are prohibited (however, Bob could be a guest on a program about baseball cards, as long as he does not promote his own store, offerings, services or other commercial interests). **EXCEPTIONS:** The Board of Directors may permit exceptions to this policy in cases of commercial enterprises which serve a larger public interest, beyond their commercial purposes (for example, programs about local media). However, the host and guests would not be permitted to promote their enterprise, encourage people to read or buy it, solicit advertising support, or make other commercial overtures.
2. Journalistic style "review" programs of local businesses are permitted (e.g., a program of restaurant reviews, or a program comparing the quality, offerings, or services of businesses). The program(s) must talk about different businesses, not just a single business and must take the form of a journalistic, consumer-information program.
3. Programs about the unique work/art of individuals, including those who work for a commercial business or who operate their own business, are permitted (e.g., a profile of a local artist, or a local landscape designer). However, such programs must adhere to the policies regarding hosts and guests outlined above.
4. Programs of artistic performances by groups or individuals, including those who perform commercially, are permitted. However, such programs must adhere to the policies regarding hosts and guests outlined above.