

## Treasure Valley Community Television

### Commercial Underwriting Policy for Producers

Producers of programs for cablecasting on Treasure Valley Public Access Television are permitted to seek commercial underwriting from private businesses to help cover their production costs. In return, individuals or organizations providing such support may receive on--air acknowledgment for that support. However, programs and donor acknowledgment must adhere to the following policies:

- a. No program cablecast on a public access channel may contain commercial advertisements within the program, or promote a commercial product, service, business, trade, or profession, or contain direct or indirect solicitations for money or services.
- b. The only acknowledgment or credit allowed for underwriting support of TVTV public access programs is a listing of the underwriter's name or logo and address, telephone number and website at the beginning and/or end of the program. The credit may use a full or partial screen with a plain background or over program video, with or without voice-over, to a maximum exposure of 20 seconds. Moving (animated) logos are not permitted. The credit shall read, "Support for this program was provided in part by (names and/or logos of all underwriters)." The credit may also include a brief description of general services or products offered, but may not contain any specific product or service descriptions, assertions related to the quality of products or services, prices, or any appeals to either try or purchase products or services, or call or visit the underwriter's place of business.
- c. When any producer provides an acknowledgment or credit to any commercial business or business operator as a donor, sponsor, supporter or underwriter in his/her program, an underwriting fee of \$15 shall be paid directly to TVTV by the program producer for each such acknowledgment.
- d. All underwriting fees must be paid in advance of programs being cablecast. No program containing donor acknowledgments may be cablecast before the required underwriting fees have been paid to TVTV.