

Underwriting Statement Format Guidelines

Boulder Channel 8 - 2015

Summary of Guidelines

Boulder Channel 8 defines an "underwriter" as a third party that has voluntarily contributed cash or services to finance, in whole or in part, the production or acquisition of a Boulder Channel 8 program. Money or materials from such sources used toward research and development, or for packaging or repackaging a program, ordinarily counts as underwriting as well. Federal law requires that those who helped pay for a broadcast be disclosed on the air at the time of the broadcast. Therefore, we identify all of the program underwriters in the underwriting credit segment.

No standard corporate/business underwriting credit segment may be more than 30-seconds in length. No standard individual underwriter may receive more than a 15-second credit.

Whenever one underwriter is mentioned, all must be acknowledged. Consequently, the underwriting credit segment at the beginning and end of the program will, in most cases, be the same length. The credits, however, need not be identical from the top of the program and at the end of the program.

If you believe there are too many underwriters to be acknowledged on the program, Boulder Channel 8 leadership will help determine what a reasonable cut-off point will be (provide electronically and in writing, a complete list of names and amounts in decreasing order of contribution). Where full disclosure on air is impractical, the remaining underwriters are not to be listed in the production credits. Instead, the underwriting credits may end with the language: "...And others, a complete list is available from [production website]."

If producers have unsold underwriting time, they should plan to create content-related material that can be added or removed in the event that underwriters are added or removed after delivery. Placement of this material will be determined in conjunction with you and Boulder Channel 8. On non-containerized programs, producers may add unsold funding time back into the body content of the program, however, if additional underwriters come on board later, the producer is responsible for the costs associated with cutting content to make room for the new funders.

Appearance:

- All video of the underwriting partner should be displayed in a box, overlapping the designed background (which will be used for all underwriting statements) on Channel 8 or the program background.
- The underwriting credit segment must mirror the production values of the program and flow smoothly with program content and other packaging elements.

- Producers should use a font style that mirrors the design of their program packaging treatment or that of Boulder Channel 8.
- Channel 8 or its production partner will provide:
 - o The underwriter's name
 - o Website and/or phone number
 - o Underwriter's slogan, if they have any
 - o The voiceover for the underwriting statement

Audio:

- All underwriting statements will have the same, low-key music under the duration of the statement.
- The music will be a royalty free, non-lyrical track.
- Channel 8 or its production partner will provide the voiceover of the statement copy.

Presentation:

- The underwriting statement will run before and after the underwritten program, as stated in the above-mentioned guidelines.
- The program title will be displayed and read in the copy, before the underwriter is mentioned.
- Example copy: *This episode of [Show title] is brought to you, in part, by [Underwriter]. For more information, visit [Underwriter website]. [Underwriter name] [Underwriter slogan].*
- The statement should run no longer than 30 seconds for corporate sponsors and 15 seconds for individual sponsors.
- The underwriter is entitled to have their logo and/or video/pictures of the business, along with a website and phone number shown during the statement.
- The underwriter statement can NOT make a call-to-action.
- The underwriting credit segment must appear at the end of the program and may appear at the beginning. For News and Public Affairs programming and programs involving controversial issues, the underwriting must be disclosed both at the beginning and at the end of the program.
- Boulder Channel 8 reserves the right to request underwriting credit segments at the beginning and end of other genres of programs.
- An underwriter may not be anonymous. The underwriter's name and logo must appear in the presented statement.

Responsibility of The Producer

The producer is ultimately responsible for the entire underwriting credit segment and for submitting the appropriate requests. Producers are solely responsible for the content of their programs and ensuring all underwriting is acknowledged in accordance to these guidelines.

FCC Policy

FCC policy statements, rulings, advisory opinions and letters applying its rules and policies to specific underwriting announcements have cautioned against the use of certain types of language, phrases, and visuals, such as the following, which it deems promotional:

- Call to action (e.g., "come in today and take a test drive")
- Superlative description or qualitative claim about the company, its products, or its services (e.g., "the most intelligent car ever built")
- Direct comparison with other companies, or with other companies' products or services
- Price or value information (e.g., "only \$160 down and \$160 per month," or "7.7% interest rate available now," "affordable," "discount," or "free")
- Inducements to buy, sell, rent, or lease (e.g., "six months' free service when you buy," or "guaranteed for life")
- Endorsements (e.g., "recommended by 4 out of 5 doctors for headache pain")
- Demonstrations of consumer satisfaction.

Some of the words and phrases that the FCC has found unacceptably promotional include:

Efficient	Economical	Dependable
Dedicated	Prompt	Fair price
Reliable	Excellent	Leading
Luxury	Quick and clear	Very accommodating
Delightfully honest	Quality	Number One

The context in which the word or phrase appears must always be taken into account and a separate judgment must be made for each credit. The line separating permissible from impermissible, in wording and visuals, is not always a bright one. Accordingly, Boulder Channel 8 retains the authority to interpret language and other elements for purposes of compliance with FCC requirements and toward maintaining our own uniquely noncommercial service.

The following types of additional identifying information are acceptable, according to FCC statements concerning enhanced underwriting announcements:

- Value neutral descriptions of a product line or service
- Brand and trade names and product or service listings
- Visual depictions of specific products
- Location information, including telephone numbers and Web addresses
- Logograms or slogans which identify and do not promote

Other Factors To Be Considered

Inevitably, no set of specific rules or guidelines will anticipate every use or possible combination of creative elements that constitutes an underwriting credit or sequence of

credits. In evaluating a proposed underwriting message, Boulder Channel 8 will consider FCC decisions as well as elements of the creative content which can affect the overall tone and character of an underwriting announcement, such as:

- Music
- Number and speed of video cuts
- Voice quality and inflections
- Verbosity
- "Dwelling" on product features
- Primary emphasis

In general, a corporate, institutional, or "image" spot may be more easily adaptable than other types of spots for a Boulder Channel 8 underwriting message. Messages that seek primarily to promote P.E.G. television generally or align with the Boulder Channel 8 mission are encouraged. In any event, in reviewing proposed underwriting messages, Boulder Channel 8 may suggest appropriate revisions and shall have final judgment regarding acceptability.

Visual Examples of Statement:

