



Sponsorship & Commercial Content

Commercial Content

If you make a video or podcast using Public Media Network equipment, it must be non-commercial.

- Your content can not include advertising for services, for-profit businesses, or products
- Your video can not include pricing information
- Your video can not include commercial calls to action or statements of value.

Commercial calls-to-action are phrases that encourage viewers to go to a particular business. Such as “Come on down to Jim’s Jungle Gym!”. We may all love Jim’s Jungle Gym, but because Public Media Network is a nonprofit, we can’t advertise businesses.

Statements of value are language that recommends a specific product, service, or business above all others. Such as “Jim’s Jungle Gym is the best gym in the Kalamazoo area”. While this may be true, Public Media Network can not air statements of value because we are a nonprofit.

Underwriting, Grants and Other Funding

If you have a sponsor for you content, such as a patron or for-profit business, you can have them underwrite your production. In addition, you can crowd-fund and grant-fund your productions.

If you would like to recognize your funder(s), you can add a value-neutral thank you to the beginning or end of your video, such as “this video was made possible by Jim’s Jungle Gym”.

You can choose to say the business or funder’s name, address, phone number and website, as well as the name, phone, and email of a specific contact person at the business. You can’t say call or contact for more information. Also, you can’t add breaks within your program to thank funders, this must be at the beginning and/or end of your program.

Guidelines:

- Underwriting credits may not exceed two minutes per 30 minutes of content, regardless of the number of underwriters.
- No single underwriting credit may exceed 15 seconds
- Producers can not guarantee sponsors a number of playback times or distribution methods, and must clearly indicate the money is going directly to the producer
- Producers must complete and submit an Underwriting Disclosure form

Underwriting spots may include:

- Contact information
- Logo / Photo
- Music
- Voice-over acknowledging sponsor

Underwriting credits may not include:

- Calls to action

("come on down and take a test drive")

- Comparative language

("we're better than Jill's pizza")

- Visually display a product of service (showing someone eating food from the restaurant that donated to the show)

- Prices

- Any inducement to buy, sell, rent or lease

Examples of acceptable underwriting/support credit:

SUPPORT FOR THIS PROGRAM PROVIDED IN PART BY
(Business name and/or logo, city, telephone, email or web address)

--or--

THANKS TO THE FOLLOWING FOR THEIR SUPPORT
(Business name and/or logo, city, telephone, email or web address)