Underwriting on Television

Nebraska Public Media television underwriting guidelines help protect the integrity of PBS and Nebraska Public Media’s non-commercial environment.

An effective underwriting announcement should identify your company or organization through use of:

- Established slogans that identify, but do not promote
- Location, hours of operation, web or street address
- Value-neutral description of business
- Trade name, products or services that identify your company or organization

Your underwriting announcement should not include:

Qualitative Language (Descriptive, Adjectives, Adverbs)
- GORGEOUS
- HILARIOUS
- EXCEPTIONAL

Calls to Action (Telling someone to do something, directly or implied)
- REGISTER
- STOP IN
- FIND US
- LOOK FOR THE

Comparative Language (Expressing distinctions in the product or service)
- LEADER
- LARGEST
- THE ONLY
- EXCLUSIVELY

Price Language (Providing the cost of goods and services)
- FREE
- ON-SALE
- ONLY $24.00

Inducement Language (Reward programs, warranties, portions of purchase donated to charity)
- GUARANTEED
- NEW CUSTOMER DISCOUNT
- PROCEEDS TO

Endorsement Language (Offering testimonials, awards or favorable reviews)
- GRAMMY AWARD WINNER
- FOUR OUT OF FIVE MOMS CHOOSE XYZ
- GIVEN 5 STARS BY NYTIMES

An underwriting campaign on Nebraska Public Media includes the development of (1) basic :30 television spot, utilizing your company video or photos for content to create your message.

Don’t have any video or photos? Nebraska Public Media can come to your business for a custom session. Additional charges may apply for videotaping, editing or travel expenses.

Want to use a spot that has been already produced? All externally produced spots must be reviewed by Nebraska Public Media prior to broadcast to be sure they adhere to Nebraska Public Media and FCC requirements. Please submit a digital copy of the spot and the script to your representative three weeks prior to the intended start date. If the spot does not adhere to Nebraska Public Media and FCC requirements, Nebraska Public Media may be able to help you recut video, or modify voiceovers to become compliant.

Thinking of creating a new spot? In order to ensure the spot adheres to Nebraska Public Media and FCC requirements, and to prevent unnecessary edits, please provide Nebraska Public Media with a storyboard and script PRIOR to production. Television underwriting spots may not include voiceovers, or on-camera appearances, by CEO/management, board members, or elected officials. Television underwriting spots also cannot feature Nebraska Public Media endorsement, nor can the Nebraska Public Media name be used in a website URL.

Want to see how other businesses have created effective messages? We’d be happy to share examples of spots with you.