

UNDERWRITING on Television



NET television underwriting guidelines help protect the integrity of PBS and NET television'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 NET Television 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? NET 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 NET prior to broadcast to be sure they adhere to NET 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 NET and FCC requirements, NET 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 NET and FCC requirements, and to prevent unnecessary edits, please provide NET with a storyboard and script PRIOR to production. On NET, television underwriting spots may not include voiceovers or on-camera appearances by CEO/management, board members, or elected officials.. Television underwriting spots cannot feature NET endorsement, nor can the NET 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.

76%

OF PBS AND NET TELEVISION VIEWERS SAY THAT COMPANIES THAT UNDERWRITE ON OUR STATION HAVE A COMMITMENT TO QUALITY, EXCELLENCE, AND EDUCATION.

PBS Sponsorship Study, March 2016



Nebraska's  PBS & NPR® Stations