



OPERATING POLICIES & PROCEDURES

UNDERWRITING, SPONSORSHIPS, & FUNDRAISING (adopted 3/10)

- A. LPCTV accepts underwriting grants from businesses and individuals to help cover the operational costs associated with production, post-production, and programming.
- B. All underwriting grants are in the form of cash or in-kind donations of materials or services.
- C. Business and individual support will be recognized by LPCTV in the following ways:
 - 1. exposure on the bulletin board,
 - 2. immediately before and after channel 8 programming,
 - 3. on the website,
 - 4. and in written media for mass distribution, such as newsletters and annual reports.
- D. The extent to which underwriters and sponsors are given exposure corresponds to their levels of financial giving. There are three tiers of underwriting support:
 - 1. "Friend of LPCTV"
 - 2. LPCTV Sponsor
 - 3. LPCTV Patron
- E. The amounts of the varying levels of giving shall be determined by LPCTV's Board of Directors.
- F. LPCTV accepts underwriting grants on an ongoing basis.
- G. Recognition for in-kind donations will be determined by the managing Director.
- H. Underwriters will receive any newsletter or other written community outreach correspondence.
- I. LPCTV welcomes additional financial support through a "contributing members" campaign.
- J. Acknowledgment of Program Sponsors - Producers may give credit to an individual, company, or organization that underwrites any of their production costs. This is meant to give underwriters credit, but not advertising time.
 - 1. The following are examples of such acknowledgements that are permitted:
 - a. A fifteen (15)-second voiceover (see examples below) and video display per underwriter at end of program
 - b. Video title including name, address, website and/ or phone number of company or organization
 - c. Corporate Logo that fills no more than one-quarter, or 25 percent, of the screen
 - d. Video of symbols or images - but not products or services in action - that represents the sponsor.
 - 1. "Products" are any items sold by sponsor
 - 2. "Services" are activities that are offered, such as tax preparation, athletic lessons, repair work.
 - e. Video of employees or the sponsor.
 - f. Some audio voiceovers are permitted. Samples of these follow:
 - 1. "This program was made possible by a grant from xyz"
 - 2. "Local presentation of xyz was made possible by xyz"
 - 3. "This program has been brought to you by xyz"
 - 4. "We'd like to thank xyz for their contribution making this program possible"
 - 2. The following are examples of program acknowledgements that are prohibited:
 - a. Video of a product, service in action, or packaged goods in or out of the container
 - b. Video of a service provided for a price by the organization
 - c. Calls to action such as "buy, try, consider, or call this or that"
 - d. Comparative statements, qualitative adjectives, or any subjective evaluations, such as "the best xyz", or "xyz is ahead of everyone else"
 - e. Segments less than fifteen minutes in length may only give a visual credit or thank you to sponsors in ending credits but may not give a 15-second underwriting announcement.