

UNDERWRITING

For questions regarding this section, contact PBS Program Underwriting Policy at (703) 739-5291 or ProgramUnderwritingPolicy@pbs.org

POLICY

All underwriting arrangements must be cleared in advance by PBS Program Underwriting Policy (PUP)

The "PBS National Program Funding Standards and Practices" is available from the PUP department or at <http://www.pbs.org/producers/guidelines>

PBS defines an "underwriter" as a third party that has voluntarily contributed cash to finance, in whole or in part, the production or acquisition of a PBS program. Money 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 pod.

Investment partners, licensing partners and other distribution entities who have provided cash for the purchase of rights other than broadcast rights on PBS are not underwriters and do not get acknowledgement on air (but must be revealed on the PAA).

PBS requires the complete and accurate Underwriting Credit Clearance form to prevent delays in scheduling and other potential program distribution complications. Please consult the Program Underwriting Policy department if you have questions about its completion.

For FAQ's about Funding & Containerization,* please see the "Containerization" section of PBS Connect.

*NOTE - contact your Senior Program Associate to confirm that your program is containerized.

ON-AIR UNDERWRITING CREDIT POD

Maximum Standard Credit Pod = 60 seconds

No **standard** underwriting credit pod may be more than 60-seconds in length. No standard single underwriter may receive more than a 15-second credit.

Maximum individual standard credit = 15 seconds

The category of Premier Sponsorship is intended to recognize the extraordinarily generous corporate underwriter whose support has made possible certain costly programs*. The maximum allowable credit for a Premier Sponsor is 30 seconds. The aggregate time for acknowledging corporate contributions in any underwriting pod containing a Premier Sponsor must not exceed 60 seconds; acknowledgments of corporate and non-corporate funding together must not exceed 90 seconds.

Whenever one underwriter is mentioned, all must be acknowledged. Consequently, the underwriting credit pod at the beginning and end of

the program will, in most cases, be the same length. The credits, however, need not be identical. For example, at the top of the program, an underwriter duly identified may feature one product or service and, at the bottom, another product or service.

*Note that Premier Sponsorship is not available for PBS KIDS. Further details about Premier Sponsorship are available from Program Underwriting Policy.

WHAT IF THERE ARE MORE UNDERWRITERS THAN ALLOTTED TIME?

Contact Program Underwriting Policy

Do not list remaining underwriters in production credits

If you believe there are too many underwriters to be acknowledged on the program, Program Underwriting 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 PBS."

WHAT IF THERE IS MORE ALLOWABLE TIME THAN UNDERWRITERS?

Containerized programs

Non-containerized programs

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 Senior Program Associate.

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.

ON-AIR LOOK OF THE UNDERWRITING CREDIT POD

Silent cards over a static and/or black background are NOT acceptable.

The underwriting credit pod must mirror the production values of the program and flow smoothly with program content and other packaging elements.

FREQUENCY OF THE UNDERWRITING CREDIT POD

The underwriting credit pod must appear at both beginning and end of factual programs.

The underwriting credit pod 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.

PBS reserves the right to request underwriting credit pods at the beginning and end of other genres of programs.

PLACEMENT OF UNDERWRITING CREDIT POD

Top of Program The Funding pod must start by three minutes into the program. The top underwriting credit pod should be placed after a program open or program tease in order to separate national underwriting from local underwriting.

Middle of Program It is at the sole discretion of PBS to determine whether a program will receive a mid-program break and whether that break is long enough to accommodate an underwriting credit pod and/or other transitional elements.

PREAMBLES - "THIS PROGRAM WAS MADE POSSIBLE BY..."

Preamble must be counted in the 60-second allotment. The introduction or preamble to the underwriting counts as part of the total 60-seconds allotted. Suggestions for preamble can be found in the "PBS National Program Funding Standards and Practices." Using "brought to you by" and any form of the word "sponsor" must be specifically approved by Program Underwriting Policy.

ORDER OF ACKNOWLEDGEMENTS

Viewers Like You MUST be the last element. Underwriters should be credited in descending order of the amount of their grants. When PBS money has been received by the producer, however, the Viewers Like You credit should always be the last element in the funding bed, regardless of the amount.

PBS AND CPB UNDERWRITING CREDITS

CPB and PBS (Viewers like You) funding are NOT the same. Funding from the Corporation for Public Broadcasting is distinct and independent from PBS funding (Viewers Like You). Producers should **NOT** automatically assume that both credits are appropriate and always appear together.

Producers should use the same voice-over talent as used on the other program packaging sequences. Producers should use a font style that mirrors the design of their program packaging treatment. The "Viewers Like You" text and/or CPB logo should be keyed over images or graphic elements from their program.

The Viewers Like You voiceovers:
"This program was made possible by contributions to your PBS station from viewers like you. Thank you."

"Explore new worlds and new ideas through programs like this, made available for everyone through contributions to your PBS station from viewers like you. Thank you."

Or in the presence of other underwriting:

"This program was made possible by (UNDERWRITERS) and by contributions to your PBS station from viewers like you. Thank you."

The Viewers Like You credit **MUST** contain a visual graphic reading "Viewers Like You," that transitions to a graphic reading "Thank You," available on the PBS toolkit (see TOOLKIT section of the manual). This text should be the prominent focal point on-screen.

The CPB voiceover:

"This program was made possible by the Corporation for Public Broadcasting"

The CPB credit **MUST** contain a visual treatment with the CPB logo, the tag line *"A private corporation funded by the American people"* and *"cpb.org."* The credit is available on the PBS toolkit. The logo is available on PBS Connect.

ABOUT THE UNDERWRITING CREDIT CLEARANCE FORM

Form is due 35 days prior to air. Underwriting must be approved by PUP prior to locking the bed.

Producers should initiate contact with Program Underwriting Policy as early as possible to discuss the proposed credit, especially when anticipating a complex or "highly produced" spot. Be prepared to provide storyboards and video rough cuts.

See "Packaging Forms" on PBS Connect.

The producer is ultimately responsible for the entire underwriting credit pod and for submitting the Underwriting Credit Clearance Form. If any credits are already produced and/or approved, this should be indicated on the form (with approval date, if applicable), along with all the other information required. Preambles should also be included on the form.