

Underwriting

To accompany the Application for Cablecast and Statement of Compliance when appropriate

Commercial advertising is prohibited on the access channels. Acknowledgement of corporate or business support can be presented only at the beginning and/or end of each program (unless otherwise specified).

No call to action, or statement of judgment (i.e. "best," "tastiest," etc.) may be included, some acceptable examples include:

"This program is/was made possible (in part) by (a grant from) . . . "

"Funding for this program was provided (in part) by. . ."

"This program is/was underwritten (in part) by . . ."

Underwriting information must be documented with an Underwriting Form, all underwriting donations will have a 50/50 split meaning that fifty percent will go to the ITV budget and fifty percent will go towards a media-based scholarship for high school students interested in a media-related field.

ITV management (or Video Center Board if deemed necessary) reserves the right to approve or disapprove of any funding proposals using the ITV name, or including the use of Independence Television resources. Such proposals must be approved through ITV in advance.

No commercial advertising or solicitations of funds of any kind are allowed in programs on ITV (not even for non-profit or charitable purposes).

An underwriting credit may include an underwriter's official slogan or jingle, and give their address, phone number, hours of operation, web page URL, or e-mail address.

ITV and Independence Television Video Center Board accepts no liability for any disputes between underwriters and ITV members.

Underwriting Form

Company/ Person: _____

Underwriting/ Donation Amount: _____

Production Name: _____

List below the EXACT TEXT and or any other specifications of underwriting credits as they appear in your program. Also state what specific services the underwriter provided. Use a separate sheet if necessary.

Date: _____

Printed Name: _____

Signature _____



Approved by (Internal Use):

(Print Name)

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