

# South Carolina Public Radio and ETV (SCETV) Underwriting Sponsorship Guidelines

These guidelines seek to preserve the non-commercial nature of South Carolina Public Radio and ETV (SCETV). Our audience values this characteristic as part of what makes public media unique in sound and substance.

It is critical that, in addition to providing exceptional programming, we maintain a non-commercial, uncluttered and intelligent environment, keep our audience engaged during breaks and air underwriting announcements in keeping with our programming values, as well as adhering to FCC requirements. Your underwriting sponsorship support represents a partnership between your organization and SCETV, and demonstrates your commitment to community service and quality programming.

An announcement must identify, but may not promote, the sponsor, its services, facilities or products, using value-neutral language. It may not express the sponsor's views on any matter of public interest or importance. It may not support or oppose any political candidate. And it must be scheduled within natural programming breaks, so as not to interrupt a program. In addition to these legal requirements, on-air sponsor announcements must be in keeping with the non-commercial nature of our station, including the look and sound of the message.

## Length of Announcement: :15 seconds

### Underwriting announcements may:

- Describe your business in value-neutral terms.
- Identify facilities, services, products or product lines.
- Describe your corporate mission.
- Inform the public of events you offer.
- Include a corporate slogan, if it is trademarked or been in use consistently for at least two years AND meets other FCC and station guidelines.
- Include a web address, phone number or street address for your business.
- Indicate the number of years you have been in business.

### Underwriting announcements may not include:

- Qualitative language. (award winning, leading, etc.)
- Comparative language. (better, best, oldest, etc.)
- A call to action. ("visit online," "like on Facebook," etc.)
- An inducement to buy, sell, rent or lease.
- References to price or value.
- Personal pronouns, unless as part of a slogan (which also must meet FCC and station guidelines).

### Non-profit Organizations

Non-profit organizations will be held to the same standards as described in these guidelines.

### Eligible Underwriting Organizations:

To respect the prohibition against accepting payment for the expression of any "views," SCETV does not accept underwriting from political organizations, nor will it accept a message or publication advocating a position with respect to a controversial issue, a political party or a candidate for office.

SCETV reserves the right to determine that an underwriter or the content of a proposed announcement are inconsistent with the station's mission or would undermine community support for the station. In these cases, sponsorship may be declined.

### Advocacy, Controversial Issues and Entities

Underwriting by organizations that, as their primary business, seek to influence matters of public concern, either through public outreach on a matter or through affecting the legislative process, is not permitted.

Controversial issues and entities will be considered on a case by case basis by applying good faith judgment and "reasonable listener/viewer" thinking.

SCETV will not accept sponsorship from candidates for political office, campaign committees, or from organizations whose names by themselves might raise a political, controversial, or divisive issue.

### Instrumentalities of Government

Underwriting by governments or instrumentalities of government is permitted under certain circumstances. Underwriting from politically or policy-oriented instrumentalities of government, including foreign countries, will not be accepted. At the same time, we encourage underwriting by government agencies or government funded organizations that are engaged in commerce, tourism or education.

### Alcoholic Beverages

Underwriting by makers and distributors of alcoholic beverages, including wine, beer and distilled spirits, are permitted. Credit language must be restrained in tone, and should not involve product descriptions, other than that necessary to identify the sponsor's line of business.

### Tobacco Products

Underwriting from diversified companies engaged in the manufacture of tobacco products (e.g. Altria, formerly Philip Morris) is acceptable, but specific references to tobacco products are not allowed.

### Editorial Control

SCETV exercises absolute editorial control over underwriting announcement copy and reserves the right to edit copy to conform to station and FCC guidelines.

*For information on becoming an underwriter / corporate sponsor, please contact...*

Midlands: Angela Wingard 803-737-3404 awingard@scetv.org

Upstate: Lisa Bily 864-380-0720 lbily@scetv.org

Lowcountry: Heather Parker Pound 843-729-5297 hpound@scetv.org

SOUTH CAROLINA  
public radio

