

# *Michiana Access TV*

## **MATV Underwriting Policy**

All programs appearing and being featured on Michiana Access Television are allowed to gain underwriting support to assist the production of their program, as long as they adhere to the criteria in this policy to ensure the non-commercial format of this support, whether this underwriting support is a specific service, product or financial in nature.

The policy states as follows:

- By gaining potential underwriting, you are not representing Michiana Access TV (MATV) or WNIT when presenting your underwriting pitch – you are simply representing yourself as the producer of your public access programming.
- Underwriting credits may be in the form of one of the following representations.
  - Pre-produced audio/visual packages provided by you, the producer, not MATV.
  - Verbal acknowledgements by the host of a program.
  - Simple credit graphic created by MATV with all the necessary materials provided. i.e. logo's, names, addresses, websites... etc. This needs to be provided to MATV 7 business days before taping date or graphic will not be created. Once the graphic is created it will be saved for future use.
- No Single underwriting credit may exceed 15 seconds in length. The total run-time of underwriting credits on any program, shall not exceed 60 seconds, and shall all appear either at the beginning or the end of the program. This allows you to have at the least amount, 4 underwriters. If more is needed, spots can be shorter than 15 seconds and/or can be rotated.
- Underwriting credits are allowed to have the following:
  - The underwriter's logo.
  - The individual, business or organizational underwriter's name.
  - The underwriter's website address.
  - The underwriter's phone number.
  - The underwriter's physical address.
- If underwriter spot is produced and created on your own, it may also include:
  - A photograph or video of a business or product, so long as this is presented in a "value-neutral manner" without depiction of satisfaction by the customer or consumer.
  - An expression of support for public access television as part of the acknowledgement.
- Underwriting credits are not allowed to contain the following:
  - Any call to action.
  - Any mention of price.
  - Any inducement to buy, sell, rent or lease.

- Any comparative language to any other purveyor of a product, service or viewpoint.
- Any depiction of a client or celebrity who appear to be interacting with approbation or satisfaction so as to constitute an endorsement of a product or service.
- Tobacco, weapons, illicit drugs, products made from fur or hide of animals, radar detectors, gambling and pornography of any kind.
- Adult content and adult themes, except for programs that are specifically labeled as containing mature content and presented during “safe viewing hours”.
- Material that violates laws, rules or regulations (slander, libel, etc.)
- Material promoting violence or advocating against any organization, person or animal (public, private or protected).
- Material promoting pyramid or multi-level marketing schemes.
- Material that directly advertises products to children.
- If your program is produced and created outside of the MATV studios, the underwriting spot must be created and attached to each episode on your own. MATV will not keep the underwriting spot(s) in house for separate roll. If your program is produced in the MATV studios, and you are not choosing the option for a simple credit graphic created by MATV, you must create a new opening or closing montage on your own that has the underwriting spot attached to it. MATV will not keep the individual underwriting spot(s) in house for separate roll.
- It is your responsibility to know how to report any cash, goods and/or services that are received. They may need to be reported as income, as producers are acting independently within the confines of this policy. No relationship of employer-employee or principal-agent exists between Producers and MATV. Producers are considered independent contractors in terms of their relationships with underwriting entities and should report any income under this designation.
- MATV Staff may impose other restrictions not specifically announced in this policy to ensure compliance with applicable local, state and federal laws and regulations, and for any other purpose deemed necessary.