



# Avon Lake Community Television Underwriting Guidelines

1. ALCTV will permit program underwriters to receive acknowledgment of their support of non-commercial cable programming (e.g. "This program was made possible by a grant from.....," "We'd like to thank ..... for their contribution making this program possible.")
2. An underwriting credit may contain an underwriter's official slogan or logo, address, phone number, hours of operation, web page, and email address.
3. No business or individual may appear in a program that they have sponsored.
4. A single fifteen-second announcement per underwriter may appear on the sponsored program.
5. Calls to action (buy, try, etc.) or comparative statements (best, etc.) are prohibited.
6. I have read, understand, and agree to the rules and regulations of Avon Lake Community Television (ALCTV) whose operations are overseen by the City of Avon Lake. I fully understand and accept the responsibilities and consequences presented to me by ALCTV.
7. The producer must provide ALCTV with the following information:

Producer Name \_\_\_\_\_

Program Name \_\_\_\_\_

Payment Amount (including goods and services) \_\_\_\_\_

Underwriter Name \_\_\_\_\_

EXACT TEXT of proposed underwriting credits to appear in your program:

Producer Signature \_\_\_\_\_ Date \_\_\_\_\_

Reviewed by ALCTV \_\_\_\_\_ Date \_\_\_\_\_

Accepted

Rejected