

Who must be credited as an underwriter?

- The purpose of an underwriter credit is to identify the entities that have provided funding for the production. **All** entities contributing to a program/series on public television must be acknowledged in an “underwriter pod.”
- The entity identified as the underwriter must be the actual contributing entity.
- Funders of content broadcast on public television cannot be anonymous. Federal law requires that broadcasters “fully and fairly disclose the true identity” of all funders.
- **Crowd-sourced funding** — Increasingly, producers are crowd sourcing through sites like KickStarter or GoFundMe. NETA requires that a complete list of funders be sent prior to agreeing to distribution. In lieu of listing every donation, producers can acknowledge donors by using the following sample language:
 - “Support for this film was made possible by more than 80 individuals, a complete list of funders is available at (producer's website URL)”

Placement of underwriting credits

- Underwriters **must be identified at the beginning and end** of a program. Underwriter acknowledged must be in the same order. Funders generally should be listed in descending order of support.
- Underwriters are not identified in the program production credits.
- Underwriters may not receive a “special thanks” credit. “Special thanks” should be included in the production credits and are reserved for those who provided in-kinds goods and/or services, not program funding.
- When one underwriter is identified, **all must be identified** in an “underwriter pod,” separate and distinct in style from the program’s production credits.
- By and large, **all entities** underwriting a series must appear on all episodes of the season being underwritten.

Length of underwriter pods

- The underwriting pod may not exceed one minute (1:00).
- As many underwriters in one minute as will comfortably fit may be acknowledged, but no single underwriter’s credit may exceed 15 seconds (:15).

Editorial Guidelines and Recommended Language / Content

- Underwriting credits must be in keeping with the noncommercial nature of public television.
- Recommended language is "This program is made possible (in part) by X" or "Major funding for this program was provided by ..." "Additional funding was provided by ..." [when there is a significant difference in the amount of funding from two or more funders]
- An underwriter credit may not contain qualitative claims, calls to action, comparisons, pricing information or any other language that is deemed promotional.
- A product manufactured by an underwriter may be mentioned once at the head of the underwriter credit, immediately following identification. (Example: WidgetCo, maker of Widgets). The brand name may not be repeated.
- No more than five products or services may be mentioned or listed. (Example: SewCo, makers of yarn, thread, patterns, needles and thimbles.)
- The use of people in underwriter credits is strictly regulated by the FCC. Consult with us before including any underwriter credit featuring people.
- An underwriter credit may not feature a jingle. Music is allowable; music with words is not.
- Slogans that contain calls for action, qualitative claims, pricing information or other objectionable language are not allowable even if they are established. (Example: "Get Met - it pays," even though well established as a slogan for Metropolitan Life insurance company, is not allowed because it is a call for action.)
- Product placement, or the perception of product placement, must be avoided.
- "Pay-for-play" arrangements, i.e., featuring a location, product or service in exchange for production funding-, are forbidden.

Finally, save postproduction time and expense by discussing your underwriter credits content and placement with your contact at NETA Programming.

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