

CLASSIFICATION: Community Relations

ADOPTED: 1/5/79

REVISED: 9/9/97

SUBJECT: Co-Sponsorship with Outside Agencies

PAGE: 1 of 2

Educational activities in which the San Diego County Office of Education is involved with other agencies and/or businesses as "cosponsor" or "in cooperation with" must have the approval of the appropriate division assistant superintendent, Cabinet, and the County Superintendent of Schools.

PROGRAM CREDITS FOR ITV PROGRAM SPONSORS

A standard "patron's acknowledgment" may be placed at the beginning and end of the subject presentation. The *Guidelines* developed by the Public Broadcast Stations for Non-Commercial Program Credits in Instructional Television (ITV) cable broadcast programs should be used to create an underwriting credit as follows

Video

- C Corporate animated logos
- C Corporate logos with non-promotional corporate slogans
- C A specific product or brand name item shown in a setting which is plausible, appropriate and value-neutral
- C An underwriter's building or place of business
- C Generic employees in situations not involving the use of a company's product(s)
- C Telephone number

Audio

- C Location information
- C Slogan which identifies but does not promote
- C Value-neutral description of a product line or service
- C Mention of one specific product or brand-name item
- C Telephone numbers

NON-COMMERCIAL PUBLIC BROADCASTING

All spots must ALWAYS complement the non-commercial character of public broadcasting.

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The Federal Communications Commission (FCC) and ITV will NOT allow calls to action, comparative or qualitative language, (i.e., superlatives; testimonials, inducements to buy, sell, rent or lease; pricing information). If any of the above are present, the announcement becomes a commercial. To philosophically give guidance in writing an underwriting credit, keep this in mind:

“Credits are statements of fact about an organization WITHOUT enhancements.”

CREDIT SPECIFICS

- C ITV will allow a maximum program underwriting credit of 60 seconds. This time does not include the time taken for phrases such as: “This program is made possible by.....”
- C There will be no limit of local underwriters per program or series on ITV. Program underwriting credits will be given at the beginning and end of each program. However, an additional credit may be given at a natural break during a program of 7 minutes or longer.
- C Visuals of an underwriter’s product or building may not take up more than 50 percent of the credit.
- C ITV reserves the right to approve all parts (video and audio) in order to determine if the spot is consistent with this regulation.
- C All spots must ALWAYS complement the non-commercial character of public broadcasting

Derivation: Administrative Regulation No. 1326, Adopted 1/5/79. Amended and Renumbered, Administrative Regulation No. 1410, 12/13/95. Amended 9/9/97.

Legal Reference: Education Access Rules and Regulations for Cable Television Franchise License Established by The County of San Diego Cable Television Review Commission KPBS Local Credit Guidelines, November 3, 1995