

MESSAGING AND MARKETING WITH IMPACT

Idaho Public Television viewers expect a commercial-free experience. Sponsorship messages are most effective when they create a connection to our community, through support of IdahoPTV programming and services.

IDAHO PUBLIC TELEVISION GUIDELINES **REQUIRE** that all local sponsorship underwriting spots reference support for Idaho Public Television, its programs or services, either in the audio voice-over, and/or graphically on screen for a minimum of three seconds (00:00:03).

WHAT CAN YOU SAY?

The following types of identifying information are acceptable according to FCC regulations:

Company name and location

Years in business

Visual depictions of products or services

Primary mission or core values



Phone number, email address, website

Non-promotional, value-neutral description

Established slogans

Suitable background music or sound effects

EXAMPLES OF SCRIPTS THAT MEET THE GUIDELINES:

"Idaho Public Television's awarding-winning education program Science Trek inspires kids to explore science, technology, engineering and math for a future of discovery and solutions. Idaho National Laboratory knows the importance of STEM education and is proud to support the production of Science Trek."

"Support provided by Challenger School, dedicated to inspiring children to embrace challenge and find joy and self-worth through achievement. Challenger has two Boise campuses. Locations and information at Challenger School dot com."

"Programming made possible by the Idaho Forest Products Commission. Our future grows in Idaho forests, where for every tree harvested, seven more are grown for the future. We harvest, we plant and so much more. More at Idaho Forests dot org."



WHAT CAN'T YOU SAY?

According to the FCC, the purpose of underwriting credits on public television is to identify the sponsorship support, not to promote the company or its products and services. FCC rules prevent us from using language, phrases, or visuals considered promotional.



EXAMPLES:

Calls to action:
Stop by, visit us, ask about

Qualitative words:
Fine, excellent, tasty, leading

Comparative words:
Best, better, more, superior

Price references:
Rate information, savings, value

Inducements to buy, sell, rent or lease:
Free service, bonus available, special gift

Endorsements:
Recommended, consumer satisfaction

SPOT PRODUCTION GUIDELINES

Spot Creation



IdahoPTV staff can help you create a targeted message that reinforces your organization's marketing and branding goals.

- Spot production is offered at no charge to our sponsors.
- All on-air sponsor acknowledgments are exactly 15 seconds in length.
- IdahoPTV can provide the on-air talent to voice spots.
- Scripts and creative materials must be submitted to IdahoPTV for post-production at least two weeks prior to air date.

PRODUCTION

MESSAGE SPECS

- **Copy: 15 seconds**
Please refer to the permissible and non-permissible content when creating your message (noted on previous page).
- **Contact information** can include your website, phone number, and street address, either in audio or graphically.
- **Graphics:** Logos and pre-made graphics must be in PSD, AI or EPS format.
- Please use high-resolution (150 dpi) photos within the spot - PSD, JPG or TIFF.
- Files under 20 MB can be emailed to teri.mccolly@idahoptv.org
- **Video** – HD format 1080i, 59.94
Files under 5 GB can be uploaded to: hightail.com/u/IdahoPTV
- **Preferred File Formats:**

1) Avid DNxHD 145 1080i, 59.94 or 1920x1080

2) MXF OP1a XDCAM HD50 NTSC 60i

3) H.264 CODEC (.mov or .mp4)

Minimum of 10 MB/sec, 29.97 fps, 2-channel fully mixed stereo audio, 48k, 16-bit, PCM or AAC

- **Tape Formats:**
Preferred tape format is HDCam 1080i, 59.94
- **B-Roll:**
Slates are required. Upload files under 5 GB to hightail.com/u/IdahoPTV
- **Sound Bed (Optional)**
We can add music from our music library to your spot. You can also send us an audio file MP3/WAV with the appropriate music of your choice. You must provide proof of broadcast rights if you provide music and specify which portion of the piece is to be used.



**IDAHO
PUBLIC
TELEVISION**