



Credit Content & Production Guidelines

:15
on-air credit

Credits on PBS North Carolina identify and thank the underwriters who help make PBS North Carolina programming possible. Your 15-second on-air credit will reach PBS NC's well-educated, highly desirable and influential audience in a noncommercial environment—providing a unique, uncluttered backdrop for your message.

PBS North Carolina will produce your 15-second on-air credit (using materials supplied by you), or customize an existing spot to adhere to our guidelines, at no additional cost. A nominal fee is charged for additional revisions to a completed credit.

Credit Content

Your 15-second on-air credit may:

- Contain a script of approximately 25 words.
- Identify your products, services, organization or event in a non-promotional, value-neutral manner.
- Include location information, number of years in business or event dates.
- Include trademarked or well-established slogans or corporate positioning statements (there are exceptions).
- Visually include website addresses or toll-free numbers.
- Use music that preserves the noncommercial nature of the spot.



Credit Production Materials:

In addition to your company name/logo (which is required), credit materials may include:

- ✓ Audio: script of approximately 25 words and/or music
- ✓ Video: photos and/or video
- ✓ On-Screen Text: phone number, web address, location information, event dates, etc.

Please note: Logo and photos must be received in .eps, .tif or very high resolution .jpg format. Preferred video formats include QuickTime, MP4, or JPEG, but we may be able to accommodate other formats upon request.

Your 15-second on-air credit may not:

- ✗ Contain comparative or qualitative descriptions of products or services or superlatives (e.g., "best," "biggest," "the most intelligent car ever built")
- ✗ Offer price, discount or financing information or inducements to buy (e.g., "low rates available now")
- ✗ Contain calls to action (e.g., "come visit us today")
- ✗ Include solicitations and/or fundraising messages (e.g., "a month's free rent if you sign now")
- ✗ Refer to third-party endorsements (e.g., "recommended by 3 out of 4 doctors")