**Underwriter Spot**

**GUIDELINES & SPECIFICATIONS**

A public service of Arizona State University, Arizona PBS enriches lives by building community connections through trusted journalism, entertainment, education and diverse programming. With a broadcast signal that reaches more than 80 percent of Arizona homes*, the station’s primetime ratings consistently rank among the top five local PBS markets in the country.

Messaging on public television is a unique blend of community engagement, branding, corporate philanthropy, PR/marketing and a strategic partnership.

It is not a straight ‘spot’ buy, and it’s not typical commercial advertising. Business, organization and corporate support messages are recognition and thanks to our sponsors for providing financial and in-kind support for our programs, programming and local productions.

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**As a public broadcaster, Arizona PBS must adhere to certain standards that meet FCC guidelines for on-air messages.**

**PURPOSE**

According to the FCC, the purpose of underwriting recognition spots on public television is to identify the sponsor’s support, not to advertise the company or its products or services.

*Source: Viewers in Profile Market Data October 2022 Nielsen.*

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**See below for a rundown of items that can or cannot be included in underwriting spots.**

<table>
<thead>
<tr>
<th>Item</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company name and location</td>
<td></td>
<td></td>
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<tr>
<td>Years in business</td>
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<tr>
<td>Visual descriptions of products or services</td>
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<td></td>
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<tr>
<td>Primary mission or core values</td>
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<td></td>
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<tr>
<td>Phone number, web URL or address</td>
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<tr>
<td>Established slogans</td>
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<tr>
<td>Background music or sound effects</td>
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<tr>
<td>Menu Listings</td>
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<td></td>
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<tr>
<td>Listing more than four products or services</td>
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<tr>
<td>Calls to action</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Such As: “stop by,” “ask about,” “come visit”</td>
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<tr>
<td>Qualitative words</td>
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<tr>
<td>Such As: “tasty,” “excellent,” “delicious”</td>
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<td>Comparative words</td>
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<tr>
<td>Such As: “best,” “better,” “more,” “No. 1”</td>
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<tr>
<td>Price references</td>
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<tr>
<td>Such As: “discount,” “reduced,” “savings”</td>
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<tr>
<td>Inducements to buy or sell</td>
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<tr>
<td>Such As: “free,” “bonus with purchase”</td>
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<tr>
<td>Endorsements</td>
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<tr>
<td>Such As: “recommended by,” “used by”</td>
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</tbody>
</table>
YOUR SPOT

Your spot may be used to describe your business or organization, identify your products and/or services, express your corporate philosophy or highlight your company’s commitment to public television’s educational mission.

Your on-air message may include:

- Corporate slogan and logo, including a mascot or symbols;
- A recognized spokesperson’s voice;
- Instrumental music as background;
- Website address and/or phone number;
- A duration of either 15 or 30 seconds, depending on the level of sponsorship.

Helpful tip:
A voiceover script for a 15-second spot should be limited to approximately 40 words or 250 characters.

The Arizona PBS team can provide basic script-writing and video editing needs for underwriting spots.

PRODUCTION SPECS

PROCESS
- Station performs script review and approval for compliance. This helps to minimize post-production edits.
- Client can request one round of complimentary post-production edits. Additional costs may incur if further edits are needed.

FORMATS

VIDEO
- HD format 1080i

FILE
- Avid DNxHD 1080i, 59.94fps
- MXF OP1a XDCAM HD50 NTSC 60i
- H.264 CODEC (.mov or .mp4)

MINIMUM REQUIREMENTS
- 10 MB/sec.
- 29.97 fps
- 2-channel fully mixed stereo audio
- 48k, 16-bit PCM, AAC

GRAPHICS

Pre-Made Graphics
- .PSD
- .AI
- .EPS
- .SVG
- .PNG
- .TIFF

Logos

DELIVERY

FILE SIZE
- Larger files can be sent via Dropbox, WeTransfer or Extreme Reach.

DEADLINES
- Two weeks before air date
- 24 hours before ingest date
- Completed spots must be submitted for review.

SAMPLE APPROVED SCRIPTS

“Whitfill Nursery, a valley tradition since 1946; over 200 acres of Arizona grown trees, citrus and palms; complete custom design and installation, and Whitfill Nursery still does the digging. Whitfill Nursery dot com.”

“Friendship Village Tempe, a retirement community for over 30 years; offers independent living with residency options; lifelong learning classes, as well as continuing care. Information at Friendship Village AZ dot com.”

“Medical, social and spiritual care for patients nearing end of life; and support for their families. A not for profit community hospice; HOV dot org.”

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