

GET THE CREDIT YOU DESERVE!

New Hampshire PBS presents high-quality content that our viewers and sponsors value and respect. On-air messaging, whether for programs or sponsorship, is guided by FCC and PBS regulations for public broadcasting. By following the guidelines below, you'll be able to make a favorable and lasting impression consistent with the public service and educational mission of New Hampshire PBS.

GUIDELINES FOR ON-AIR MESSAGES

Below is a guide to what the FCC deems ACCEPTABLE

- Value-neutral descriptions of a product or service
- Brand and trade names, products or service listings
- Visual descriptions of specific products
- Descriptions of your company's commitment to public broadcasting's educational mission
- Logos or slogans which identify but do not promote.
- Location information, including website and/or toll-free number*

*Your website address or toll-free number may not spell out a call to action or other promotional claim.

LIMITATIONS FOR ON-AIR MESSAGES

Below is a guide to what the FCC deems UNACCEPTABLE

- Calls to action ("call now" or "visit us today")
- Price or value information ("x% interest rate" and "affordable," "discount," or "free")
- Direct comparisons with other companies, their products or services
- Inducements to buy, sell, rent or lease ("six month free service" or "lifetime guarantee")
- Endorsements ("recommended by 4 out of 5 doctors")
- Superlative descriptors or qualifiers ("the best" or "the most")
- Demonstrations of consumer satisfaction



EXAMPLES OF ON-AIR MESSAGING THAT MEETS FCC & PBS GUIDELINES EXAMPLES

"PARENTING NEW

HAMPSHIRE, the Granite State's national award-winning monthly magazine for parents and educators, features in-depth articles by local writers and experts on raising a happy and healthy child. Available in stores or online at ParentingNH.com."

"PEOPLE'S UNITED BANK,

proud to support New Hampshire PBS in providing quality educational and cultural programming to our state. At People's United Bank, know-how starts with knowing you. Information at Peoples.com.