

## APPENDIX A

### Local Underwriting and Sponsorship Guidelines

#### Purpose

The purpose of the underwriting guidelines is to promote or to clearly identify the underwriter, not to promote or sell its product or service.

#### Video

The following video effects are permitted:

1. Standard or existing corporate logos which identify but do not promote.
2. One corporate mascot (such as the Exxon tiger) or other figure developed as a corporate (rather than product) symbol, accompanied by the company's name.
3. One specific product line or brand name, after the underwriter's name/logo. Visual identification of up to three product lines, services or target markets, in addition to the one specific product. Total product identification must be limited to no more than 50 percent of the entire credit.
4. Business exteriors that represent the underwriter's product/services (e.g., bank or hospital).
5. Location information, such as street address or general reference to area served. The underwriter's contact information is also permitted.

The following practices tend to convey a more "commercial" impression and may not be used:

1. Products in use or operation for the purpose of demonstrating their capabilities.
2. Packaged goods (such as food products) shown outside the container or package, or in a prepared state.
3. Visual identification of tobacco products, distilled spirits, and firearms.
4. Official spokesperson, company officials, directors or actors posing as "generic" employees.

#### Audio

The following audio techniques are acceptable:

1. Neutral descriptions of product, service or target markets.
2. Location information, street address, or general reference to area served. The contact information is also permitted.
3. Music and sound effects. However, lyrics sung to music may not be used.

The following audio techniques are not permitted:

1. Comparative claims, such as donor acknowledgments that contain language comparing underwriter's products or services with those of competitors. Avoid words such as best, better, more, superior. Examples of acknowledgments that contain these comparative terms are:  
"Serving more cities than any other airline."  
"With more assets than any other bank in town."  
"Featuring the best products in town."
2. Acknowledgments that contain qualitative descriptions of the underwriter's product or services. Qualitative descriptions include words that describe the features, benefits, advantages, or other qualities offered by the underwriter's product or service. Avoid words such as fine, excellent, tasty, or leading. Examples of acknowledgments that contain these qualitative descriptions are:  
"A leading supplier of automobiles."  
"With 20 convenient locations."
3. Solicitations, such as announcements that contain a "call to action". Most "calls to action" contain a statement addressed directly to the viewers that tells them to take action. Examples of acknowledgments that contain "call to action" statements are:  
"Ask about our IRA."  
"Call us at 555-0000."
4. Announcements containing price information. This includes interest rate information or other indications

of savings or value associated with the product or service.

Examples of pricing information are:

“Office products at discount prices.”

“Making computer power affordable at every desk.”

“8.0% interest rate now available.”

5. Announcements that encourage the viewer to buy, sell, rent, or lease.

Examples:

“Six months of free service.”

“Special gift for first fifty customers.”

“Now offering free checking.”

6. Examples of acceptable underwriting announcements:

“This program was made possible by a grant from -----.”

“Local presentation of ----- was made possible by -----.”

“This program has been brought to you by -----, serving Oceanside for 25 years.”

“We’d like to thank -----for their contribution to make this program possible.”