

In order to provide our young viewers with a safe, educational haven on television, New Hampshire PBS has several additional guidelines for sponsorship messages airing within kids' programs. These apply to messages that target children under the age of 12 and discuss products or brands that may be especially appealing to them, such as foods, beverages and toys. They do not apply if your message clearly targets mature viewers and discusses products or services of no interest to children — such as life insurance or financial services.



GUIDELINES FOR ON-AIR MESSAGES

Below is a guide to what we recommend

- Proper identification of your company
- Brief description of product or service
- Message of support for public television or promotion of learning and education

LIMITATIONS FOR ON-AIR MESSAGES

Below is a guide to what we don't allow

- Images of products that are desirable to children
- In-depth product descriptions
- Inducements to buy, sell, rent or lease

WE'RE HERE TO HELP

To maximize the effectiveness of your on-air message, we encourage you to work closely with New Hampshire PBS staff to create and review copy concepts. Prior to going on the air, you must submit all message copy and storyboards to New Hampshire PBS for review and approval to ensure that they are consistent with New Hampshire PBS' commercial-free character and meet the FCC's legal requirements for public broadcasting. In all cases, the judgement of New Hampshire PBS is final. If you have questions or need additional information about these guidelines, please contact New Hampshire PBS' Corporate Relations Department.

