

The Credit You Deserve

Corporate messages on Public Television allow for creativity and style. Many companies run their existing spots on our air, or find that a small change in voice-over is all it takes to fit the PBS guidelines



Your message may be:

:15 or :30 in length

Describe your business

Describe your corporate mission

Identify and depict products

Use a slogan

Use a 1-800# and a web site address

Use music

Make an association between your company and the program you sponsor

To maintain public television's non-commercial character, the FCC has determined that corporate messages may not:

Use comparative or qualitative language

Offer price, discount or financing information

Use calls to action

Include an inducement to buy

Include an endorsement

Use drama

Use visuals that demonstrate product uses and qualities