

Underwriter's Disclosure Form

(To be presented to all prospective underwriters. Producers and Underwriters must complete and sign the Disclosure and Agreement Forms)

This letter serves to Introduce Wareham Community Television (WCTV) and its association with _____, a Member of WCTV and an independent producer using WCTV's facilities, equipment and channel time.

About WCTV

Wareham Community television is a member-based, non profit corporation whose mission is to assist all Wareham citizens and institutions realize their potential through the cable television medium. Members receive free hands on-training in television production, post production and media literacy, and enjoy free access to professional television equipment for the purpose of creating community programming that provides a unique and locally-relevant option in non-commercial programming on our Public Access Channels.

WCTV encourages but does not require Public Access Producers to seek underwriters who will provide material consideration for their productions, through cash, grants or in-kind donations of goods and services. These contributions must be used only for activities related to that specific production, to cover such things as videotape, set supplies, music rights, etc. In exchange for these donations, producers may offer underwriter's on-air acknowledgement of their support subject to the guidelines listed below.

Producer's Relationship To WCTV

Program underwriters must clearly understand that Public Access Producers using WCTV's facility, equipment or services are not employed by WCTV, nor do they represent WCTV in any official capacity. They are independent volunteers using WCTV's facilities on their own behalf. They cannot make commitments on behalf of WCTV and WCTV assumes no responsibility for their programs. WCTV's name may not be used in connection with any program without its prior written approval.

All Program Content Must Be Non-Commercial

Per the Corporation's by-laws, its agreement with the cable operator(s), and its tax-exempt status under section 501 (c) (3) of the Internal Revenue Code, no commercial content is allowed on the Public Access channel(s). Commercial content includes, but is not limited to, advertisements of products or services of for-profit entities, qualitative or comparative descriptions of products or services, and testimonials for the purpose of commercial exploitation. Political advertising is also prohibited.

Specific Guidelines For Underwriting

Producers will have latitude to set their own acknowledgements. However, they must adhere to the following guidelines:

All acknowledgements shall open with "Support of the following program has been provided in part by..." or something similar. Contributors of products and/or services may be acknowledged in the credits with specific reference to the type of their donation. For example, "Trucking services provided by..."

Acknowledgements may include the following:

- Logos and/or corporate slogans that identify but do not promote.
- Shots of the exterior of an underwriters building.
- Location information and contact numbers provided that no direct action is asked.
- Value neutral descriptions of products or services.
- Brand/trade names are acceptable only if they are used for identification not for selling purposes.
- Visual depictions of not more than two (2) specific products in a value-neutral setting provided they are not shown in use.

The following practices which convey a more commercial impression are not permitted:

- Qualitative or comparative language and/or claims.
- Price Information.
- Solicitation of direct viewer response such as "buy.." visit us at.." ,give us a call..", etc.
- Use of official company spokespersons doing video testimonials or voice overs. Generic employees and WCTV's official "voice" are acceptable.
- Moving products displayed on the air.
- Product sounds.
- Music with lyrics (except those that are part of a company's corporate identity but are not advertising jingles).

WCTV Acts as the banker

While the responsibility for program content rests solely with the Program Producer, all underwriting contributions must be disclosed to and pre-authorized by WCTV staff and all funds must be paid directly to WCTV, which will reimburse the Producer for their production expenses upon the presentation of satisfactory receipts.

All Underwriting funds must be reported, in writing, to WCTV.

Underwriting funds (money) in excess of \$1200, in 12 months time, must be paid directly to Wareham Community Television, Inc. WCTV will then distribute 100% of the funds received to the community producer whose program is being underwritten. When the amount of funding is above \$1201 WCTV will distribute 80% to the producer for show expenses. All underwriting funds and/ or in kind

donations are to be used for the production of the identified program and not for personal use or to pay personnel.

Thank you for your interest in Public Access Television and WCTV! You may also decide to make an unrestricted donation to WCTV to help us reach our overall service and programming goals.

For more information about the various avenues of support and their benefits to your organization please give us a call at (508)273-2340

I have read and am familiar with the information provided on this Underwriter's Disclosure Form and agree to abide by its provisions.

Underwriter_____Date_____

Producer_____Date_____

November 18, 2009