**State Board of Directors**

**For Educational Telecommunication**

# South Dakota Public Broadcasting Underwriting Policy

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9. Purpose – The purpose of this policy is to set down the guidelines by which programs can be underwritten on South Dakota Public Broadcasting’s media platforms.
10. Definition – Underwriting is the process by which an entity such as a corporation, foundation, government agency, an individual or any combination of these provides financial or other support for acquisition, production, promotion or broadcast of a program of series of programs. Such support entitles the underwriter to associate with the program in several ways. Visual and aural underwriting credits are carried at various or specific times on air or places in digital content, or on the air before and after the program when funding is provided for program or content development and production. An announcement of the underwriting support may also be printed in the monthly Program Guide. The underwriter is permitted to publicize its underwriting support in whatever appropriate way it chooses.
11. Fundamental Principles – Program Underwriting on South Dakota Public Broadcasting is guided by these fundamental principles:
12. Public Broadcasting is a major, independent and crucial element in the free press system in America. Therefore, public broadcasting must protect its journalistic integrity and must reinforce the accurate perception that it is a free and independent broadcasting system.
13. Public broadcasting is non-commercial and must preserve its non-commercial character.
14. SDPB is licensed by the FCC as a noncommercial broadcaster and must comply with all FCC noncommercial guidelines for over-the-air broadcasting
15. The diversification of program funding sources is a key element in the preservation of a free and independent public broadcasting system.
16. State Board of Directors for Educational Telecommunications (ET Board) – Consistent with rules of the Federal Communications commission, the South Dakota State Board of Directors for Educational Telecommunications – as licensee for public radio and television stations throughout the state – has final responsibility for all materials broadcast over these Platforms, including any and all underwritten programming and associated underwriting announcements. The Executive Director is empowered to execute routine underwriting agreements on behalf of the ET Board and ensure that underwriting procedures comply with the adopted ET Board Underwriting Policy.
17. Friends of South Dakota Public Broadcasting – Underwriting will be channeled through the Friends of South Dakota Public Broadcasting, which will maintain complete and accurate financial accounts of all transactions and will periodically transfer such funds to the ET Board.
18. Programs to be underwritten – Programs which are labeled as “not available for local underwriting” by their national producer are not available for further underwriting at the local level.

From time-to-time there may be a locally produced program which –because of content or subject matter – may be designated as “not available for underwriting” by the ET Board or the Executive Director.

Otherwise, all programs on SDPB channels and platforms are eligible to be underwritten. These may include programs purchased from PBS or NPR, locally produced programs, or programs purchased or acquired from any other source.

1. Underwriting Charges – The basic guidelines on charges for underwriting are as follows:
2. Transmission and broadcasting costs are not normally included in underwriting charges; however, processing, production and other appropriate fees may be included.
3. It is permissible to add a reasonable amount to the underwriting fee for the purpose of promoting the broadcast(s).
4. It is permissible to round off the underwriting fee to the next highest thousands of dollars.
5. In order to avoid credit clutter, no program will be underwritten by more than four firms or organizations. In special cases, exceptions can be made by the Executive Director or their designee.

1. Credits – Underwriting credits on South Dakota Public Broadcasting will comply with Federal Communications Commission’s noncommercial rules, as well as PBS and NPR guidelines. Credits will always be presented with dignity in good taste. Commercialism will be avoided. The credit length for each underwriter shall not normally exceed 15 seconds. In special cases, exceptions can be made by the Executive Director or their designee to allow for credits of no more than 30 seconds.
2. The SDPB Executive Director, or a person assigned by the Executive Director, is the final and sole judge as to whether an announcement meets the regulations and standards.
3. SDPB will not accept underwriting credits paid for by political candidates or political organizations