

Commercial Content

Videos submitted to Open Signal for cable broadcast or made with Open Signal equipment must be noncommercial. This means:

- Videos cannot include advertising or solicitation of funds for individuals, services, for-profit businesses, or products.
- They cannot include pricing information
- They cannot include **commercial calls-to-action** or **statements of value**.

Commercial calls-to-action are phrases that encourage viewers to go to a particular business — for example, “come on down to Bob’s Boat Yard!” Bob’s Boat Yard might be awesome, but we cannot advertise businesses on our channels.

Statements of value are statements that recommend a specific product, service, or business over all others — for example, “Bob’s Boat Yard is the greatest boat yard in the Portland Metro Area!” Again, this might be true of Bob’s awesome boat yard, but we cannot air statements of value about products, services or businesses.

Sponsorship/Underwriting, Grants, and Other Funding

If you have found a sponsor for your video, such as a patron or for-profit business, you can have them underwrite your production. Open Signal also allows producers to crowd fund and grant fund their productions.

If you’d like to recognize your funder(s), you can add a value-neutral thank you to the the beginning or end of your video, such as “this video was made possible by Bob’s Boat Yard.” You can choose to say the business or funder’s name, address, phone number, and website, as well as the name, phone, and email of a specific contact person at the business. However, you can’t include breaks within your program to thank your funder(s).

Note: Producers using Open Signal production equipment or studios may not assess a cost for the use of production equipment or studios.

Questions? Email distribution@opensignaldpx.org.