



Portland Community Media Center

## Sponsorship & Commercial Content

### Commercial Content

If you make a video with Open Signal equipment, it must be non-commercial, which means:

- Your video can't include advertising for services, for-profit businesses, or products
- Your video can't include pricing information
- Your video can't include commercial calls-to-action or statements of value.

**Commercial calls-to-action** are phrases that encourage viewers to go to a particular business. Such as, "Come on down to Bob's Boat Yard!" Bob's Boat Yard might be awesome, but because Open Signal TV is nonprofit, we can't advertise businesses.

**Statements of value** are language that recommends a specific product, service, or business over all others. Such as, "Bob's Boat Yard is the greatest boat yard in the Portland Metro Area!" Again, this might be true—but because Open Signal is nonprofit, we can't air statements of value.

### Underwriting, Grants and Other Funding

If you have found a sponsor for your video content, such as a patron or for-profit business, you can have them underwrite your production. In addition, 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 funders.

Want more information about these policies? Please email [distribution \[at\] opensignalpdx.org](mailto:distribution@opensignalpdx.org).

Please note: producers using Open Signal production equipment or studios may not assess a cost for the use of production equipment or studios.