

PCTV Community Producer  
Underwriting Questionnaire

Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Do you want to seek underwriters for your show? (please circle) Yes No

Do you represent a non-profit? (please circle) Yes No

What is/are the title of your show(s) ? \_\_\_\_\_

Is this a new show? (please circle) Yes No

Do you use PCTV's studio to produce your show? (please circle) Yes No

How long have you been producing your show at PCTV? \_\_\_\_\_

Please describe your show. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What do you think makes your show attractive to a potential underwriter? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

My costs for using PCTV to produce my show over the next year are estimated as follows:

Membership (\$250 for city residents or \$350 for Allegheny County Residents) \$ \_\_\_\_\_

Studio Time Needed: # of hours needed X \$50 per hour = \$ \_\_\_\_\_

Other PCTV Fees (ex. DVDs) \$ \_\_\_\_\_

Total Costs \$ \_\_\_\_\_

Amount of Underwriting Funds I need to Cover my Fees (equal to total costs) \$ \_\_\_\_\_

What businesses and individuals do you want to approach to get underwriters for your show? Please list:

Business/Individual Name \_\_\_\_\_

Address \_\_\_\_\_

Contact person \_\_\_\_\_

Telephone Number \_\_\_\_\_

E-mail \_\_\_\_\_

Business/Individual Name \_\_\_\_\_

Address \_\_\_\_\_

Contact person \_\_\_\_\_

Telephone Number \_\_\_\_\_

E-mail \_\_\_\_\_

Business/Individual Name \_\_\_\_\_

Address \_\_\_\_\_

Contact person \_\_\_\_\_

Telephone Number \_\_\_\_\_

E-mail \_\_\_\_\_

Business/Individual Name \_\_\_\_\_

Address \_\_\_\_\_

Contact person \_\_\_\_\_

Telephone Number \_\_\_\_\_

E-mail \_\_\_\_\_



## Community Producer Underwriting Authorization

In order to help PCTV community producers cover the cost of membership, studio time and other PCTV services, PCTV has created an underwriting policy. Community producers must adhere to the following guidelines if they wish to have underwriting support for their show:

1. PCTV community producers must produce at least one pilot show or have an existing track record of show production before seeking underwriters for their program.
2. All PCTV community producers wishing to seek underwriters must attend an underwriting training session. Community producer attended on \_\_\_\_\_ (fill in date).
3. PCTV community producers must explicitly inform all prospective underwriters that they are an independent producer acting on their own behalf, not a PCTV official and that PCTV does not assume any responsibility for your program.
4. As the community producer, you are responsible for seeking your own underwriters. PCTV will support your efforts. Before approaching a potential underwriter, you must inform PCTV's Executive Director.
5. All underwriting funds must be paid directly to PCTV. PCTV will keep 100% of all underwriting funds. These funds will remain in an account for one year at PCTV and may be used by you to pay for PCTV membership and other PCTV fees.
6. PCTV will oversee production and insertion of all underwriting credits.
7. Underwriting credits will consist of a full screen message at the opening and closing of the program acknowledging the underwriter's support. Ex. "Support for [Program Name] is provided by: [Business Name], plus logo or image."
8. Underwriting credits are an acknowledgement of support and nothing more. They will not include commercial content of any kind. Commercial content includes, but is not limited to: promotion of the sale of any service, facility or product; price information; calls to action or inducement to buy; advertisements of goods or services of for-profit entities; qualitative or comparative descriptions of products or services; or testimonials for the purpose of commercial exploitation.
9. Underwriting credits are permitted only at the beginning of the program for up to 30 seconds and at the end of the program for up to 30 seconds.
10. PCTV community producers who have underwriting in their program are responsible for ensuring that underwriting credits are inserted over the range of dates agreed upon with the underwriter.

I, \_\_\_\_\_, acting as producer, hereby

request permission to seek underwriting support for the following show(s)

\_\_\_\_\_

for the time period specified herein (not to exceed one year):

from (date) \_\_\_\_\_ to \_\_\_\_\_ (date)

I have read and thoroughly understand the guidelines described in this Underwriting Authorization, and I agree to abide by them.

Producer's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

Reasons for Denial or Conditions for Approval:

# **Underwriter's Disclosure Form**

*Community Producers: This form must be signed by both you and your underwriter where indicated.*

This letter serves to introduce you to Pittsburgh Community Television (PCTV) and its association with \_\_\_\_\_, a Community Producer at PCTV and an independent producer using PCTV's facilities, equipment, and distribution network.

## **About PCTV**

Pittsburgh Community Television is a non-profit corporation whose mission is to empower, educate, and enhance the community through media. At PCTV, Allegheny County residents obtain hands-on training in video production techniques and enjoy access to professional media production equipment for the purpose of creating non-commercial community programming.

Participation at PCTV is open to all individuals and non-profit organizations located in Allegheny County. Annual fees range from \$250 to \$350. Studio time is available for \$50/hour. Once trained and certified in the use of PCTV's facilities and equipment, participants may use these resources to produce non-commercial programs for distribution on PCTV's network, which includes Pittsburgh Comcast Cable Channel 21 & 1070, Pittsburgh Verizon Cable Channel 47, ROKU, Apple TV, FireTV, on the PCTV iOS app and on-line at [www.pctv21.org](http://www.pctv21.org). PCTV encourages but in no way requires community producers to seek underwriters to help cover the cost of using PCTV. In exchange for these contributions, producers may offer underwriters on-air acknowledgment of their support, subject to the guidelines outlined below. Contributions are tax-deductible.

## **Producer's Relationship to PCTV**

Prospective program underwriters should also clearly understand that community producers using PCTV's facilities are not employed by PCTV, and do not represent PCTV in any official capacity. They are strictly independent producers, using PCTV's facilities to produce programs on their own behalf and for the good of the community. They cannot make any commitments on behalf of PCTV, and PCTV does not assume any responsibility for their programs. PCTV's name may not be used in connection with any program without its prior written approval. **You as the underwriter agree to indemnify and hold harmless PCTV and its employees, the City of Pittsburgh and its employees, Comcast and its employees and Verizon and its employees against any claims arising out of the underwriting of the producer's program.**

## **All Program Content Must be Non-Commercial**

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

## **Specific Guidelines for Underwriting Credits**

Because of PCTV's prohibition on commercial content, underwriting credits are produced by PCTV staff and are strictly limited to a full screen graphic with logo and contact info that states "Support for this program is provided by [Name of Business]. The underwriting credit may appear for up to 30 seconds at the beginning of the program and for up to 30 seconds at the end of the program. A video sample of a PCTV underwriting credit is available upon request.

## **PCTV Acts as the Banker**

While the responsibility for program content and delivery rests solely with the community producer, all underwriting contributions are payable directly to PCTV. PCTV will keep 100% of all underwriting funds. These funds will

remain in an account at PCTV and may be used by the producer to pay for PCTV membership and other PCTV fees.

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

Underwriter's Signature: \_\_\_\_\_ Date \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

Contact person \_\_\_\_\_

Telephone Number \_\_\_\_\_

E-mail \_\_\_\_\_

Producer's Signature: \_\_\_\_\_ Date: \_\_\_\_\_





Pittsburgh Community Television  
Community Producer Underwriter Form

Yes, I'd like to underwrite a community producer show on PCTV. I am underwriting the program \_\_\_\_\_ (fill in name of program) produced by \_\_\_\_\_ (fill in name of community producer) from (date) \_\_\_\_\_ to \_\_\_\_\_ (date), not to exceed one year.

**As an underwriter of a community producer show on PCTV, your company receives the following:**

- Full screen message at the opening and closing of the program acknowledging your support. Ex. "Support for [Program Name] is provided by [Name of Business]: (plus logo/image and contact info)." Credit may appear for up to 30 seconds at beginning and end of the program. The number of programs is determined by the community producer.
- Airing of each program on PCTV's network (Comcast Xfinity 21 and 1070, Verizon Fios 47, Apple TV, ROKU, Fire TV, PCTV21.org, and iOS devices.
- Acknowledgement of your business on the webpage of the show you are underwriting on PCTV's website.
- Upload of the program to PCTV's YouTube Channel for anytime viewing.
- Tax deduction for the amount of the contribution.

Amount

I would like to underwrite this program with a contribution of: \$ \_\_\_\_\_

**Total** \$ \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

Contact person \_\_\_\_\_

Telephone Number \_\_\_\_\_

E-mail \_\_\_\_\_

Enclosed is my check payable to Pittsburgh Community Television.

**Please return this form with payment (check or money order) to:**

**Pittsburgh Community Television, 1300 Western Avenue, Pittsburgh, PA 15233.**

**To pay by credit card, call the office at 412-322-7570 ext. 302.**

**Thanks for your support!**

Community Producer Underwriting  
Frequently Asked Questions

**What is the purpose of the underwriting program?**

*The purpose of the underwriting program is to give producing members of PCTV a mechanism to raise funds to cover membership fees and studio fees. Membership is currently \$250 for city residents and nonprofits and \$350 for Allegheny County residents and nonprofits. Studio fees are \$50 per hour, beginning July 1, 2023. There is a two-hour minimum.*

**Am I required to have underwriters?**

*No. The underwriting program is a way for you to cover your PCTV membership and studio fees. It is totally optional. If you don't have underwriters you must pay the fees yourself.*

**Who determines how much an underwriter pays?**

*You. First, determine how much money you need to cover your fees. This becomes your goal. How much money you ask an underwriter for is then based on this goal.*

**Do I get to keep the underwriting money?**

*No, 100% of all funds go directly to PCTV but they are yours in the sense that they can be used only by you to cover your membership and other fees.*

**How do I use the funds I raise to cover my membership and studio fees?**

*All funds you raise will be kept in an "account" at PCTV for one year. Anytime you need to pay for something, we will deduct that amount from your account.*

**How will I track what's in my account?**

*You will receive a monthly statement showing all contributions, deductions, and the current balance.*

**How long do I have to use the funds?**

*One year from the date the underwriting contribution was received. No specific limit but please use them in a reasonable amount of time.*

**What is the process for signing up?**

*The first step is to attend a required underwriting training. We will go over everything in that training. Then you need to be authorized in writing by PCTV's Executive Director.*

**Can any member of PCTV just go out and get underwriters?**

*No, you first need to meet some requirements. Number one, you need to either have a track record of regular production at PCTV or you need to produce one pilot show. Then, you must attend an underwriting training at PCTV. Then you need to be authorized by PCTV's Executive Director.*

**Can I approach any business I want to ask them to underwrite my show?**

*Before approaching any potential underwriter, you need to first tell PCTV's Executive Director who you are approaching. Once the ED gives you the okay, you are free to ask that business to underwrite your show.*

**If I sign up for the underwriting program, can I run commercials on my show?**

*No. Underwriting is strictly noncommercial. It is an acknowledgement of financial support for your program. It can include the name of the business, logo, and contact info, nothing more.*

**What is an underwriting credit?**

*It is a full screen graphic that includes the name of the business or individual, logo, and contact info.*

**Who produces the underwriting credit?**

*PCTV staff will produce the underwriting credit for insertion into your show.*

**How long are underwriting credits?**

*10-15 seconds.*

**How much time do I have for underwriting credits in my program?**

*30 seconds at the beginning of the program and 30 seconds at the end of the program.*

**Can I have more than one underwriter?**

*Yes, but the underwriting credits need to fit in the 30 seconds.*

**If I produce and edit my show outside the studio on my own, can I still have underwriters?**

*Yes, but PCTV will still produce the underwriting credit. It will be given to you to edit into your show.*

**How long is my underwriting authorization good for?**

*One year. Then it can be renewed.*

**What if I don't reach my financial goal?**

*If you don't reach your financial goal, you can still use what you've raised toward your membership and studio fees.*

**Can I put the underwriter credit anywhere in my show?**

*No, only at the beginning and end of the program.*

**Can I add underwriter credits to past shows?**

*No, underwriting is for future shows.*

**I was told that I am not eligible to have underwriters because I don't have a "track record" at PCTV or I haven't done a pilot. What does that mean and how do I fix it?**

*In order to participate in the underwriting program, you must have a track record of production at PCTV or you need to have produced at least one program, which we call a "pilot". Once you produce and submit at least one program, you can reapply for authorization.*

**I am a new producer. I would like to produce my first program so that I can apply for authorization to get underwriters. Is my first studio program subject to the \$50 per hour fee?**

*No, as a new producer we will waive the \$50 per hour fee for your first three hours of studio use. That will allow you to complete your first production.*

**What if I get a lot of small donations from individuals? Can I acknowledge all those people as underwriters?**

*In this case you could still have an underwriting credit but it would read as follows: "This program is supported by Friends of [Name of Show]". The names of the contributors would then be listed under that.*

**Can I use underwriting money to get reimbursed for a PCTV membership I've already paid for?**

*No, you can only use the underwriting funds in your account to pay for future PCTV fees.*