

# ETV CORPORATE SUPPORT

Connect with citizens who shape South Carolina.



ETV seeks to enrich lives by educating children, informing and connecting citizens, celebrating our culture and environment, and instilling the joy of learning through television, radio and the Internet.



watch. listen. learn.

[www.scetv.org](http://www.scetv.org)



# What is Corporate Sponsorship?

Corporate Sponsorship, or underwriting, is much more than traditional advertising. It is a marketing opportunity that allows you to align your brand and products with the **high impact non-commercial** programs we air on ETV. A corporate sponsorship package can be **tailored** to compliment your marketing goals and to help ensure that you reach your target audience.

Each year, hundreds of corporations reach millions of viewers through their **support** of public television programs and services. Sponsorships of PBS programming can provide your organization with a **unique** and **valued** opportunity to reach into 99% of American homes and touch the lives of millions of PBS viewers.

In the minds of our viewers, PBS is recognized for and strongly associated with quality, excellence, respect and entertainment. As a sponsor, these are qualities that viewers associate with you! This **halo effect** crosses over multiple categories: financial, energy, technology, and children's goods.

Not only are PBS program sponsors recognized by our members and viewers as an **integral** part of the PBS community, but they are also **appreciated** as the part that makes some of our viewers' most valued programs possible.

For the sixth consecutive year, the American public has rated PBS the most trustworthy institution among nationally known organizations and an excellent use of tax dollars.



Source: 2006 Harris Interactive Study; Nielsen Television Activity Report (June '06)



# Underwriting Generates Marketing Results

## Targets By Interest

Leverage our programming genres to increase visibility with those most inclined to use your products or services.

## Delivers Return on Your Investment

**66%** would choose to buy a product from a company that supports PBS, all other things being equal

## Builds Brand Loyalty and Trust

**57%** agree that underwriters are usually industry leaders

## Cultivates Clients and Consumers

**46%** of PBS viewers have bought a company's products or services in the past because they appreciated their charity or involvement in the community

## Shows Your Good Corporate Citizenship

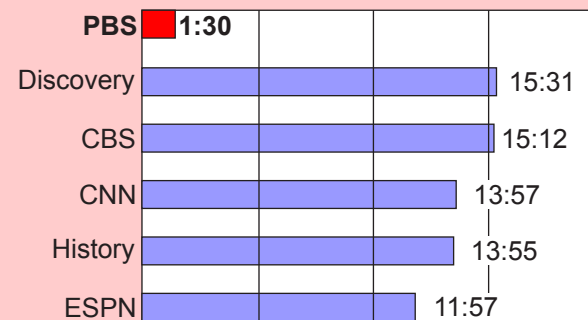
**68%** of PBS viewers feel that companies who fund PBS have a commitment to quality and excellence

Sources: 2006 Harris Interactive Study and 2005 MRI Doublebase Study

# Stand Out on PBS

The **non-commercial** environment of public television provides **greater impact** for your corporate messages. Local sponsors get **high visibility**, with only 3 corporate sponsors per program, you can enjoy **national category exclusivity** -- your message stands out.

## Total Prime-Time Sponsorship Minutes Per Hour



With less non-programming minutes per hour than any of the commercial networks, PBS delivers your message in the **program-rich, clutter-free** environment that our viewers have come to expect and appreciate. Sponsorship of a PBS program provides a **unique opportunity** to deliver your message - without the clutter of your competitor's spots. Your company gains the **appreciation** of the PBS audience that values the non-commercial and uninterrupted PBS programming made possible - in part - by your sponsorship.

Source: TNS Media Intelligence, measurement for the week of April 18-24, 2005. Prime, 8-11 p.m.



American Masters is the proud recipient of the 2009 Primetime Emmy Award for Outstanding Nonfiction Series awarded by the Academy of Television Arts & Science.



American  
MASTERS

## The Public Television Audience

ETV viewers are affluent, influential, educated, knowledgeable, and diverse. They're the **decision makers** and **opinion leaders** in your community that you want as customers and clients -- men and women in that all-important 25-54 age bracket.

- **74%** are more likely to be members of charitable organizations
- **72%** perceive a difference between sponsorship messages on PBS versus commercials found on regular commercial networks
- **70%** of respondents agreed that PBS is a trusted place for children to watch television
- **90%** agreed that PBS KIDS programming is educational
- **57%** agreed that underwriters are industry leaders

The 2008-2009 Erdos & Morgan national study of opinion leaders verified that PBS News and Public Affairs programming continues to be a **trusted source for news and information** that opinion leaders turn to on a regular basis. The PBS and public television programs included in the study were BBC News, Charlie Rose, Frontline, The NewsHour with Jim Lehrer, Nightly Business Report, NOVA, NOW, Tavis Smiley and Washington Week.

This data demonstrates that PBS has a **diverse audience profile** which includes **top executives** in American business. PBS sponsors have **high visibility** among business leaders, and sponsorship on PBS should be considered a **media buy** that reaches an **executive audience** and **complements standard cable advertising**.



Sources - 2005 & 2006 Harris Interactive Study;  
2005 MRI Doublebase Study; Roper ASW 2005



## Engaged PBS Viewers Benefit Sponsors

PBS viewers are engaged with content. Occasional and frequent PBS viewers overwhelmingly agreed that PBS offers engaging, high quality content they don't find elsewhere.

- **93%** agreed that PBS programming is entertaining
- **92%** agreed that watching PBS programming is "time well spent"
- **92%** agreed that PBS programming is stimulating
- **80%** agreed that PBS sets the standards for quality programming

Among occasional and frequent PBS/public television viewers, a clear majority agree (**64%**) that the sponsorship messages they see on PBS/public television are a fair price to pay in order to continue to keep public television available.

Source - Awareness and Impact on Quality Perceptions, Harris Interactive, Aug., 2006; Harris Interactive Study for PBS, Oct., 2005

## Viewers Perception Motivates Sponsors

Sponsors invest in program sponsorship because the affinity between PBS and its viewers benefits sponsors directly. These benefits include:

### - Brand Equity Transfer:

- "Well, there is a certain desire on our part to be associated with public television. There's a cachet to public broadcasting that commercial networks can't replicate. We believe there is value in being associated with public broadcasting because of that; because of the attitudes toward the quality and integrity of the programs that appear on public television."

### - Reaching and Influencing Desirable Audiences:

- "I think that because of the audience that PBS reaches, which is a very unique, upscale audience, the fact that the programming is the highest in the industry, those kinds of associations with our brand are precisely the kinds of associations we want to have."

## Viewers Point of View

Viewers do have a point of view on the qualities of sponsorship messages. The aspects they consider most important involve interrupting programming and actually selling products:

- **3 in 5 feel** it is extremely or very important that the sponsorship messages do not interrupt programming or "hard sell" products
- **About half** feel that it is extremely/very important that they should maintain a less commercial feel than regular commercials, that they are not identical to the ones seen on commercial television and that they are quiet and understated.

Sources: Interbrand Brand Valuation of PBS, June 2003; 2005 Harris Interactive Study for PBS, October 2005; 2009 GJK Roper Public Affairs & Media opinion survey



\$1.07 million appraisal sets new Antiques Roadshow record for eighteenth-century Chinese carved jade discovered at Raleigh, NC Roadshow, June 27, 2009.



# ETV Underwriting Spot Information

## Sponsorship credits are designed to:

- Develop awareness for institutional or product names
- Build good-will and demonstrate good corporate citizenship
- Establish a favorable presence in the community

You'll receive **high visibility** as a Corporate Sponsor, with two 15-second announcements per broadcast, one at the beginning and end of each program. It should be no more than 25 words. As an added value, these audio-video credits **can be produced in-house**, so there are no production costs to you. Production charges may apply if required to shoot on location.

**If you are producing** a sponsorship spot yourself, you must discuss the content and visuals of the credit with your sponsorship consultant prior to production. A taped copy, storyboard, or detailed description of the credit is required, and will ensure that your credit meets our FCC guidelines before you invest time and money in producing the credit.

**If you already have a spot** that was used on commercial TV, we may be able to use it, so long as the spot meets the non-commercial guidelines. There are instances when we can easily edit it to fit our sponsorship format, production charges may apply. In these cases, we prefer the music and audio portion on split tracks.

Note: The public broadcasting system has concerns that go beyond matters addressed by the FCC. These include, for example, avoiding clutter, encouraging a consistent on-air "look" for PBS programming, and generally protecting the noncommercial character of public television.



## Script Content

Beginning with the standard ETV preamble, "**Broadcast of this program on ETV is made possible in part by...**" it is followed by your name, and parent company, if applicable. You may include information about your business and your products that will identify, but not overly promote your business. Underwriters may not be anonymous. PBS is more restrictive when it comes to messages around our children's programs.

### Other identifying information that can be included in your spot:

- Value neutral descriptions of a product line or service
- Brand and trade names and product or service listings
- Visual descriptions of specific products \*except during children's programming
- Location information, including telephone numbers and Web addresses
- Logograms or slogans which identify and do not promote, as long as it meets FCC guidelines

## FCC Guidelines

Public broadcasting is mandated to strictly follow a set of standards, practices, and regulations to retain its non-commercial nature. The FCC (Federal Communications Commission), the **federal agency charged with enforcing the rules governing noncommercial broadcasters**, has highlighted the following as unacceptable:

- **Calls to action** ("Come in today", "Call right now", or "You need...")
- **Superlative description or qualitative claim** about the company, its products, or its services ("The best service in the industry" or "The most intelligent car ever built", "more rewarding", more satisfying)
- **Direct comparison** with other companies, their products or services ("Fresh food, not like the chain")
- **Price or value** information ("7.7% interest rate available now" and "affordable", "discount," or "free")
- **Inducements to buy, sell, rent, or lease** ("Six months free service when you buy" or "lifetime guarantee")
- **Endorsements** ("recommended by 4 out of 5 doctors")
- **Demonstrations** illustrating consumer satisfaction or emphasizing superiority

Some of the words and phrases that the FCC has found **unacceptably promotional** include: efficient, economical, dependable, dedicated, prompt, fair price, reliable, excellent, leading, luxury, quick and clear, very accomodating, delightfully honest, quality, and number one.

FCC Guidelines are a big part of the reason that ETV viewers are able to recall the sponsors of our programming. From the FCC's standpoint, the purpose served by underwriting credits is to **identify the funder in the interests of full disclosure**, not to promote the funder or its products and services.

## Media Format Requirements

### Television Formatting:

- HDTV Screen Format 16:9 Full Frame
- Prefer HDCAM / 1080i / 59.98
- Can accept SD DVCPRO or BETACAM
- Can accept a .mov file (for use with Avid Editors)

### Audio Formatting:

- 48,000 audio
- Can accept .wav and .mp3
- High quality for best results

### Logos & Artwork:

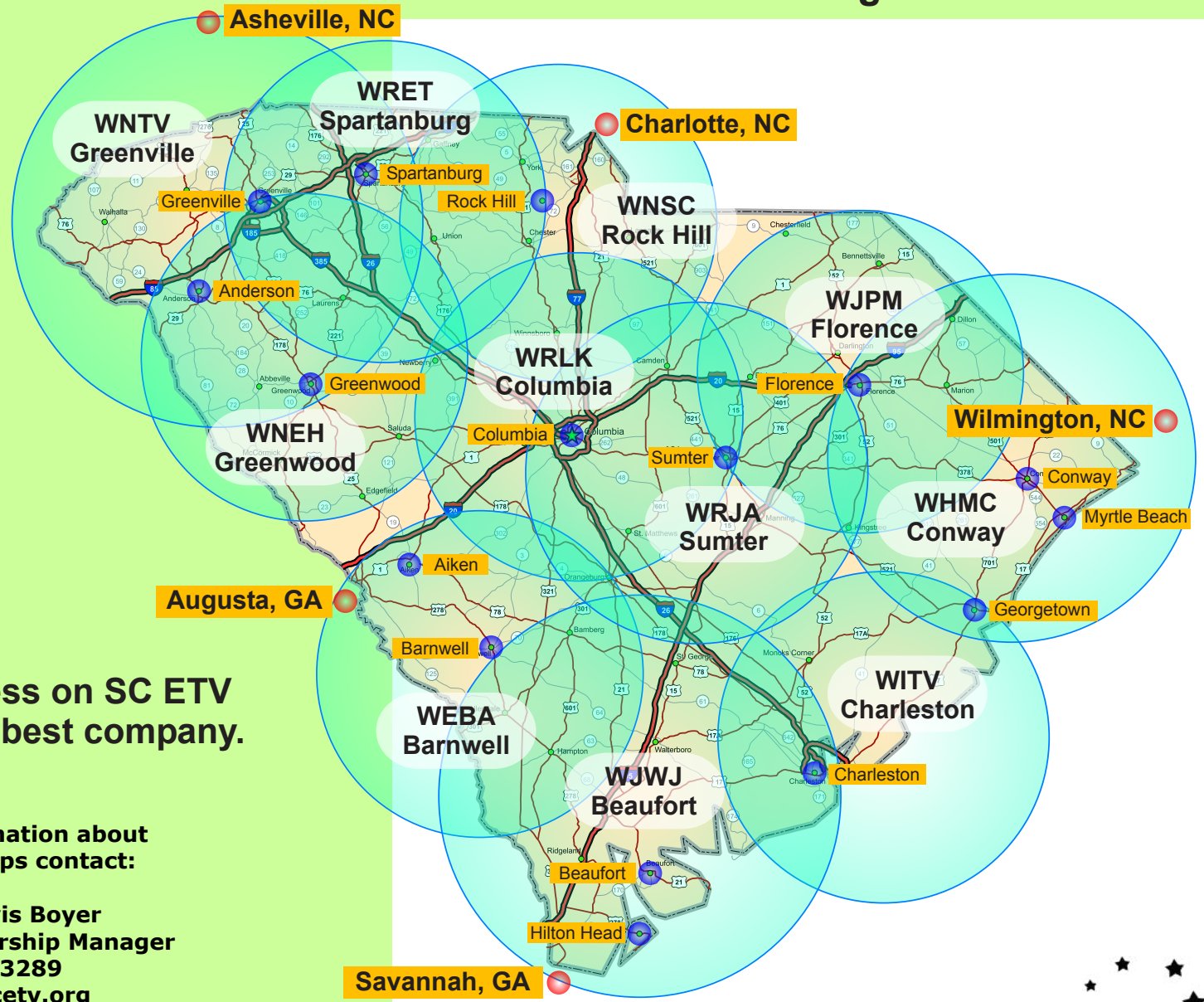
- PC based not MAC
- Prefer EPS or PSD
- Can accept JPG, TIF, TGA, & PNG
- High Resolution of 300 dpi or better
- Size to fit 16"X9" onscreen display (larger is better - we can reduce)

# Reach over 1.5 Million Viewers Weekly

ETV has statewide coverage in 8 DMA's including #24 & #36.

ETV is South Carolina's statewide network with 11 television stations, eight radio stations and a closed-circuit educational telecommunications system in more than 2,000 schools, colleges, businesses, and government agencies.

ETV broadcasts weekly to over 1.5 million households, reaching multicultural communities, families, kids, teachers, and involved people in South Carolina, North Carolina and Georgia. This superior statewide coverage area enables ETV to deliver your on-air message of support to a large and loyal audience including thousands of potential clients and customers throughout the region.



**Profile your business on SC ETV and be seen in the best company.**

**For more information about ETV partnerships contact:**

**Melanie Davis Boyer**  
Corporate Sponsorship Manager  
803.737.3289  
mboyer@scetv.org  
1101 George Rogers Blvd.,  
Columbia, SC 29210



[www.scetv.org](http://www.scetv.org)

