

**WSTO**  
**Stoughton Community TV**

**STANDARD RULES ON UNDERWRITING**

**Section 1: General Principle**

WSTO intends to comply fully with the policies and procedures of a PEG station while still allowing the widest possible use of the channel and encouraging business and private individual support for our station.

**Section 2: Definition**

Underwriting: Any single or group of sponsors/vendors providing funding for a program and/or station costs.

**Section 3: Policy on Individual Programs**

A producer may have underwriters for his/her program. Underwriters who have provided material support for the program may be acknowledged once within 2 minutes of the beginning of the show, once within 2 minutes of the end of the show, and once in between. No single mention may last more than 20 seconds.

**Section 4: General Restrictions**

- A. Slogans or tag lines used in acknowledgement must be non-promotional in nature.
- B. Prices of products and services may not be quoted or depicted.
- C. Support provided must be specific material, in-kind or financial assistance in order to receive on-air acknowledgment.

**APPROVED BY THE COMMON COUNCIL: May 9, 2000**

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