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Community Access Television of Silver

CATS/KOOT 88.1 FM Sponsorship Policy (July 9, 2010)

Per the Board Meeting of July 9, 2010 the following are the rules surrounding sponsorships of programs on CATS and KOOT 88.1 FM

Sponsorship spots may be a maximum per sponsor of 30-seconds with dispersed sponsorship run time through the duration of the program.

All sponsorship scripts are required to be approved prior to airing the program. Sponsorship Forms are available on CATS website for download or at the station.

No commercial content:

No Action Statements such as: "Check them out" or "Come on Down"

No Qualitative Statements such as: "Best in Town" or "Excellent Customer Service"

No Price Value Information such as Discounts or Promotions "Big Sale" or "5% Interest Rates"

No Endorsements or Comparisons such as: "This Business is better than X Business"

No Testimonials such as: "My dinner was great, I will eat there again"

Examples of appropriate sponsorship information:

"Open for Lunch and Dinner, specializing in Italian cuisine."

"30 years experience working on cars both foreign and domestic"

"All work done by Certified Technicians"

"Open for business from 8am till 8pm Monday thru Friday"

A producer may not sell or imply the sale of airtime to any sponsor. No "Pay-for-Play" is permitted.

The producer can make no guarantees to the sponsor as to when, how often or how many times the sponsored program will air. Scheduling is the sole responsibility of the Station Manager.

Producers are independent of CATS and may not represent themselves as CATS employees. Doing so will result in the cancellation of the membership without refund.