

PROGRAM SPONSORSHIP GUIDELINES

An individual or organization interested in producing or having a program produced by the Piscataway Community Television must first complete, and submit for review, a Program Proposal form.

Once the Program Proposal has been reviewed, an approval, along with an itemized estimate of the cost to produce the program, will be forwarded to the Producer.

At that point the individual producer or organization has the option to
(a) pay this fee out of their own funds or
(b) seek outside sponsorships.

Sponsorships may be sought from a variety of sources: local businesses, corporations, foundations. In exchange for a donation of funds, each sponsor will be acknowledged before and after the program each time it is cablecast. These acknowledgments will be in the form of a character generator announcement (i.e. This program has been sponsored by the Colgate-Palmolive Co. of Piscataway). Additional information like address, phone number, and a voice-over may also be added.

Each program produced at the Piscataway Community Television is guaranteed to be cablecast on at least three occasions.