

THIS WAY OUT RADIO (TWO)/OVERNIGHT PRODUCTIONS, (INC.)

Corporate Support Policy Approved by the TWO Board of Directors JULY 18, 2021

This Way Out is produced and distributed by [Overnight Productions, Inc.](#), a 501(c)3 non-profit corporation whose mission is: *To educate, inform and entertain audiences around the world by making freely available the presentation of news, features, and cultural works by and about the international lesbian, gay, bisexual and transgender community via audio broadcast and cyber media.*

A sponsorship credit is the legal requirement by the FCC to identify a program funder on the air. These guidelines follow the FCC rules for noncommercial stations' on-air announcements.

Corporate sponsorship guidelines:

- Announcements are :15 in length
- They are created by TWO staff, voiced by the show talent, and approved by the sponsor
- Placement is at the head and at the end of the program
- Corporate sponsorship is accepted from both for-profit and non-profit entities
- No sponsorships can be accepted from political candidates
- No sponsorships can be accepted from entities wishing to express an advocacy point of view, issues that are a matter of public interest on a current ballot, or entities that try to influence the legislative process
- No sponsorships are accepted from companies that actively work against the LGBTQ agenda
- Co-op is accepted, as long as the copy follows preapproved vendor guidelines and is approved by the client, TWO, and the vendor
- Announcements may be referred to as spots, credits, announcements – but never as commercials

Language guidelines for corporate sponsorship announcements:

Announcements **may** include –

- Name of funder, length of time in business
- Location, direction information, mission
- Phone number, web URL, FB/Twitter
- Established corporate slogans, preferably non-promotional
- Co-op, recruitment
- No more than 3 per announcement of these items in total -
 - Event dates and locations

- Value-neutral descriptions of services/products
- Brand/trade names, product/service listings

Announcements **may not** include any inducements to buy, including –

- Promotional, qualitative, superlative, or comparative language
- Calls to action
- Price references, including types of credit cards accepted or interest rates offered, value references, the word “sale” or other terms related to special savings
- Inducements to buy, sell, rent, lease
- No secondary sponsorships – the copy and the entity paying for the announcement must match
- No mention of awards, prizes, favorable reviews, health claims, endorsements, testimonials, comparisons, board certifications, financial claims, sole source/exclusive dealer references