"Would You Credit That? An FCC Guidelines Workshop," 2019 Public Media Development and Marketing Conference (PMDMC)

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Contact

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Credit copy guidelines are rarely black and white. More often than not, we find ourselves in the blurry middle ground that is sponsor messaging, whether working with existing sponsors that want to push the envelope or new sponsors that misunderstand public media underwriting. Add to that an evolving advertising landscape and we've got a lot to manage.

This session, presented by Brad Deutsch and Dan O'Melia (Director of Funding Policy at Public Broadcasting Service) will help you navigate the guidelines and gray areas with real-world TV and radio sponsor credit scenarios in an interactive "before" and "after" type approach, with the opportunity to submit your own examples in advance.

For more information, visit the PMDMC website.