

Cascade PBS Sponsorship Glossary below contains definitions for the various types of sponsorship found on Cascade PBS's website:

Underwriting: News content produced with financial support from an organization or individual, yet not approved by the underwriter before or after publication. Articles are held to strict journalistic standards, but are funded by entities interested in being associated with or expanding attention to a particular topic.

Sponsored Content: Supplied by an organization or produced by the Cascade PBS's own sponsorship department. As a result, while it may be written in the style of the publication, it is not impartial journalism.

Banner Advertising: Supplied by an organization or individual that has paid the news provider for placement on the website.

Cascade PBS's Sponsorship Standards

Cascade PBS maintains a clear separation between news and editorial content and its sponsorship messages. Additionally, Cascade PBS will label all banner advertisements with the word "advertisement." Cascade PBS retains the right to decline any sponsorships offered to us. In general, advertisements in the following categories are unacceptable:

- Ads that are misleading inaccurate or fraudulent.
- Ads that include inference, mistruths or unverified statements
- Ads that advance baseless claims and/or conspiracies
- Ads that include illegal materials or content.
- Inappropriate content, e.g. language, violence, sexual or ad hominem attacks; including ads that link to to violent, disturbing or sexually explicit content.
- Promote or are funded by the use or sale of substances, services or products that are illicit, unregulated or cause immediate bodily harm;
- Ads that may be gratuitously offensive on religious, racial or ethnic grounds
- Advertisements without sponsors name (blind ads)
- Advertisements leading to faux blog sites
- Advertisements that discriminate on the grounds of race, religion, sex, age, etc.

Cascade PBS reserves the right to review ads to **ensure our standards are consistently met and applied.** Cascade PBS retains the right to decline an advertisement offered to us if it violates our principles or if we determine that there is a separate reason for us to do so.