

# Corporation for Public Broadcasting Funding Credits

Requirements for acknowledging CPB support are described in the CPB Standard Terms and Conditions for grant agreements. CPB credits typically have the same prominence, size, and location as any other funder, with the type of credit and prominence varying with the amount and proportion of CPB funding and the type and scale of the project.

The following grid, while not including every type of project or category of CPB funding, is meant to provide a general guideline as to minimum funding credits that CPB expects. Many cells list several and/or options to convey the range of expectations.

Downloadable CPB logo options and CPB Brand Guidelines, which include further guidance as well as funding credit scripts and video animations, are available at <https://cpb.org/pressroom>

Please refer to your project's grant agreement and CPB project officer for clarification or additional guidance. For approval of CPB funding credit, grantees should email the project manager and copy Tracey Briggs ([tbriggs@cpb.org](mailto:tbriggs@cpb.org)) and [press@cpb.org](mailto:press@cpb.org).

**CPB Funding Credit Framework -- Minimum Requirements**

	<b>CPB LEAD OR PRINCIPAL FUNDER</b> CPB is sole, major or priority funder OR provides substantial funding through key initiatives aligned with strategic priorities (e.g., American Graduate, Veterans, Coming Home)	<b>CPB PRIORITY FUNDING</b> Substantial direct support; strand funding (e.g., NOVA, Nature or other through National Program Service); support through multiple sources (ITVS and/or NMCA)	<b>CPB GENERAL SUPPORT</b> CPB is one of many funders (typically accounting for less than 20% of the budget) OR CPB funds indirectly through one organization -- ITVS or NMCA organizations)	<b>CPB FOUNDATIONAL SUPPORT</b> CPB funded newsroom (e.g., NPR bureaus, collaborations); fellowship or initiative behind project (e.g., Firelight Documentary Lab, podcast accelerator, PBS Digital Regional Centers of Innovation); research	<b>CPB LEGACY FUNDING</b> CPB funded program in the past but does not fund current production
<b>Long Form (30 min+ TV or Radio) Broadcast, 10 min+ PBS KIDS content or 15 min+ podcast</b>	<ul style="list-style-type: none"> <li>Stand-alone animated logo with tagline and audio mention (top and tail)</li> <li>Text acknowledgement in production credits</li> <li>Major funding credit in body of press release, boilerplate and possibly quote in initial press release; credit in subsequent releases</li> <li>CPB and initiative logo or text credit if applicable</li> </ul>	<ul style="list-style-type: none"> <li>Stand-alone animated logo with tagline or audio mention (top and tail)</li> <li>Text acknowledgement in production credits</li> <li>Funding credit included in press releases</li> </ul>	<ul style="list-style-type: none"> <li>"Made possible by" or "supported by" grouped logo or verbal credit (tail)</li> <li>Text acknowledgement in production credits</li> <li>Mention in press release</li> </ul>	<ul style="list-style-type: none"> <li>Explanatory text acknowledgement in production credits</li> <li>Logo or text explanatory credit on website</li> <li>Mention in press release</li> <li>Verbal credit for collaboration in segment</li> <li>CPB credit for bureau funding at some point (e.g., Morning Edition/All Things Considered)</li> </ul>	<ul style="list-style-type: none"> <li>None expected</li> <li>"Made possible by" or "Founded with support from" welcome</li> </ul>
<b>Long Form (30 min+ video or audio) on digital platform such as YouTube, website, app such as Passport or NPR+, podcast or original digital series</b>	<ul style="list-style-type: none"> <li>Stand-alone animated logo with tagline and audio mention (tail)</li> <li>Logo or text credit on digital platform</li> <li>Major funding credit in press release</li> <li>CPB and initiative logo or text credit if applicable</li> </ul>	<ul style="list-style-type: none"> <li>Stand-alone animated logo with tagline or audio mention</li> <li>Funding credit included in press releases</li> <li>Text credit on the digital platform, channel or website</li> </ul>	<ul style="list-style-type: none"> <li>"Made possible by" or "supported by" grouped logo or verbal credit</li> <li>Text credit on website</li> <li>Mention in press release</li> </ul>	<ul style="list-style-type: none"> <li>Explanatory text acknowledgement in production credits</li> <li>Logo or text credit on website</li> <li>Mention in press release</li> <li>Verbal credit for collaboration in segment; CPB credit for bureau funding at some point (e.g., Morning Edition/All Things Considered)</li> </ul>	<ul style="list-style-type: none"> <li>None expected</li> <li>"Made possible by" or "Founded with support from" welcome</li> </ul>
<b>Shorts (30 min- general audience video/film, 15 min- audio, 3-10 min PBS KIDS video, series or interstitials included), on air, podcast, video on demand</b>	<ul style="list-style-type: none"> <li>Stand-alone animated logo with tagline and audio mention (tail)</li> <li>Text acknowledgement in production credits</li> <li>Logo or text credit on digital platform</li> <li>Major funding credit in press release</li> <li>CPB and initiative logo or text credit if applicable</li> </ul>	<ul style="list-style-type: none"> <li>Logo, text or verbal credit</li> <li>Text credit on digital platform, channel or website</li> <li>Funding credit included in press releases</li> </ul>	<ul style="list-style-type: none"> <li>"Made possible by" or "supported by" grouped logo or verbal credit (tail)</li> <li>Text credit on website</li> </ul>	<ul style="list-style-type: none"> <li>Video, verbal or text credit (explanatory)</li> <li>Logo or text credit on website</li> <li>Mention in press release</li> <li>Verbal credit for collaboration "supported by" CPB, if applicable</li> </ul>	<ul style="list-style-type: none"> <li>None expected</li> </ul>
<b>Original shorts up to 3 min (including PBS KIDS) or video or audio clip (less than 10 min) from long-form content, including journalism, airing on TV or radio, podcast, or digital platform</b>	<ul style="list-style-type: none"> <li>Logo or text credit in production credits</li> <li>Logo or text credit on digital platform</li> <li>CPB and initiative logo or text credit if applicable</li> </ul>	<ul style="list-style-type: none"> <li>Text credit on digital platform, channel or website</li> <li>Funding credit included in press releases</li> </ul>	<ul style="list-style-type: none"> <li>"Made possible by" or "supported by" grouped logo or verbal credit</li> <li>Text credit on website</li> <li>First or last position preferred</li> </ul>	<ul style="list-style-type: none"> <li>Video, verbal or text credit (explanatory)</li> <li>Logo or text credit on website</li> <li>Mention in press release</li> <li>Verbal credit for collaboration "supported by" CPB, if applicable</li> </ul>	<ul style="list-style-type: none"> <li>None expected</li> </ul>
<b>Engagement, event or educational collateral (printed or digital, e.g., invitations, ads, programs, tickets, evites, educational worksheets or handouts) or printed or electronic newsletters</b>	<ul style="list-style-type: none"> <li>CPB logo in first position</li> <li>CPB logo or text credit specifying major funding or initiative</li> </ul>	<ul style="list-style-type: none"> <li>CPB logo or text credit</li> </ul>	<ul style="list-style-type: none"> <li>Grouped logo or text credit</li> </ul>	<ul style="list-style-type: none"> <li>Verbal or text credit (explanatory)</li> <li>Logo or text credit on website</li> <li>Mention in press release</li> <li>Rotating verbal credit (Morning Edition/All Things Considered)</li> </ul>	<ul style="list-style-type: none"> <li>None expected</li> </ul>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>As coordinated with CPB</li> <li>Hashtag or tag generally requested</li> </ul>	<ul style="list-style-type: none"> <li>As coordinated with CPB</li> <li>Hashtag or tag generally requested</li> </ul>			