

**G. DRAMATIZATIONS, REENACTMENTS AND SIMULATIONS**

A commercial which utilizes a dramatization, reenactment or simulation must accurately depict the product, service or event involved

**H. ENDORSEMENTS**

Endorsements must reflect the honest opinions, beliefs, findings or experience of the endorser. Endorsements may not contain any claims which could not be substantiated if made directly by the advertiser

**I. SAFETY**

Advertisements and products advertised must be consistent with generally recognized safety standards. All advertising which disregards normal safety precautions is unacceptable

**J. SUBLIMINAL PERCEPTION**

Any advertising utilizing the technique of "subliminal perception" or any similar technique is unacceptable

**4. Development of Audience Specific Advertising**

Although the ultimate responsibility of developing advertising rests with the individual sponsors, *Channel One* will encourage the development of specific messages that accomplish the following objectives:

- A. Includes a balanced representation of individuals from a variety of social, racial, ethnic or gender groups
- B. Provides positive role models for all members of the viewing audience
- C. Includes and portrays individuals with physical and mental impairments
- D. Places an emphasis on the importance of education and remaining in school
- E. Communicates strong messages against all forms of anti-social behavior, including drug use, violence, prejudice, etc.