



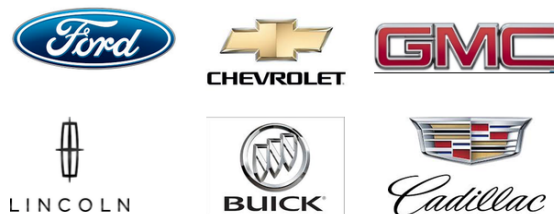
Automotive Shooting Guide HGTV/Food Network/Cooking Channel

as of 6.8.21

Shooting in and around vehicles is a normal part of many storylines in our shows, but it's very important that you help us protect many of our automotive advertiser relationships by following these guidelines.

- Shoot around all automotive branding and badging. For example:
 - If shooting an interview as someone drives, shoot tight enough to avoid the emblem on the steering wheel.
 - If shooting the vehicle as it pulls away, shoot wide enough/on enough of angle so that the logo isn't recognizable.
- Blurring is a last resort and should only be used if a critical scene takes place and you have not been able to shoot around these logos. In the event that you must blur, be advised:
 - FORD AND GM BRANDS SHOULD **NOT** BE BLURRED.
 - The only exception to this rule is when we have an automotive advertiser integrating into an episode. In these cases, all OTHER automotive branding must be blurred, including any Ford and GM brands.

Ford and GM Badges are:



Productions companies with questions should contact:

Home: vendortraderequest@discovery.com

Food: FNvendortraderequest@discovery.com