

## **KSJC Community Radio Underwriting Guidelines**

Underwriting provides KSJC Community Radio with essential financial support for programming and operations. Through the use of underwriting credits, public broadcast stations identify and thank the individuals and organizations who make our station and its broadcasts possible. .

These guidelines are offered to help clarify the difference between commercials played on privately-owned stations and the underwriting credits used by public broadcasters. The intent is to provide listeners and potential underwriters with accurate information about what is considered acceptable and appropriate for the underwriting credits used in public broadcasting..

- Time length is usually less than 15 seconds.
- Usually read live by KSJC announcer staff.
- Factual information is provided about the underwriter, including location, product name and description of services.
- May contain a phone number or web site address.
- Event dates and locations can be given.
- A well-established slogan or corporate positioning statement can be used.
- Preamble of, "Local Underwriting is provided by" is included in the :15 credit.

What is NOT allowed on KSJC Community Radio:

- No comparative statements (e.g. the best, bigger, faster)
- No qualitative statements which involve subjective evaluation of quality (e.g. fine, great, rich, superb)
- No price information (including "free")
- No call to action statements which direct the audience: to call, visit, try, or compare
- No inducement to buy statements, which direct the audience to purchase the product (e.g. free trial period, 2 for 1).
- No first or second pronouns may be used such as "I", "me" or "you."

Our guidelines are designed to be simple to understand and easy to follow so that public radio can recognize financial contributors without becoming overly commercial. Let our staff help you in formulating an underwriting program that shows your support for KSJC Community Radio.