

KERA 90.1 GUIDELINES

The purpose of this document is to provide a comprehensive set of guidelines for underwriting credits airing on KERA 90.1. The intent is to provide the greatest amount of exposure and identification possible without compromising KERA 90.1's noncommercial character.

CREATIVE ELEMENTS OF THE CREDIT'S CONTENT

- Underwriters must be identified by name.
- The credit may include factually descriptive information about the underwriter's products, product line or services. The information may not be qualitatively or promotionally descriptive.
- The credit may include the underwriter's well-established corporate slogan.
- The credit may include brand or trade names that help identify the underwriter, but do not promote.
- The credit may include one phone number and/or a Web address, but no call to action may accompany it (i.e., Call... Visit... Go to...).
- # A KERA 90.1 announcer will voice all credits.
- # No call to action and no inducement to action allowed.
- # No superlatives or comparatives, such as bigger or best.
- # No comparisons with other products or business are permitted.
- # No reference to prices for products or services.
- # No endorsements/statements such as recommended by dentists.
- # KERA cannot accept underwriting for politicians, local or national parties, or any political issue.
- # KERA cannot accept wording which expresses the views of any person with respect to any matter of public importance or interest.

NOTES:

Underwriting on Public Radio Stations is regulated by the Federal Communications Commission (FCC) and is intended to fully and fairly disclose the true identity of all program funders.

KERA 90.1 retains the right to refuse any credit if it is in violation of station guidelines, FCC guidelines, or is inconsistent with the station environment and sound.

If KERA 90.1 listeners raise concern with any underwriting credits, the content will be immediately reviewed. The decision to continue airing the credit is at the discretion of station management and based on management's interpretation of underwriting guidelines and FCC policy.