

Underwriting Guidelines

Spot Format

Underwriting spots are designed to:

- Develop awareness for institutional or product names
- Build good-will and demonstrate good corporate citizenship
- Establish a favorable presence in the community

A typical on-air announcement is read by the announcer and might say: "Support for KLRU comes from The Zoo and You. Featuring stuffed animals and coloring books for kids of all ages. The Zoo and You, located at the pink gorilla on South Lamar and at Zoo and You dot com."

Underwriting spots are 15 or 10 seconds in length and may include:

- Your company's name
- Location and contact information, including Web site address
- Up to three or four product lines or services
- Company mascots, identifiable symbols and animated logos
- A recognized spokesperson's voice and instrumental music as background
- Your company's slogan or tagline, so long as it meets FCC guidelines
- Products in or out of their packaging, or consumers or employees instead of products

FCC Guidelines

According to FCC regulations, underwriting credits may not include:

- Calls to action ("Come in today and take a test drive")
- Superlative description or qualitative claim about the company, its products, or its services ("The best service in the industry" or "The most intelligent car ever built")
- Direct comparison with other companies, their products or services
- Price or value information ("7.7% interest rate available now" and "affordable," "discount," or "free")
- Inducements to buy, sell, rent, or lease ("Six months free service when you buy" or "lifetime guarantee")
- Endorsements ("recommended by 4 out of 5 doctors")
- Demonstrations of consumer satisfaction

Production

KLRU can create your underwriting spot. Please refer to the KLRU pricing sheet for costs. We strive to blend the creative concepts from an existing advertising campaign with the requirements of Public Broadcasting. KLRU staff will review all previously produced material for adherence to FCC guidelines so adaptations, if needed, can be made.

This document is intended to act as a starting point for the underwriting process and KLRU reserves the right to determine whether underwriting announcements meet our policies.