



KERA 90.1 & KXT 91.7 GUIDELINES

The purpose of this document is to provide a comprehensive set of guidelines for underwriting credits airing on KERA 90.1 & KXT 91.7. The intent is to provide the greatest amount of exposure and identification possible without compromising the noncommercial character of the stations.

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 station announcer will voice all credits.
- The following items are not acceptable in underwriting credits or announcements:
 - Calls to action and inducements to buy, sell, rent or lease.
 - Superlatives or comparatives, such as bigger or best.
 - Comparisons with other products or business.
 - Reference to prices for products or services.
 - Endorsements/statements, such as recommended by dentists.
 - Underwriting for politicians, local or national parties, or any political issue.
 - Wording which expresses the views of any person with respect to any matter of public importance or interest.
 - We constantly evaluate our guidelines for accepting spots for air. We cannot use our airwaves in a way that could be perceived as an endorsement of a particular religious viewpoint. This decision will apply to any other similar situations that may arise with other faith-based organizations. We can accept spots for secular events that benefit the community which take place in a facility owned by a religious group.

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.

The stations retain 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 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.

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