

KERA TV Guidelines

The purpose of this document is to provide a comprehensive set of sponsor guidelines for programs airing on KERA 13. The intent is to provide the greatest amount of exposure and identification possible to program sponsors without compromising KERA's noncommercial character.

CREATIVE ELEMENTS OF THE MESSAGE'S CONTENT

- Sponsors must be identified by name and may also be represented by their corporate animated logo.
- The message may include factually descriptive information about the sponsor's products, product line or services. The information may not be qualitatively or promotionally descriptive.
- The message may include in audio or visual a corporate positioning statement and the sponsor's well-established corporate slogan that is not promotional.
- One specific product and up to three generic product lines or services are permitted. Products may be shown in motion or in operation; however, motion is encouraged to be minimal and not gratuitous.
- Plausible, appropriate and value-neutral backgrounds may appear behind corporate logos.
- Company spokespersons may appear on camera or provide voice-overs for sponsor messages. Celebrity spokespersons may be used in audio only.
- Specific addresses (e.g., 3121 Harry Hines Boulevard) or locations (e.g., corner of Harwood and Harry Hines) may be used aurally or visually.
- Telephone numbers and/or web addresses may be used aurally or visually but no call to action may accompany (e.g., Call... Visit... Go to...).
- No solicitation of direct consumer response of any kind is permitted. (e.g., suggesting viewer action such as Visit our showroom at...)
- Music may be used in a message.
- No superlatives or comparatives, such as bigger or best.
- No comparisons with other products or businesses are permitted.
- No mention of prices for products or services.
- No endorsements/statements such as "recommended by dentists."
- We do not accept sponsorships for politicians, local or national parties, or any political issue.
- We do not accept 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 applies 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

Message copy is regulated by the Federal Communications Commission (FCC) and is intended to "fully and fairly disclose the true "identity" of all program funders.

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

If KERA viewers raise concern with any sponsor messages, the content will be immediately reviewed. The decision to continue airing the message is at the discretion of station management and based on management's interpretation of sponsor guidelines and FCC policy.