

GUIDELINES FOR WRITING YOUR LIVE READ ANNOUNCEMENT

Radio 89.5 FM (97.7 FM Calexico)

<http://www.kpbs.org/radio/>

Because KPBS Radio is a non-commercial broadcaster, we must adhere to certain standards for regulating the ways in which we recognize our underwriters. We may identify your business or product but we cannot “promote” it. In practice, this is actually easy to implement and keeps your company’s image consistent with the high level of quality KPBS listeners have come to expect.

Spot Lengths

KPBS 89.5 FM underwriting spots are 15 seconds long, excluding the (announcer-read) introduction.

Spot Format

The KPBS staff announcer introduces underwriting spots with “Support for KPBS comes from your membership and from ...” This introduction is not part of your 15 second spot. The same announcer then reads all underwriter-related information live. There is no additional “talent” fee for this service. Your company’s slogan or tagline can be used, so long as it meets FCC standards (we’ll review that with you). If preferred, the announcer can read an objective description of your product or service. Your account executive will assist you in writing acceptable and effective copy.

FCC Guidelines

According to FCC regulations, underwriting credits may not include:

- calls to action
- comparative or qualitative language
- testimonials
- inducements to buy
- pricing information

Nonprofit organizations that underwrite programs or productions have greater flexibility. Ask your KPBS account executive for details.

KPBS reserves the right to exercise its good faith judgment on whether or not to accept underwriting from any organization which has a political viewpoint or conducts activities that might be perceived as controversial. KPBS takes into consideration if and to what extent these activities could impact the station’s fundraising.

Sample Radio Copy

Support for KPBS comes from your membership, and from California Cuisine, encouraging you to "make Monday jealous" by celebrating Tuesday with a three course prix fixe (pree-fix) meal in their gallery dining room or garden patio. California Cuisine has been serving guests in Hillcrest for over 20 years. Information is at California Cuisine dot com.

"Support for KPBS comes from your membership, and from Prego Ristorante a Tuscan-style villa in Hazard Center featuring Italian cuisine with handmade pastas and breads baked daily. You can smell and feel the culture of the Amalfi coast. Open daily for lunch or dinner. Information and reservations for your special events is at 619/294-4700

"Support for KPBS comes from your membership, and from Qualcomm, developing wireless innovations that bridge the digital divide. Communications technology opens the door to opportunity. The company's web site is Qualcomm.com."