

KUNM Underwriting Policy Rev. March 1997

1.0 Definition of Underwriting

1.1 Underwriting is money, goods or services provided by businesses and not for profit organizations in support of KUNM programming. According to FCC rules, all such donations must be acknowledged on the air. Separate FCC rules apply to for profit and not for profit businesses.

2.0 Purpose of Underwriting

KUNM solicits and accepts underwriting for the following reasons:

2.1 To provide opportunities for sponsors to showcase their support of KUNM and KUNM programs

2.2 To raise operating funds from the community

2.3 To develop, strengthen and enhance KUNM's image and relationships with the community

3.0 Underwriting Procedures

3.1 Full compliance with FCC rules on underwriting and non-profit paid announcements (NPAs) is the standard at KUNM. For clarification on the particulars of mandatory compliance, refer to the most recent *NFCB Guide to Underwriting for Public Radio*.

3.2 Any violation of these procedures will result in disciplinary action as outlined in the most recent *KUNM Volunteer and Staff Policies and Procedures*.

3.3 Standards for the production, length and frequency of Underwriting Announcements and NPAs (non-profit paid announcements) may be established to insure the continued uniqueness and noncommercial sound of KUNM.

3.4 The Development Director under the supervision of the General Manager is responsible for underwriting and NPAs at KUNM and has responsibility for managing underwriting and NPAs within policy.

4.0 Types of Announcements

4.1 In accordance with FCC rules, entities contributing money, goods or services to KUNM must be identified on air by means of Underwriting Announcements or NPAs.

5.0 Standards for For Profit Underwriting Announcements

5.1 Underwriting announcements on local programs are scheduled twice per hour, usually on the hour and half hour. Special scheduling is required for satellite programs.

5.2 Each underwriting announcement will include no more than two sponsors.

5.3 Two sponsor announcements will not include competing sponsors (e.g. two different bookstores).

5.4 Maximum length for a two sponsor underwriting announcement is 29 seconds. Single sponsor announcements should be kept to 15 to 20 seconds.

5.5 All underwriting copy must comply with FCC rules.

5.6 Underwriting copy may include name, location (including address and phone number), brand/trade names of products/services, brief value neutral description of products/services, slogans and length of time in business.

5.7 Underwriting copy may not include superlative, qualitative or comparative language; a call to action; price or value information; inducements to buy, sell, rent or lease; or endorsements.

5.8 The Development Director must approve all underwriting copy. KUNM standards that are stricter than FCC rules shall be incorporated as amendments to this policy.

5.9 Underwriting announcements will be produced by KUNM using KUNM voice talent with value neutral inflection.

6.0 Standards for Non Profit Paid Announcements (NPA)

6.1 In keeping with FCC rules, KUNM may air promotional spots for non-profit organizations in exchange for money, goods or services.

6.2 NPAs are scheduled once per hour.

6.3 NPAs are 30 seconds in length.

6.4 An NPA will be scheduled no more than five times per day.

6.5 Underwriting language restrictions do not apply to NPAs.

6.6 NPA copy will be tagged with the line, "This message sponsored by (XYZ), a tax exempt organization."

6.7 The Development Director must approve all NPA copy.

6.8 NPAs will be produced by KUNM, using KUNM voice talent.

6.9 NPAs may be recorded with music.

6.10 The Development Director must approve all NPA copy. The FCC permits the broadcast of promotional messages for non-profit organizations and does not regulate the length or language of NPAs. KUNM may establish standards for NPAs and incorporate them in this policy.

7.0 Review

7.1 These policies shall be provided to any prospective underwriter who receives an adverse response to an underwriting proposal. The Radio Board expects a timely report from KUNM management whenever an adverse response to an underwriter is made. The review process shall result when underwriting meets FCC rules but receives an adverse response from KUNM management.

7.2 A joint committee composed of two members of the Radio Board (appointed by the Board Chair), two members of the Operations Staff, and two members of the Volunteer staff will meet to consider information regarding an adverse response. All consideration by this committee will be confined to the application of the policies as defined above. The recommendation of the committee will be forwarded to the Radio Board for review.

8.0 Staff and Volunteer Considerations

8.1 In order to provide tangible rewards to volunteers and employees of KUNM for their good efforts, the Development Department shall routinely request and seek passes to performances and/or other available benefits to be distributed to volunteers and staff in an open and equitable manner.

Approved by the General Meeting on August 30, 1995. Approved by the Radio Board on March 19, 1997.