

KPTZ/FCC Underwriting Regulations & Policies

Due to FCC regulations of non-commercial airwaves there are several rules we must abide by in any underwriting announcement. The following is a brief overview of what can and cannot be used:

Legal or trade name must be stated to identify the underwriter

Any or all of the following may be used in acknowledgment copy:

- Telephone number, web site and location of business or area served
- Days of operation
- A listing of up to three products or services
- Product origin ("French wine")
- Intended use of product, ("childrens clothing")
- Product content, ("wool suits")
- Form of delivery, or method of preparation, ("Delivered by rickshaw" or "cooked with bottled water")

None of the following may be used in acknowledgment copy

- Qualitative language, (wonderful; homemade)
- Comparative language, (better; most)
- "Calls to action," (call today, come by)
- Describing location of business using another business as a reference, (...located next door to...)
- Operating hours
- First person statements, (I; you)
- Second person statements, (you)

Corporate non-promotional slogans may be used in underwriting acknowledgments if they are in well established use by the business and the wording stays within the spirit of these guidelines and the FCC regulations.

Underwriters may state support for the arts in general terms, but may only name KPTZ specifically, (the arts and KPTZ).

All underwriting copy, including corporate slogans, is subject to the approval of the General Manager of KPTZFM.

Underwriting at KPTZ does not in any way imply that sponsors may influence program content or programming decisions.

The underwriting announcer must not be affiliated with the underwriter.