

## KPTZ/FCC Underwriting – Regulations & Policies

Due to FCC regulation 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 address of business or area served
  - Days of operation
  - A listing of up to three products or services
  - Product origin (for example: “French wine”)
  - Intended use of product (for example: “children’s clothing”)
  - Product content (for example: “wool suits”)
  - Form of delivery, or method of preparation (for example: “Delivered by rickshaw” or “flash frozen”)
- **None** of the following may be used in acknowledgment copy:
  - Qualitative language (for example: “wonderful; award-winning”)
  - Comparative language (for example: “better; most”)
  - “Calls to action” (for example: “call today, come by”)
  - Describing location of business using another business as a reference (for example: “located next door to...”)
- 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 name only KPTZ specifically (for example: “the arts and KPTZ”).
- All underwriting copy, including corporate slogans, is subject to the approval of the General Manager of KPTZ FM.
- 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.