



# Underwriting Guidelines

**KLCC reaches your audience with brevity, clarity and impact in a style unique to public radio.**

Underwriting announcements are **15-seconds long**. They identify a business or organization and briefly describe their primary goods or services. The Federal Communications Commission (FCC) has established guidelines for clean, elegant announcements that clearly differentiate public broadcasting from commercial advertising.

Crafting an FCC-approved announcement is comprised of three basic components.

- Opening:* Support for KLCC comes from (business or organization’s name)
- Middle:* A value-neutral description of the underwriter’s primary products, services, or events.
- Close:* Contact information such as website, location or phone number.

**Underwriting announcements are regulated by the FCC and must conform to specific guidelines.**

### Allowed

- Value-neutral descriptions of products and services
- Brand names of products
- Product or service listings that aid in identifying the business by address or website

### Prohibited

- Comparisons & endorsements
- Quantitative statements
- Expression of views
- Superlative descriptions
- Price or value information
- Calls to action

**Underwriting copy will be mutually approved by the client and KLCC within Federal Communications Commission regulations and station policy. KLCC reserves the right to final approval of all copy.**

### Examples

- Support for KLCC comes from Jerry’s Home Improvement Center, featuring products and advice for home improvement projects. Jerry’s is located in Eugene at Beltline and Highway 99, and in Springfield on Olympic Street.
- Support for KLCC comes from The Eugene Symphony. Opening night features Strauss’s Blue Danube Waltz and Brahms’s Piano Concerto #2 Thursday, September 18th at the Hult Center. Tickets at Eugene Symphony dot org.
- Support for KLCC comes from G. Christianson Construction; a full service design builder crafting custom remodels, additions and new homes in the Corvallis area for 28 years. Online at G Christianson Construction dot com.