



## Arkansas Public Media Underwriting Policy

Arkansas Public Media is a non-partisan statewide journalism collaboration. To maintain the integrity of its partners' noncommercial educational licenses and the trust of its listeners, viewers, donors and community, Arkansas Public Media programming must conform with all applicable laws, including rules issued by the Federal Communications Commission ("FCC"), and in a manner that reinforces the trust that the public places in Arkansas Public Media and its broadcast partners.

Arkansas Public Media maintains editorial independence in the creation of all content. Decisions of editorial and reporting staff will remain independent from the undue influence of any internal or external source. Editorial and journalistic functions operate freely from any undue influence from business, marketing, or funding functions within Arkansas Public Media. At all times, Arkansas Public Media strives for transparency regarding its programming and funding decisions.

Arkansas Public Media's journalists are guided by the NPR ethics handbook found at [ethics.npr.org](http://ethics.npr.org).

### About Underwriting

An underwriting spot is an acknowledgement of support in exchange for funding of a public/non-commercial broadcast outlet.

Donors who contribute funding can include businesses, non-profit organizations and individuals. The statements in underwriting must be factual descriptions of the underwriter's services and may contain

- The name of the underwriter and/or the underwriter's product or service
- An objective description of a product such as origin, intended use, etc.
- A bona fide corporate slogan if it does not promote the underwriter
- The location of the underwriter and/or length of time in business
- A telephone number and/or web address if no call to action is implied

### Underwriting Restrictions

Underwriting on public radio stations is governed by rules set by the Federal Communications Commission (FCC). The FCC requires that all underwriters be identified on air. Underwriting announcements are statements of support, not promotion. Underwriting announcements may **not** include

- Qualitative language (e.g. "great," "delicious," "best")
- Pricing information or inducement to buy (including special gifts or bonuses)
- Calls to action (e.g. "stop by," "call us at," "visit our website").