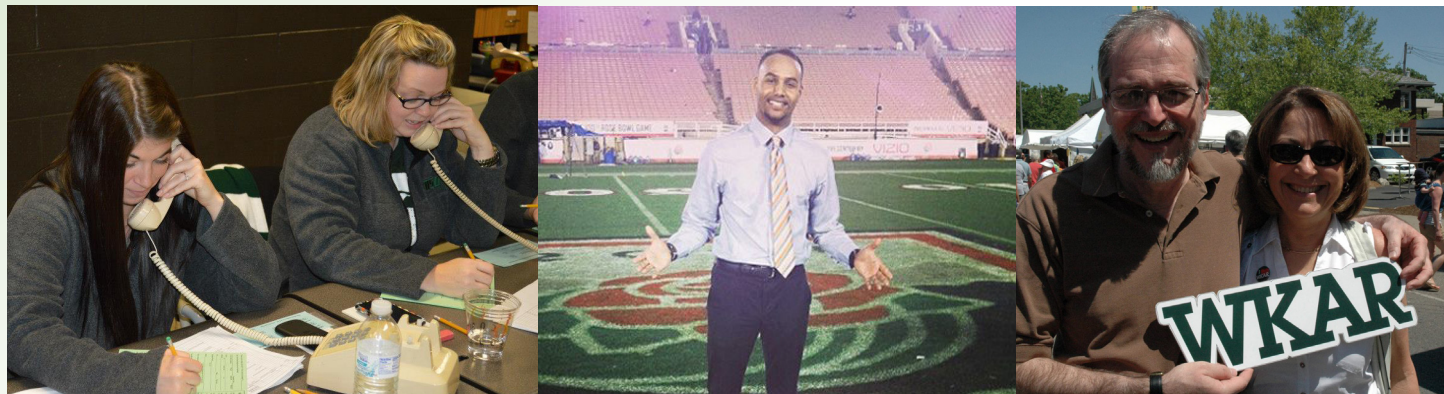


WKAR's Underwriting Guidelines

- Underwriting spots on Radio are approximately 40 words and 15 seconds
- Underwriting spots on TV are approximately 45-50 words and 20 seconds
- All underwriting spots regardless of company must include a message of support from the company paying for the spot i.e. "WKAR is supported by <company name>".
- WKAR reserves the right to determine that an underwriter or the content of a proposed announcement are inconsistent with the station's mission or would undermine community support for the station. In these cases, sponsorship may be declined.
- WKAR does not accept underwriting from the following business types; Political candidates and/or organizations, Lotteries and Casinos identifying or describing gambling activities, Tobacco & Alcoholic Beverages is permitted if they do not reference products, and/or companies whose messages advocate a position with respect to controversial issue.



Sample WKAR Underwriting Spots

WKAR is supported by the Owosso Community Players, celebrating the grand reopening of the Lebowsky Center on Friday, May 9 at six thirty pm featuring the Broadway's Shrek the Musical. Performances run through May 18. More information at owosso players dot com.

WKAR is supported by Douglas J with 2 Lansing area salon locations: The Okemos Salon and Spa and the East Lansing Salon inside the East Lansing Marriott. Now offering gift cards for Mother's Day Douglas J dot com

WKAR is supported by Lansing Community College Foundation. Believing no one should be denied a college education because of a lack of financial resources. An educated community leads to a strong economy and talented workforce. LCC dot EDU slash Foundation

Underwriting FCC Credit Guidelines

General Guidelines:

- Radio spots are a maximum of 15 seconds and are either read live or pre-recorded by WKAR staff. They may not contain music beds or sound effects. Cultural Service Announcement (CSA) spots are the exception and may extend to 30 seconds in length.
- TV spots are a maximum of 20 seconds. WKAR can produce TV spots free-of-charge in most instances utilizing logos, images and/or video provided by the underwriter.
- A business, service or event must be described in value neutral terms which avoid comparative or qualitative claims, superlative descriptions or promotional language. Examples include: "expert", "finest", "leader", "best", "greatest", "most reliable", etc.
- The credit may not contain calls-to-action or solicitation of direct consumer response. Examples include: "call today", "stop in", "give it a try"
- Price or value information is not allowed.
- Wording that speaks direct to the consumer is not allowed. Examples include: "you", "I", "we", "me", and "our"
- The physical location of a business (city, area, town, or cross streets) and phone number or web site addresses may be included.
- Established corporate identifiers or corporate positioning statements may be allowable.
- Slogans coined for specific marketing campaigns are not allowed.

FCC Determinations:

Acknowledgments may be made for identification purposes only and should not promote the contributor's products, services, or company. For example, logos or logograms used by corporations or businesses are permitted so long as they do not contain comparative or qualitative descriptions of the donor's products or services.

Company slogans which contain general product line descriptions are acceptable if not designed to be promotional in nature. Visual depictions of specific products are permissible. The inclusion of a telephone number or web address in an acknowledgment is within these general guidelines and, is therefore permissible.

Several examples of announcements that would clearly violate the rule may be helpful:

- **Announcements containing price information are not permissible.** This would include any announcement of interest rate information or other indication of savings or value associated with the product. An example of such an announcement is:
"7.7% interest rate available now."
- **Announcements containing a call to action are not permissible.** Examples of such announcements are:
"Stop by our showroom to see a model";
"Try product X next time you buy oil."
- **Announcements containing an inducement to buy, sell, rent, or lease are not permissible.** Examples of such announcements are:
"Six months' free service";
"A bonus available this week";
"Special gift for the first 50 visitors."

The FCC relies on the good faith determinations of public broadcasters in interpreting its non-commercialization guidelines. WKAR reserves the right to refuse any company that does not meet above written guidelines,

*Section 399B of the Federal Communications Act of 1934 and Sections 73.503(d) and 73.503(e), FCC 2d 255 (1994).