



Underwriting Guidelines

KQUA reaches your community with clear, concise, and informative messages geared to meet public radio guidelines.

Underwriting announcements are about 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.

Beginning: Support for KQUA comes from (business or organization's name)

Middle: A value-neutral description of the underwriter's primary products, services, or events.

End: 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 KQUA within Federal Communications Commission regulations and station policy. KQUA reserves the right to final approval of all copy.

Examples:

- Support for KQUA comes from Medicine Flower, featuring flavors, natural remedies, aroma therapy supplies and rocks and minerals from around the world. More information at genuineessentialoils.com
- Support for KQUA comes from Harvest Store of Winston. Specializing in fermentation, bee keeping and soap making supplies. More information at harveststore.biz
- Support for KQUA comes from Oregon Tree Works; tailoring a wide range of pruning and removal services for central Douglas County. More information at 541-600-0157