

KAUAI COMMUNITY RADIO * KKCR-FM

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KKCR'S UNDERWRITING PROGRAM: a unique and powerful opportunity to reach an audience that spans all shores of Kauai and the North shore of Oahu, as well as an international audience at www.kkcr.org.

Though KKCR is a non-commercial station, the FCC does allow for businesses to be recognized for their tax-deductible donations. The FCC has developed guidelines to be used in formulating and airing these thank you mentions. Below are some basic parameters for underwriting messages.

UNDERWRITING GUIDELINES

Messages should stick to factual information and may not exceed 30 words. Underwriting mentions are aired at the top of the hour and no more than three underwriters are mentioned per hour.

MESSAGES ABOUT YOUR BUSINESS MAY INCLUDE:

- ❖ Name, location, telephone number and/or website of your business
- ❖ **Value-neutral** descriptions of your products or services
- ❖ Your brand or trade names
- ❖ Historical information, such as length of time in business

An example of an acceptable underwriting message is as follows:
Kauai Camping Company, offering camping gear and maps in Old Koloa Town since 1973. Open seven days a week. Kauai Camping Company. 555-0000.

MESSAGES MAY NOT INCLUDE:

- ❖ Comparative or superlative language (no "largest," "best," etc.)
- ❖ Mention of price- no interest rates, discounts, sales or savings
- ❖ Promotions or calls to action ("call," "come by," "be sure to," etc.)
- ❖ Excessive use of a business name (no more than twice per message)

An example of unacceptable underwriting message is as follows:
Kauai Camping Company, offering the best selection and lowest prices on the island. Kauai Camping Company for all of your camping needs. Kauai Camping Company, call 555-0000 or visit our website at www.kauaicampingcompany.com.

KKCR's underwriting coordinator is happy to assist you with your underwriting message. You may call 826-7774 or email kkcr@kkcr.org.

