

# On-Air Sponsorship Messages May Include:

**A. Be a maximum total length of 15 seconds and in no case longer than 40 total words.**

*"Programming is supported by XYZ Investments, dedicated to helping investors build and manage wealth for over 25 Years. More information available online at e strong dot com." (27 words, approximately 10 seconds)*

**A1. Under certain conditions, and on a case-by case basis, nonprofit organizations MAY be allowed to air announcements up to 30 seconds in length, but in no case longer than 80 total words.**

*"Support for KPCC comes from the Orange County Museum of Art. Offering a fresh look at masterpieces by pioneering artists such as Georgia O'Keeffe, Stuart Davis, and Marsden Hartley, with the presentation of 'Villa America: American Moderns, nineteen hundred to nineteen fifty.' You can see the Lost Generation, Jazz Age, and Great Depression, through these works by over forty of America's foremost artists from the first half of the twentieth century. On view now. Information at o-c-m-a dot net." (79 words, approximately 30 seconds.)*

**B. Established slogans or logograms, that identify the underwriter, but are not overtly promotional, and which do not refer to a specific product or service.**

*Acceptable: "...Imation, we're thinking what you're thinking"*

*Not acceptable: "...best pies in America."*

**C. General locations of manufacturing, retail, corporate, or sales offices can be mentioned. Street addresses are not allowed.**

*"...supported by Distant Lands in Old Pasadena, a Traveler's Bookstore and Outfitter since 1989. Located on South Raymond Avenue, 1 block south of Colorado Boulevard."*

*"...Starbucks, at more than twenty locations in and around Los Angeles"*

**D. Factual, value-neutral descriptions of a sponsor or its products or services.**

*"...[name of company], delivering real spring water to homes and offices for more than 100 years."*

*"...[name of company], creators of hair, skin and environmental products made from flowers and plant essences."*

**E. Internet addresses (World Wide Web URL's), and dates for specific events, performances or appearances, providing the announcements adhere to the following:**

1. Online addresses, generally must stand alone at the end of the credit with no call to action. Generally we do not air "www" prefixes in URL's.

2. Sponsorship credits must remain informational only and adhere to the word-count maximum.

*"...WESCOM Credit Union. WESCOM, offering complete financial services to people in*

*Southern California. You can join online at W-E-S-C-O-M DOT ORG. 'Better Banking for Southern California.'"*

**F. Include one additional mention of the underwriter after the lead in.**

This additional mention may be the company or product name OR a web address (...online at acmedesign.com.)

*"...Online at Antioch-l-a-dot-edu.'*

# On-Air Sponsorship Messages May Include:

**G. Contain personal and third person pronouns, including but not limited to 'you,' 'your,' 'we,' and 'I' and their derivatives.**

Use of these words, at the discretion of SCPR/KPCC personnel, may be excluded, if by their use, the announcement becomes promotional, would tend to invite business patronage, would cause the credit to violate any of the other legal restrictions of underwriting, or would tend to make unclear the relationship between SCPR/KPCC and the underwriter to a reasonable listener.

**H. In addition to the above, underwriters will be allowed a maximum of 3 announcements in any given hour of programming.**

Variation from this, because of special programming or other circumstances will need prior management approval.

# On-Air Sponsorship Messages May Not Include:

**A. Any language that is promotional in nature.**

*"...is supported by [Restaurant]...Mexican food, drink and fun!...re-opening May 11th in [city],...the restaurant capital of the world!"*

**B. Language that is qualitative or comparative, or statements based directly or indirectly on someone's opinion.**

*"Floral, the best (comparative) flowers in the Los Angeles area"*

**C. Language that could be perceived as an SCPR/KPCC advocacy position**

*"Programming on KPCC is supported by CARA Collision & Glass - where painless dent removal is now an option. At CARA we say, "We'll take CARA you."*

Should be changed for airing to:

*"Programming on KPCC is supported by CARA Collision & Glass - where painless dent removal is now an option. At CARA they say, "We'll take CARA you."*

**D. A call to action to consume a product or service, or inducement to buy, sell, rent, or lease.**

*"...Call now for tickets!"; or" ...Don't miss it!"; or" ...Guaranteed!"*

**E. Pricing information or indication of associated savings or value.**

*"...Furniture Store, celebrating its 10th Anniversary with a store-wide sale (indication of savings) this Friday through Sunday"*

*...Law Office, offering a free initial consultation." (pricing information)*

*"...guaranteed or your money back!" (indication of value and an inducement to buy)*

*"...offering low interest loans" (indication of value/cost and an inducement to buy)*

**F. Any form of misrepresentation.**

It is not the function of KPCC's underwriting or editorial staff to rule upon the full accuracy of all statements presented as fact in underwriting messages. However, upon review of wording, statements containing seemingly obvious errors or omissions will be brought to the attention of the underwriter or its agent, and will need to be documented or modified before the announcement can air.

# Controversial Issues and Entities

Controversial issues and entities will be taken on a case-by-case basis, again, applying good faith judgment and “reasonable listener” thinking. Where a large volume online bookstore may be controversial to retail booksellers, or a meat market may be controversial to vegans, we seek a higher standard of diversity and tolerance. Where issues may be perceived as controversial to the “reasonable listener,” or where the juxtaposition of entities may link them provocatively with controversial issues, our good faith judgment requires avoidance of such funders and situations. Language of any underwriting announcement must not imply advocacy of a position on controversial issues.

Specific positions have been taken on accepting funding from alcoholic beverage companies, tobacco companies, and political candidates:

1. SCPR/KPCC will accept sponsorship from makers and distributors of alcoholic beverages, including wine, beer and distilled spirits. Credit language must be restrained in tone, and should not involve product descriptions, other than that necessary to identify the sponsor’s line of business. In addition, without expressing a specific limitation on the number of such credits, sponsorship of public radio by this sector of the economy should remain a small minority of credits and limitations on credit numbers may be imposed if frequency of credits during any program or season becomes notably high.

2. Because of the sensitivity to tobacco products, SCPR/KPCC will not accept sponsorship from any company for whom the manufacture or sale of tobacco products is the sole activity (e.g., The Lorillard Company), or whose company name is directly associated with a tobacco product or contains a reference to tobacco (e.g., Philip Morris – which used to be a tobacco product brand). SCPR/KPCC may accept sponsorship from a company related to such company, so long as the referenced name of the company is not directly associated with a tobacco product (e.g., Kraft Foods – which is a division of Philip Morris).

3. SCPR/KPCC will not accept sponsorship from candidates for political office, campaign committees, or from organizations whose names by themselves might raise a political, controversial, or divisive issue. An individual is considered to be a candidate for public office when that individual forms a campaign committee and/or begins campaign fundraising. Candidates for county, local, and school district elections, while not exempt from this policy, may be more difficult to detect. SCPR/KPCC will discourage the use of day sponsorships for recognition (i.e., congratulations, thanks, etc) of individuals who may be candidates for office. In the 6 months prior to general elections and statewide primaries, we will give particular scrutiny to new message requests to avoid any underwriting and/or day sponsorships which may be perceived as political endorsements. Preexisting underwriting and day sponsor relationships and messages will be honored unless otherwise not conforming to policies.