



GUIDELINES FOR UNDERWRITING AND SPONSORSHIP ON KLBP 99.1

Underwriting on noncommercial radio stations such as KLBP 99.1 is regulated by the Federal Communications Commission (FCC). The FCC has specific guidelines for non-commercial radio stations. Non-commercial radio programming can be underwritten or sponsored by local businesses and/or individuals through financial support. In return for this support KLBP 99.1 broadcasts underwriter/sponsor spots on the station.

KLBP 99.1 aims to provide the greatest amount of exposure and identification to program underwriters/sponsors without compromising the non-commercial license of KLBP. Underwriting/sponsorship on-air spots are intended to thank and identify sponsors. KLBP will offer the greatest amount of identification possible without compromising the ethics, integrity and reputation of KLBP 99.1's noncommercial, unique character or the ethics, integrity, reputation and character.

KLBP 99.1 will approve all underwriting copy prior to air by station staff management.

KLBP 99.1 reserves the right to edit enhanced underwriting announcements in order to meet FCC standards. KLBP 99.1 reserves the right to review and approve all messages and sponsorship material.

KLBP 99.1 retains the right to decline any sponsorship if it violates station guidelines and /or FCC guidelines, or is not consistent with the station environment, sound, unique character and relationship to the community.

KLBP 99.1 reserves the right to remove previously approved material if the station later determines that the material is not consistent with or does not comply with guidelines and legal regulations. The decision to continue underwriting credit is at the discretion of station management and is based on such management's interpretation of underwriting guidelines and FCC policy.

ELEMENTS OF THE UNDERWRITING CREDIT CONTENT

Underwriter/sponsor message should:

- Contain wording to support KLBP 99.1
- Make an association between the sponsor and the program or station
- Identify underwriter/sponsor by name
- Contain value neutral descriptions of business

Underwriter/sponsor messages may:

- Factually yet simply identify sponsor's products or services within the FCC guidelines
- May include the underwriter's well-established corporate slogan at the discretion of KLBP. This would be a corporate positioning statement and the underwriter's/sponsor's well established corporate slogan as long as it is not promotional in nature.
- Mention address, telephone and web address in the audio.

Underwriter/sponsor messages can NOT:

- Use calls to action which direct the listener to call, go, visit, try, compare etc.
- Use superlatives or comparatives, such as bigger, best, greatest, etc.
- Compare products or businesses
- Include information that is qualitatively or promotionally descriptive.
- Make reference to prices for products or services, offer price, discount or financing information, including "free"
- Make endorsements or statements (recommended by doctors, dentists....)
- Engage in underwriting for politicians, local or national parties, or ANY political issue; no wording which expresses personal views of any person or any matter of public importance or interest*
- Exceed 20 seconds

KLBP 99.1 does not accept underwriting/sponsorships from:

- Political and public issues advertising*
- Tobacco, weapons, alcohol, illicit drugs of any kind
- Pornography/ adult content or themes
- Gambling
- Discriminatory or violent messages
- Material that violates laws, rules or regulations
- Messages containing deceptive, fraudulent, misleading or false information
- Material promoting pyramid or multi-level marketing organizations
- Material that advertises products directly to children
- "M" rated video games or "R" rated movies
- Material contradictory to Long Beach Public Media's mission.

* Long Beach Public Media is the licensee of the non-commercial Station KLBP-LPFM (99.1 FM). It is the station's policy not to grant any requests for broadcast time by or on behalf of candidates for federal, state, or local public office. In other words, the station does not sell time to political candidates, does not accept underwriting donations by or on behalf of candidates, and does not provide any free time for use by or on behalf of candidates.

Additional information about underwriting guidelines for non-commercial media can be found by visiting FCC.gov.