Underwriting Guidelines

KNAU reaches your audience with clarity and impact in a style unique to public radio.

Underwriting announcements are **20-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, clear announcements which clearly differentiate public radio underwriting from commercial advertising.

Crafting an FCC-approved announcement is comprised of three basic components.

Opening: Funding for KNAU comes from (business or organization's name).

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

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

Examples

- Funding for KNAU comes from Lowell Observatory, welcoming listeners to the annual "I Heart Pluto" festival.... February thirteenth through seventeenth. Special events at Lowell, with guests Adam Nimoy and Doctor Alan Stern. Downtown Pluto pub crawl, and a "Night of Discovery" at the Orpheum. I Heart Pluto dot org.
- Funding for KNAU comes from Solari Crisis and Human Services, providing statewide, confidential support to anyone facing a crisis. Users opt-in by texting the word HOPE to 4-HOPE, 4-4-6-7-3. Assistance 24/7 with additional services at Solari dash Inc dot org.
- Funding for KNAU comes from the Raven Café in downtown Prescott, a casual restaurant and entertainment venue. The Raven Café cooks with organic and locally sourced ingredients and has a selection of craft beers, wines, and meads. Raven Cafe dot com.

PO Box 5764 Flagstaff, AZ 86011 Website | www.knau.org

T | 928.523.5628 or 800.523.5628

NEWS & TALK: **91.7** | FLAGSTAFF **103.3** | VERDE VALLEY **90.3** | GRAND CANYON **102.7** | PAGE **89.3** | PRESCOTT

CLASSICAL MUSIC & NEWS: **88.7** | FLAGSTAFF & SEDONA **102.5** | VERDE VALLEY **89.3** | KINGMAN **93.5** | PAYSON **106.1** | PRESCOTT **90.7** | WHITE MOUNTAINS **105.3** | VERNON/CONCHO

A public service of Northern Arizona University