KDNK UNDERWRITING POLICY



Underwriting Director
Tracy Strode
tracy@kdnk.org
970-510-3251

These policies are designed to uphold the non-commercial essence of KDNK Community Radio. Our audience cherishes this attribute as a defining element that sets public radio apart in terms of both its sound and content.

It is imperative for KDNK to sustain underwriting verbiage that is non-promotional, concise, and intellectually enriching, ensuring active listener participation, while maintaining alignment with FCC regulations.

To ensure the uniformity of our audio presentation, all messages are either read LIVE on-air by our volunteer DJs and News staff, or prerecorded by a member of KDNK staff

Updated 3/25/2024

Underwriting Messages ARE permitted to:

- Name a business or organization
- List value-neutral descriptions of services, products or product lines (maximum of three per message)
- Describe a non-profit or corporate mission, so long as it is not biased
- Inform the public of events sponsored by, or thrown by, the organization
- Include a corporate slogan, so long as it is not blatantly promotional
- Include a web address (preferred), phone number or street address for your business
- Inform listeners of the age of the business or organization (or year founded)
- Include one additional nonprofit sponsor for an event (only valid for nonprofit underwriters)
- Include times, dates, and locations of events

Underwriting Messages are NOT permitted to include:

- Qualitative language, even if factual (Award-Winning, Best-Selling, Board-Certified, etc)
- Comparative language (Most Trusted, Best, Cheapest, Friendliest Staff, Largest Variety, etc)
- A call to action (Visit Today, Stop By, Hurry Down, Call Now, Don't Wait, etc)
- An inducement to buy, sell, rent, or lease (Bonus Available This Week Only, Special Gift For First 20 Customers, etc)
- Any references to price or value (Including Free or Complimentary)
- Second-person or team language (You, Your, Yours, Our, Ours)

Duration and Form of Announcement:

- Underwriting announcements may not exceed 50-60 words or 30 seconds
- Specific products or services listed will be no more than three (3)

DJ Responsibilities for Live Reads of Underwriting Messages:

- DJs will read underwriting live on air verbatim as written by Underwriting Director, without any further mention of the underwriter before or after message
- DJs will not embellish the message or talk about the underwriting organization.
- Only the assigned DJ for that time slot will read the underwriting announcements. Guests are not permitted to read underwriting messages
- If the DJ reading underwriting is the owner or employee of the business, they are to be extremely diligent about not mentioning their business in any other manner than reading the underwriting message during their show, as well as not mentioning that they are affiliated with the business
- DJs are allowed to include music beds underneath their voice when reading underwriting

Political Announcements:

- KDNK will not permit underwriting from political groups or messages endorsing political parties, ballot measures, or candidates. This policy applies to all underwriters, be they for-profit or non-profit, aiming to convey political views within underwriting.

Advocacy Groups:

- Underwriting from organizations whose primary focus involves influencing public matters, either through outreach or legislative impact, is allowed under suitable circumstances and conditions
- Evaluation of underwriting by these groups will be conducted case by case, applying a reasonable listener standard

Alcohol and Marijuana:

- Underwriting by makers and distributors of alcoholic beverages, and marijuana dispensaries is permitted
- KDNK reserves the right to run these messages at appropriate times of day when minors are least likely to be tuned in

Government:

- Underwriting by government entities is allowed. We welcome underwriting from government agencies or government-funded organizations involved in commerce, tourism, conservation, or public education

Religiously Affiliated Organizations:

- Underwriting by religiously affiliated groups to promote specific events is acceptable. However, messages will not be permitted to promote any religious or anti-religious viewpoints

Competitive Media:

- Underwriting is open to both commercial and non-commercial media organizations

Lotteries and Casinos:

- Underwriting by lotteries, casinos, or gambling agencies is acceptable, but may only pertain to specific events such as concerts, dinners, etc, and not to actual gambling or gaming content
- KDNK reserves the right to run these messages at appropriate times of day when minors are least likely to be tuned in

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Editorial Control:

- KDNK maintains full editorial control over underwriting announcement content and may edit it to adhere to station and FCC guidelines
- Programming schedules may be preempted by KDNK, with the station having the discretion to make up any missed underwriting messages

Timeliness of Announcements:

- Copy must be submitted and approved prior to first air date. Date-specific messages are permitted. KDNK will edit any time-specific messaging as needed to maintain relevance
- KDNK will not run underwriting begin running spots until start date, frequency, duration, and message text are approved by underwriter

Trade Accounts:

- KDNK has the discretion to schedule announcements from trade agreements at various times within the program schedule. While specific time slots aren't guaranteed, we are committed to making every effort to accommodate our customers

Payment:

- Payment is due prior to airing of announcements unless noted otherwise. KDNK reserves the right to discontinue any accounts that are delinquent more than 30 days. Certain exceptions will be made when a clear line of communication is in place with both parties

Identifying Businesses:

- Website URLs are encouraged as the primary source for information. URLs should be as simple as possible
- Address is permitted, including approximate locations in relationship to landmarks or other businesses
- Phone numbers are permitted only if no website exists
- Facebook, Instagram, and other social media URLs are discouraged, and only permitted if no website or phone number exist for the organization

Non-Profits and For Profits:

- While the FCC allows non-profits to use promotional language in certain cases, KDNK's underwriting policy extends to both non-profit and for-profit entities

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