



# Guidelines and Copy Samples

## KGGN OnAir Copy Guidelines

KGGN 102.5 The Vine is a noncommercial radio station. We adhere to a strict set of guidelines imposed on noncommercial radio stations by the Federal Communications Commission (FCC). To help maintain the overall noncommercial appearance of a funding message, the copy should identify, but not promote the funder. KGGN management reserves the right of approval of all underwriting announcements.

Specifically, underwriting announcements may NOT contain:

- Call to action (e.g., “bring your car to us,” “call 974-6167 for more information” or “visit us on the Web at...”).
- Superlative descriptions, qualitative claims, or subjective statements about the company, its products, or its services (e.g., “the best car ever built,” “leading,” “leader,” “leadership,” “a great partnership,” “whimsical”).
- Direct or insinuated comparisons with other companies or with other company's products or services (e.g., “when Cadillac just isn’t good enough,” “we’re better than the rest,” “awardwinning” or “AAA Certified”).
- Price or value information (e.g., “only \$160 down,” “tickets are \$10” or “admission is free”).
- Inducements to buy, sell, rent, or lease (e.g., “six months free, when you sign up today” or “on sale now”).
- Endorsements (e.g., “recommended by four out of five customers” or “used by professional golfers”).

In addition, underwriting announcements:

- Must state the phrase “underwriter is A Vine Brance Partner.” This statement conveys that the underwriter is a supporter of the ministry of KGGN, and not an advertiser.

- Beyond the introductory phrase, an underwriting announcement may identify the organization through:
  - Neutral description of products, services, or capabilities.
  - Recognized corporate “official slogan” that identifies the company (see guidelines for official slogans).
  - Address of business location(s), and/or a website address and/or a phone number.
  - Organizational mission.
  - Length of time the organization has been in business.
- Must be in the third person. Secondperson references may be included ONLY in official slogans.

### **Underwriting Credit Samples**

- Family Pride Plumbing is proud to be a new Vine Branch partner, and can fix it in the middle of the day, or middle of the night!
- Giordano’s Martial Arts is a Vine Branch Partner and has classes right now for kids, teens, moms, dads, and even active seniors.
- Great Harvest bread Company strives to serve, and they're proud to be a New Vine Branch Partner. Great Harvest Bread Company is located in the Barons shopping center on the corner of Meadows and Rancho California Road in Temecula.
- Protect Staffing is a Vine Branch Partner and has job in distribution, manufacturing, retail, wholesale, transportation, and support services.

### **Official Slogans in KGGN Underwriting Announcements**

A statement may be considered an “official slogan” by KGGN if it conforms to the following guidelines:

- The statement consistently has been used verbatim by the organization for a period of time long enough to establish the statement as an identifier of the organization. For KGGN purposes, a statement must be used by an organization as a slogan for about one year.
- The statement consistently has been used verbatim by the organization in multiple communications outlets, such as the Website masthead, tshirts, and other specialty items, business cards, letterhead, fax cover sheets, and postcards.
- The statement consistently has been used verbatim by the organization in all radio, television, and print advertisements.

In addition, to be considered for use in underwriting credit, the statement must conform with KGGN underwriting guidelines:

- The statement must not contain qualitative, comparative, promotional, or price/value language.

### **Additional Information**

KGGN is a public radio station licensed to Cornerstone Church (First Baptist Church Hemet) and carries no onair advertising. One of the ways KGGN helps fund its programming and general operations is by seeking underwriting support from corporations, foundations, and associations. FCC regulations govern all underwriting announcements by public radio stations. The regulations require stations provide onair recognition of funders while stipulating that these credit announcements are strictly for identification; they cannot be promotional.

In establishing its onair credit guidelines, KGGN is sensitive to the expectations of the public radio audience and remains faithful to public radio's mandate to provide educational, cultural, and informational programs independent of commercial obligations or influence.

All Underwriters hereby acknowledge that enhanced underwriting agreements made with KGGN-FM are made in accordance with the policies of the Federal Communications Commission. Underwriters agree to donate, and the radio station agrees to broadcast grant announcements. KGGN does not accept consideration in exchange for promotional announcements but rather accepts donations. Make your donation at [1025thevine.org](http://1025thevine.org). Click the Donate - Business Sponsorship - Vine Underwriters.