

KBOO Radio Policy	<b>Underwriting Policy</b>	Date: August 24, 2009
POLICY #19		Approved by: Board of Directors

I. DEFINITION OF UNDERWRITING

Underwriting is financial support for specific programming. That support must be acknowledged at the time of broadcast, in a manner that does not promote the products, services, or facilities of for-profit entities, and does not interrupt regular programming. KBOO may enter into contractual agreements to give such acknowledgment. Underwriting shall in no way give underwriters any right to influence KBOO program selection or content, or station policy on any matter.

II. REVENUE LIMITATIONS

Gross underwriting revenue shall not exceed 10 percent of KBOO's operating budget.

III. RATES

Underwriting rates shall be established by the Station Manager in consultation with the staff and Finance Committee. The goal shall be to maximize underwriting revenues, taking into account market conditions.

IV. PROGRAMMING INFLUENCES

In order to prevent influence by underwriters on programming or general station policy or practice, all underwriting revenues shall be consolidated into the general budget. Underwriting contracts shall include the following disclaimer:

KBOO, as a public radio station, is not permitted to broadcast any advertisements, that is, programming material, broadcast in exchange for remuneration, which promotes a product, service, or facility which is offered on a for-profit basis. KBOO may and will, however, acknowledge underwriting support by on-air announcements limited to the underwriter's name, a value-neutral description of their product or service, and address. Price information, a call to action, inducements to buy, and comparative or qualitative language are not permitted. All underwriters must agree in advance that their support of KBOO, regardless of level or duration, shall not give the underwriter any right to directly or indirectly influence program selection or content or station policy on any matter.

Any attempt by the underwriter to influence programming based on their financial support shall be grounds for terminating the contract, and the contract shall so state.

## V. ON-AIR ACKNOWLEDGMENTS

Underwriting announcements shall be aired at the beginning of a program, at the top of the hour during a program or at the end of the program. For syndicated programs, underwriting may also be placed at a natural break in the program (such as a music break).

Underwriting announcements may be pre-recorded on carts. Announcements shall use the following wording:

The name of program is made possible in part by KBOO Foundation members and a grant from underwriter's name, a value-neutral description of the underwriter's product or service (if requested), business address, phone number, e-mail and/or web address (if requested).

The announcement may include a value-neutral mention of an event, but may not include price information, a call to action, inducements to buy, or comparative or qualitative language.

No underwriting announcement shall be recorded or read using an unusual, exaggerated, or disruptive voice. No programmer shall make any comment about or elaboration upon any underwriting announcement.

## VI. OTHER BENEFITS FOR UNDERWRITERS

In addition to the satisfaction of supporting KBOO's alternative programming, underwriters are eligible for tax deductions and shall be listed in other KBOO materials.

## VII. RESTRICTIONS ON CONTRIBUTIONS

KBOO shall not knowingly accept underwriting from individuals, organizations, or businesses which:

- a. are involved in weapons manufacturing;
- b. make investments in repressive governments;
- c. have been shown to discriminate on the basis of race, color, gender, sexual preference, national origin, age, religion, marital status, or physical or mental disability;
- d. have been shown to tolerate sexual harassment;
- e. have been shown to use unfair labor practices;
- f. have been shown to be environmentally irresponsible;
- g. produce or distribute materials deemed offensive on the grounds listed above;
- h. are political candidates and religious organizations (if we take underwriting from

one candidate or religious group, then we must accept underwriting from all candidates or religious groups because we are legally not allowed to discriminate); or

- i. KBOO's Board of Directors determine would be detrimental to the social responsibilities of the station.

The Underwriting Coordinator shall target his or her efforts at businesses, organizations and individuals deemed sympathetic to the mission of KBOO.

## VIII. STAFFING

Underwriting shall be assumed by an employee with base wages and commission as established by the Board of Directors in consultation with the Station Manager and Finance Committee. We recognize that the underwriting employee may have a different wage structure than other staff or contractors.

All underwriting contracts must be approved by the Station Manager. The Underwriting Coordinator shall provide copies of approved contracts to the Station Manager, Program Director, and Finance Coordinator. The Program Director shall be responsible for recording carts of underwriting announcements, as necessary, and shall log all underwriting announcements. The Business Manager shall be responsible for all billing and bookkeeping and payment of the Underwriting Coordinator's commission.

Adopted by Board of Directors 7/25/90, as amended 1/27/93

Amended 8/24/09 to 1) Allow for more underwriting slots (which were previously available only at the beginning or end of a program) and 2) bring policy up to date with current staffing and practices.