



Guidelines for KPFT 90.1 FM Recorded Announcements

1. A formal proposal for KPFT 90.1 FM/Pacifica Radio (KPFT) Houston media sponsorship or on-air announcement must be requested and approved at least thirty (30) days prior to airdate.
2. All scripts must follow Federal Communications Commission (FCC) guidelines (listed below). All announcements are subject to final approval and editing by KPFT 90.1 FM/Pacifica Radio Houston. Please do not attach a press release or flyer for use as a script.
3. On-air announcements for events and activities in which money is requested or accepted are exclusively for use by non-profit entities. A copy of your organization's current 501(c)(3) documentation should be attached. State non-profit designation is acceptable as well.
4. Organizations wishing to promote free events may do so in a PSA. PSAs promoting such events must clearly state the event is free and make no statement intending, inferring or implying financial inducement. KPFT reserves the right to refuse PSAs.
5. Any reference to corporate underwriting and/or sponsorship may be edited out of the announcement.
6. PSAs that promote events at locations not accessible for persons with disabilities or which are otherwise not in compliance with the Americans with Disabilities Act must mention accessibility in announcements. KPFT reserves the right to remove PSAs that do not represent venues appropriately.
7. Other than a scheduled starting date, no specific amount of airtime or rotation of announcements are guaranteed by KPFT. Announcements for KPFT sponsored event(s) and benefits will receive highest priority. Please note recorded announcements generally do not air during on-air fund drives.
8. For fastest production turnaround, you are encouraged to schedule time with the operations department to produce your public service announcement after your script is approved. We believe that you are the best advocate for your organization. Production time takes approximately ten business days. Remember, production time can be delayed based on amount of edit(s) between organization and KPFT.

Please call the Operations Coordinator at 713-526-4000, or email this form as an attachment to operations@kpft.org, or fax at 713-526-5750.

ORGANIZATION NAME: _____

SUBMITTED BY: _____ DATE: _____

PHONE NUMBER: _____ EMAIL: _____

EVENT INFORMATION

START DATE: _____ KILL DATE: _____

TITLE: _____

TYPE OF ANNOUNCEMENT: PROMO (station event/program) PSA (community event)

EST. TIME: _____

SPECIAL INSTRUCTIONS: _____

COPY/SCRIPT: (type below or attach a separate page)

FCC Guidelines:

The commission permits underwriting announcements, which identify, but do not promote the products, services or facilities of a for-profit entity. To help broadcasters draw the line between “identification” and “promotion,” the FCC has given examples of four general types of promotional announcements:

1. **Announcements containing price information.**
 - a. **Any mention of value associated with a product or service is prohibited. This includes statements about interest rates or any other indication of savings or value associated with a product.**
2. **Announcements containing a “call to action”**
3. **Announcements containing an inducement to buy, sell, rent or lease.**
4. **Announcements containing comparative or qualitative language.**

FCC underwriting guidelines affect the duration and scheduling of underwriting announcements, as well as the content of these announcements. In particular, FCC policy provides: (1) that underwriting announcements may not interrupt “regular programming” and (2) that public stations may not substantially alter or suspend regular programming in order to conduct fundraising activities for any entity other than the station itself.

These restrictions require stations to schedule underwriting announcements at “natural breaks” in programs and permit a station to conduct marathons or auctions on its own behalf, but bar it from conducting such activities for others without obtaining a waiver of the Commission’s rules.

The FCC’s underwriting policies stem from requirements of the Communications Act, and are embodied in a series of orders, public notices, declaratory rulings and informal opinions that continue to evolve over time. The guiding purpose of the policies is to preserve the non-commercial nature of public stations. The policies are both ambiguous and tolerant. Although the Commission does not provide clear answers to many questions, it recognizes the right of public broadcasters to make good faith judgments about these ambiguities. The FCC has generally issued fines only when violations have been egregious.

For use by KPFT operations:

APPROVED BY: _____	DATE: _____
RECORDING DATE: _____	TIME: _____