



KYBU 96.9 FM

**ROUND VALLEY COMMUNITY RADIO
COVELO, CA**

(707) 983-6677 • www.kyburadio.org • PO Box 1066, Covelo, CA 95428

UNDERWRITING GUIDELINES FOR KYBU

Underwriting is an on-the-air statement of support for KYBU. It is a great way to financially support KYBU and to get your business' name heard by radio listeners. A sponsorship mention is not a commercial—it is a statement of your support and a description of the goods and services you offer. Underwriting tells listeners that a business or organization cares deeply about the community because it supports a radio station that serves the needs of the community.

Mentions may contain:

- Name of the business, organization or individual to be mentioned at the beginning and end of the announcement
- Historical information
- Location, telephone number, or web address
- Basic, value-neutral description of products or services (3 maximum)
- Non-promotional slogan

Mentions may not contain:

- Call to action statements which direct the audience (e.g., “bring your car to us,” “call 974-6167 for more information” or “come see us...”).
- Superlative description, qualitative claim, and subjective statements about the company, its products and/or its services (e.g., “the best builders ever,” “leading,” “leader,” “leadership,” “a great partnership,” “fine, great, rich or superb,” or “whimsical”)
- Direct or insinuated comparisons with other companies or with other companies' products or services (e.g., “when Cadillac just isn't good enough,” “we're better than the rest,” “best, bigger or faster,” “award winning”, or “AAA certified”).
- Price or value information (e.g., “only \$160 down and \$160 a month,” “tickets are \$10” or “admission is free”)
- Inducements to buy, sell, rent or lease (e.g., “free trial period” or “on sale”).
- Endorsements (e.g., “recommended by four out of five customers”)
- First or second tense pronouns unless included in an established, non-promotional slogan (e.g., “I,” “me” or “you”)
- Music, jingles, and sound effects designated by the underwriter.
- Language that would lead the underwriting message to be used as a forum, advocacy platform, or statement of beliefs regarding issues, concerns, lifestyles, political and/or religious preferences, etc.



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Underwriting mentions will start with the introduction “KYBU is sponsored in part by...” followed by your mention. Mentions are 15 to 20 seconds long and contain 20 to 30 words after the introduction.

KYBU will write a sponsorship for you using the information you provide us below.

Fill in the information. Number the information (1 through 7) on the line. 1 = Most important to be included; 7 = Least important to be included. KYBU volunteers will do their best to fit in as much information as possible. The name of your business/entity will automatically be included. We will provide you with one review of your sponsorship mention before airing.

(Included) Name of Business _____

___ Address _____

___ Phone Number _____

___ Web Site _____

___ Goods Sold/Services Offered (*basic*) _____

___ Hours _____

___ Year Business Started _____

___ Slogan _____
