



## Guidelines for Underwriting and Sponsorship on KEOM-FM 88.5

Underwriting on noncommercial, educational radio stations such as KEOM-FM 88.5 is regulated by the Federal Communications Commission (FCC). The FCC has specific guidelines for non-commercial, educational radio stations. Non-commercial radio programming can be underwritten or sponsored by local businesses and/or individuals through financial support. In return for this support KEOM-FM 88.5 broadcasts underwriter/sponsor spots on the station.

KEOM-FM aims to provide the greatest amount of exposure and identification to program underwriters/sponsors without compromising the educational, non-commercial license of KEOM-FM 88.5. Underwriting/sponsorship on-air spots are intended to thank and identify sponsors. KEOM will offer the greatest amount of identification possible without compromising the ethics, integrity and reputation of KEOM-FM 88.5's noncommercial, educationally unique character or the ethics, integrity, reputation and character of the Mesquite Independent School District.

KEOM-FM 88.5 will approve all underwriting copy prior to air by station staff management.

KEOM-FM 88.5 reserves the right to edit enhanced underwriting announcements in order to meet FCC standards. KEOM-FM 88.5 reserves the right to review and approve all messages and sponsorship material.

KEOM-FM 88.5 retains the right to decline any sponsorship if it violates station guidelines, FCC guidelines, the Texas Education Agency guidelines or is not consistent with the station environment, sound, unique character and relationship to the community.

KEOM-FM 88.5 reserves the right to remove previously approved material if the station later determines that the material is not consistent with or does not comply with guidelines and legal regulations. The decision to continue underwriting credit is at the discretion of station management and is based on such management's interpretation of underwriting guidelines and FCC policy.

### ELEMENTS OF THE UNDERWRITING CREDIT CONTENT

- Underwriter/sponsor message should:
  - Contain wording to support KEOM 88.5 FM
  - Make an association between the sponsor and the program or station
  - Identify underwriter/sponsor by name
  - Contain value neutral descriptions of business
  
- Underwriter/sponsor messages may:
  - Factually yet simply identify sponsor's products or services within the FCC guidelines
  - May include the underwriter's **well-established** corporate slogan at the discretion of KEOM. This would be a corporate positioning statement and the underwriter's/sponsor's well-established corporate slogan as long as it is not promotional in nature.
  - Mention address, telephone and web address in the audio.
  
- Underwriter/sponsor messages can NOT:
  - Use calls to action which direct the listener to call, go, visit, try, compare etc.
  - Use superlatives or comparatives, such as bigger, best, greatest, etc.
  - Compare products or businesses

- Include information that is qualitatively or promotionally descriptive.
- Make reference to prices for products or services, offer price, discount or financing information, including “free”
- Make endorsements or statements (recommended by doctors, dentists....)
- Engage in underwriting for politicians, local or national parties, or ANY political issue; no wording which expresses personal views of any person or any matter of public importance or interest\*
- Exceed 20 seconds

**88.5 FM does not accept underwriting/sponsorships from:**

- Political and public issues advertising\*
- Tobacco, weapons, alcohol, illicit drugs of any kind
- Pornography/ adult content or themes
- Gambling
- Discriminatory or violent messages
- Material that violates laws, rules or regulations
- Messages containing deceptive, fraudulent, misleading or false information
- Material promoting pyramid or multi-level marketing organizations
- Material that advertises products directly to children
- “M” rated video games or “R” rated movies
- Material contradictory to Mesquite ISD’s mission.

\* Mesquite Independent School district is the licensee of the non-commercial, educational Station KEOM-FM (88.5 FM). It is the station’s policy not to grant any requests for broadcast time by or on behalf of candidates for federal, state, or local public office. In other words, the station does not sell time to political candidates, does not accept underwriting donations by or on behalf of candidates, and does not provide any free time for use by or on behalf of candidates.

**Additional information about underwriting guidelines for non-commercial media can be found by visiting [FCC.gov](http://FCC.gov).**

**KEOM 88.5 FM Broadcast Underwriting Rates for Non-Sports Programming**

Underwriting is offered at two rates: prime time and standard time.

Prime time rates are valued at \$12.00 per credit (mention) supporting programs aired during times when listenership tends to be at its highest.

Standard time rates are valued at \$8.00 per credit (mention) supporting programs aired during other times.

Credits are defined as a 10 to 20 seconds underwriter message conforming to the Federal Communications Commission guidelines for educational, noncommercial broadcasters.

Each underwriting package can be uniquely structured for the needs of a particular business. Credits may run several times a day, once a day, seven days a week, once a week, etc. All credits are subject to availability to be determined by KEOM’s traffic (program scheduling) department.

½ of the total payment is due at contract signing. Balance due in 30 days.

You also get your spot placed in a sequential rotation to be the sponsor of KEOM Local News at the bottom of the hour when students are in the studio. (30 after each hour). **This is FREE!**

Sponsors are also identified on our website FREE of charge.

**Rates may be negotiable at the discretion of the station manager.**

## **Sports Broadcasts Rates:**

### Football Broadcasts

Title Sponsor: \$300 a game for regular season games (10-14 mentions per game)

Title Sponsor- "You are listening to MISD varsity football on KEOM radio, brought to you tonight by (name of your business). 10-14 mentions per game

Pre-game Show: \$120 a game (3 mentions)

Half Time Show: \$150 a game (5 mentions)

Post Game Show: \$120 a game (3 mentions)

Quarter Sponsors: \$50 a game (2 mentions)

### All Other Sports Broadcast

Title Sponsor: \$170 a game. See info above about title sponsorships. (10 mentions)

Pre and Post Game Shows: \$70 a game (2-3 mentions)

Quarters / innings: \$40 a game (2-3 mentions)