KET encourages the investment of funds and in-kind donations from diverse sources to enhance KET’s ability to provide the highest quality, non-commercial educational media service to its audience.

KET accepts underwriting for broadcast presentation and corporate support announcements in accordance with FCC regulations, PBS specifications, and KET guidelines.

Presentation underwriting credits are broadcast to inform the KET audience of donations supporting KET and its programming services. KET reserves the right to decline any underwriter at its sole discretion.

**ON-AIR CREDIT GUIDELINES**

The on-air appearance and overall effect of each underwriting credit and credit sequence must be in keeping with the noncommercial nature and quality of KET and PBS. Credits will be of a style, duration, and content which fall within PBS guidelines and all FCC regulations.

1. **ACCEPTABLE MESSAGE CONTENT**

   Inevitably, no set of specific rules or guidelines will anticipate every use or possible combination of creative elements that constitutes an underwriting credit or sequence of credits. Therefore, these standards are intended to be illustrative rather than exhaustive. In evaluating a proposed underwriting message, KET will consider FCC decisions, as well as elements of the creative content which can affect the overall tone and character of an underwriting announcement, such as:
   - music
   - number and speed of video cuts
   - voice quality and inflections
   - verbosity
   - “dwelling” on product features
   - primary emphasis
Underwriting credits must identify the Underwriter and may include:

A. The name, logo, brand, and/or non-promotional slogan of the Underwriter.

B. The Underwriter’s bona fide non-promotional aural or visual slogan (including audio slogan or musical signature, video or animated) which viewers associate with the Underwriter or its products or services.

C. The purpose to which the support was directed.

D. The Underwriter’s address/location, phone number, and/or website (text url or QR code). The phone number or website may not spell a call to action. Multiple locations may be identified.

E. Visual depiction of the outside of a sponsor’s business.

F. Use of people (must be depicted in a generic manner, not as ‘satisfied’ customers).

G. Non-comparative descriptions of the product(s) or service(s) in which the Underwriter is engaged, including visual depictions of the product or service.

H. Date of Underwriter’s founding or number of years in business.

I. Statements of the Underwriter’s institutional mission, goals, and/or values.

2. PROHIBITED MESSAGE CONTENT

Underwriting or corporate support announcements that contain any of the following elements, either aurally or visually, will not be accepted.

A. Credits containing price information. This includes any announcement of interest rate information or other indication of savings or value associated with the product. (Unacceptable examples are: 7.7 percent interest now available, Office products at discount prices, Free or complimentary services.)

B. Credits that contain a call to action. Most calls to action contain imperative language – a statement addressed directly to the viewer that tells the viewer to take action, or clearly suggests an action. (Unacceptable examples are: Ask about our IRA’s, Call us at 555-1212 for more information, Stop by our showroom to see a model) An exception is an information imperative that leads a viewer to additional information via a
one-way source, such as a website (*Learn more* at www.companyname.com). The URL itself cannot be a call to action.

C. Promotional language, defined as: superlative and comparative descriptions or qualitative claims. Qualitative claims include words that describe the favorable quality and value, or otherwise attempt to show the benefits or advantages offered by the partner’s products or services. (Examples of prohibited phrases include: *The leading* distributor of *fine* furniture, *Builder of homes of* *distinction, Homemade* taste in a frozen dessert, *With 20 convenient locations, Maker of* *quality* products.) Also includes language that suggests a product or service is a solution to a viewer’s need (*Serving the town’s home-repair needs*).

D. Any “menu” description of an underwriter’s products, services, coverage area, etc.

E. Credits containing any inducement to buy, sell, rent, or lease. (Unacceptable examples are: Six month’s free service, *A bonus* available this week *only*, With 20 *convenient* locations, *Maker of quality* products.)

F. Program host/on-air talent on camera.

G. Spokesperson(s) on camera or identified in voiceover. (Anyone addressing audience directly in camera makes that individual a spokesperson.)

H. Any elected official.

I. Self-congratulatory language.

J. Any message that might be as construed as an advocacy position on an issue.

K. Underwriter or donor mention of a third-party that is not descriptive of the underwriter or creates confusion on who the underwriter is.

L. Direct comparisons with other companies and/or with other companies’ products or services, or with other products/services of the underwriter.

M. Demonstrations of consumer satisfaction.

N. The word “Anonymous” as used to identify a funder.

O. Solicitations of direct viewer response of any kind.

P. 900 numbers where the caller is charged a fee.
Q. Violent, graphic, explicit, sexual, or offensive content/themes.

Note: Some of the words and phrases that the FCC has found unacceptably promotional include: efficient, dedicated, reliable, luxury, delightfully honest, economical, prompt, excellent, quick and clear, quality, dependable, fair price, leading, very accommodating, Number One. The context in which the word or phrase appears must always be taken into account and a separate judgment must be made for each credit.

3. SPECIAL PROVISIONS FOR MESSAGE CONTENT AROUND CHILDREN’S PROGRAMMING

PBS and KET believe that children are a special audience with fewer critical skills and greater vulnerability with respect to televised messages. In addition, public media has a special place in the minds of the public with respect to programming for children. Therefore, every effort must be made to avoid even the possibility that children are being exploited by the program content, including the underwriting credits.

KET reserves the right to restrict the depiction of children and/or products in an underwriting spot, if deemed to be encouraging children to use or consume the underwriting product.

4. UNDERWRITER RESTRICTIONS

In accordance with FCC and/or PBS guidelines, KET will not accept underwriting from any corporation engaged solely in the manufacture, distribution, or marketing of:

A. Tobacco or other nicotine-delivery products

B. Weapons and ammunition

C. Controlled substances (any drugs classified under Schedule 1 of the Controlled Substances Act) or any products, such as dietary supplements, that are not federally regulated as a drug yet are primarily marketed for ‘wellness’ or as a ‘remedy’

These products may not be depicted or referred to in any manner. Additionally, underwriting from the following will not be accepted:
D. Gambling activities not sanctioned and regulated by the Commonwealth of Kentucky

E. Political Candidates or Political Committees

F. Religious Entities

G. Competitors, including but not limited to video content, video content services, and educational products and services.

NOTE: Potential funders and credits will be evaluated based on an overall impact on KET’s brand and mission.

5. PUBLIC SERVICE ANNOUNCEMENTS

KET does not broadcast Public Service Announcements (paid or unpaid) promoting the causes, goods, services, or activities of any non-profit, individual or other organization.