



UNDERWRITING GUIDELINES

Thank you for your generous support of KLKT, the first community radio station in Lockhart, TX in over 30 years. As a community-orientated radio station, we value the support of Central Texas businesses and strive to maintain a strong connection with our community. The included underwriting guidelines will help us ensure that we adhere to the strict rules set in place by the FCC.

Underwriting messages will provide an effective and affordable vehicle for making the community radio listener aware of events, showcasing a new product or service, branding their business or building credibility in the community. KLKT provides the perfect venue for reaching a desirable target market that is educated, affluent, and actively seeking community-friendly businesses in the Lockhart area.

Non-commercial radio is required to acknowledge contributions from our funders on the air. We refer to these acknowledgements as “Messages” or “Announcements” which serve to identify businesses and organizations that support our mission. These announcements include our required preamble, “Support for KLKT comes from...” plus a value-neutral description of the company, their product or service. No additional costs are incurred for the production of these pre-recorded messages.

Underwriting partners are welcome to submit their copy, and KLKT will revise as needed to comply with FCC regulations and produce the message. In addition, KLKT will also be happy to help craft your message upon request.

Sample Underwriting Messages:

Support for KLKT comes from The ABC Book Shop, located on the historic Lockhart Square on Main Street. Striving to build a community around the written word, they’ve been independent, locally-owned booksellers since 1972—details at abcbookshop.com.

Support for KLKT comes from Bob’s AC and Heat, family-owned and serving Lockhart since 1975. Providing home installation, state-of-the-art technology and a commitment to customer service, they’re online at bobsac.com

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In the world of community radio, we use different jargon than the commercial radio industry. The Federal Communications Commission (FCC) has articulated specific guidelines emphasizing the difference between these permissible donor and underwriter announcements and commercial advertising. To maintain compliance with the Commission's regulations, KLKT observes the following rules:

Permissible language:

- a value-neutral description of the product/service/initiative
- location, phone number and web address for more details about the funder
- brand or trade names that help identify the underwriter, but do not promote
- the underwriter's well-established corporate slogan, identified as such, as long as it complies with other standards

Language that is NOT permissible:

- pricing info (such as "5% interest rates available")
- an inducement to buy, which is promotional by nature (such as "special gift for first fifty callers" or "10% off first order")
- audio jingles, sound effects or pre-recorded creative production elements
- language that speaks directly to the listener (you, your, we, "understood" you, etc.)
- expression of personal views, subjective, comparative or qualitative language (such as "the first name in Ford" or "the best BBQ in town")
- any language comparing your business to that of another or suggesting your business is better than another (such as "award-winning" or "recognized by")
- calls to action ("visit," "call," "go to," "join," etc.)

We look forward to our partnership and are excited to bring recognition to our community. If you have any questions or need clarification on any of the rules, please reach out to us at 512-866-5558 or info@lockhartradio.org.