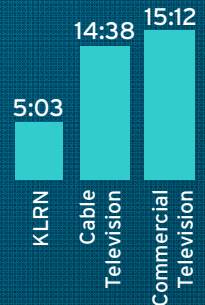


# Stand Out on PBS

Public television provides **greater impact** for your message. Local sponsors get **high visibility**.

With less non-programming minutes per hour than any of the commercial networks, PBS delivers your message in the **program-rich, clutter-free environment** that our viewers have come to expect and appreciate.

KLRN has fewer non-programming minutes per hour.



## Guidelines for Creating Your Television Spot

The most successful messages are clear, direct announcements. These messages:

- State the name of the organization
- Describe mission, products, services or special events hosted by the organization
- Offer viewers contact information (address, phone, Web)
- Are written in an objective style that listeners expect and appreciate

Because KLRN is a noncommercial broadcaster, we must adhere to certain standards for regulating the ways in which we recognize the organizations that support us.

### FCC Guidelines

According to FCC regulations, messages may not include:

- Calls to action
- Comparative or qualitative language
- Testimonials
- Inducements to buy
- Pricing information

### Spot Length

KLRN underwriting spots are :15, :20 or :30 seconds long.

### Production

KLRN provides production services in the creation of television spots. We also make every effort to seamlessly blend the creative concepts from an existing advertising campaign with the requirements of Public Broadcasting. KLRN staff reviews all previously produced material for adherence to FCC guidelines so adaptations, if needed, can be made.

Music, logos, slogans, identifiable symbols, still images and video may all be used so long as it meets FCC guidelines. Your message can include a toll free number or website address.

