

*This is a review of some of the pertinent guidelines. Full guidelines are available in the KGEM Policies.*

## A. Guidelines

1. Overall Appearance and Effect of Credits
  - a. The on-air appearance and overall effect of each credit and credit sequence must be in keeping with the noncommercial nature of KGEM.
2. Underwriting credits on programs may include the following identifying information in addition to the underwriter's name:
  - a. Logograms or slogans which identify and do not promote
  - b. Location information, telephone numbers, e-mail and other contact information
  - c. Value neutral descriptions of a product line or service
  - d. Brand and trade names and product or service listings
3. Use of Slogans and Other Information:
  - a. Slogans or corporate positioning statements that are used to identify a company are acceptable so long as they do not include an explicit, specific, or blatant:
    - i. call to action;
    - ii. superlative description or qualitative claim about the company, its products, or its services;
    - iii. direct comparison with other companies, or with other companies' products or services;
    - iv. price or value information;
    - v. inducements to buy, sell, rent, or lease ;
    - vi. endorsements.
  - b. In cases where a slogan does not clearly violate the above standards but is nonetheless questionable, CMF will consider two other factors that may mitigate the promotional effect of a slogan:
    - i. The extent to which the slogan is an established part of a corporate identity system;
    - ii. the extent to which the slogan avoids specific product claims or promotion.
  - c. These policies apply to other elements included in the presentation, including audio, phone numbers, web addresses, etc. (Ex. 1-800-CALL-NOW or [www.goodproduct.com](http://www.goodproduct.com) are **not** allowed)
4. Video Background
  - a. The setting or background over which the underwriter's name, logo, products, or other information may be displayed must be plausible and appropriate.
5. Music, Sounds, Voice-over, and Other Audio Elements
  - a. Music (including music used to identify a corporation, such as a jingle that may have been used in a company's advertising) may be used in an underwriting credit, so long as the overall effect preserves the noncommercial character of the announcement. In general, this means that any music used in a credit must be in keeping with the tone and feel of the program on which the credit appears, and must not dominate the voice of the announcer. Lyrics sung to the music are not acceptable. Sounds of a company's products (e.g., a car engine running or the sound of an airplane taking off) and sound effects intended to evoke or amplify the impression of a product in use are not acceptable.
  - b. The voice and delivery of the announcer should be consistent with the tone of the program, and should not be fast-paced, shrill, or breathless.