

KISL Radio Underwriting Guidelines

These underwriting guidelines are designed to preserve the non-commercial nature of KISL. Our listeners value this as part of what makes our station unique in sound and safe from forces that lie outside the public interest.

In addition to providing programming that represents our community, we maintain a non-commercial, unadulterated and intelligent environment, keeping mic breaks interesting and underwriting announcements consistent with our programming values, as well as with FCC requirements. Your underwriting support represents a partnership between your organization and Island Radio, and demonstrates your commitment to community service and quality programming.

Any implied endorsement associated with sponsorship flows from the underwriter to KISL, rather than KISL to the underwriter.

KISL and the station volunteers can assist you with producing your sponsorship promos, including use of the studio and coaching to help you feel comfortable sharing your voice.

Underwriting Announcements May:

- Describe your business
- Identify facilities, services and products (no more than four)
- Describe your mission
- Inform the public of events you sponsor
- Include a pre-existing slogan, as long as it's not overtly promotional
- Include a website, phone number and street address for your business

Underwriting Announcements May Not Include:

- Qualitative language (“award-winning”, “leading”, etc.)
- Comparative language (“better,” “best”, “oldest”, “friendlieset”, etc.)
- Any call to action (“don’t miss it”, “come on over”, etc.)
- An inducement to buy, sell, rent or lease, including appearances at promotional events
- References to price or value, including discounts (“on sale”, “affordable”, “free”)
- Personal pronouns, including first-person references to business (“We serve seafood.” as opposed to “They serve seafood.”)
- Talking directly to the listener (“You’ll find our atmosphere comfortable.”)
- Subjective language, such as “convenient location”
- Jingles or other promotional slogans

Length of Announcement

Neither live reads nor produced spots may exceed 120 seconds.

Underwriting Organizations

In the spirit of respecting the prohibition against accepting payment for the expression of any “views,” KISL does not accept underwriting from political organizations, nor will it accept a message advocating a position with regards to a contentious issue, a political party or a candidate for office.

Advocacy Groups

Underwriting by organizations that, as their primary business, seek to influence matters of public concern, either through public outreach and/or through the legislative process, is permitted under very specific circumstances.

The conditions by which underwriting is allowed depend on their proximity to the Island Radio mission, namely those committed to non-politically expanding public awareness, community health, public safety matters and making the community dialogue more robust.

Regardless, underwriting by such groups will be taken on a case-by-case basis, applying a ‘reasonable listener’ standard.

Instrumentalities of Government

Underwriting by governments or instrumentalities of government is permitted under certain circumstances. Underwriting from politically or policy-oriented agencies of governments, including foreign countries, will not be accepted.

We do, however, encourage underwriting by government agencies or government-funded organizations that are engaged in commerce, tourism, cultural outreach or public education.

Editorial Control

Island Radio exercises outright editorial control over underwriting or sponsorship copy but will work with existing underwriters to craft messaging that fits within station and FCC guidelines. KISL reserves the right to edit, delete or rewrite copy to conform to these guidelines.

Island Radio accepts underwriting at its sole discretion and reserves the right to refuse business from an organization for any reason.

Underwriting is partially tax deductible, so you get more than a good feeling, you make the most cost-effective use of your discretionary advertising dollar.

When you become a sponsor of KISL, you open up many opportunities to support your own organization or business by gaining access to your audience on and off the island. Keep your supporters engaged even when they can't be on site, or at the event.

Discounts are offered on additional services to underwriters.

KISL reaches the Catalina community on the FM radio, as well as anyone anywhere in the world streaming online.

KISL is operated by the Catalina Island Performing Arts Foundation, a 501(c)(3) non-profit.

