

GUIDELINES & SPECS

KLRN must abide by FCC regulations for on-air underwriting on Public TV. Our team will help ensure your message gets across to your audience while adhering to the guidelines.

FCC GUIDELINES

ON-AIR UNDERWRITING MAY:

- Describe your organization
- Identify facilities, services, products or events
- Describe your organization's mission
- Inform the public of events you sponsor
- Include a corporate slogan, so long as it is not flagrantly promotional or has been shown to be in use for over a year
- Include organization's web address, phone number, and street address
- Indicate the number of years you have been operating
- Include the name of a nonprofit organization you support

ON-AIR UNDERWRITING MAY NOT:

- Use qualitative language (award winning, leading, etc.)
- Use comparative language (better, best, oldest, etc.)
- Use a call to action (visit our store, buy now, etc.)
- Use an inducement to buy, sell, rent, or lease
- Make references to price or value (free, discount, specials, etc.)
- Use endorsements or testimonials, such as "recommended by 4 out of 5 doctors for headache pain," and product reviews by any third party
- Use depictions of customers' apparent satisfaction with funder's products or services, or credits that feature customers' approving responses

BROADCAST SPECS

VIDEO REQUIREMENTS

- Codec Preferred: Apple ProRes or H.264 (.mov or MPEG-4) 1920x1080 HDV 60i
- Video Profile: 29.97 fps
- Framerate: Interlaced Upper Field First
- Frame Mode: Bit Greater than 20 mbps
- Rate:

AUDIO REQUIREMENTS

- MPEG-1 Layer 2 or 16 bit Little Endian
- Audio Profile: Stereo
- Bit Rate: 48 kHz
- Audio Levels: at or below -20 dBFS (0 VU, +4dBu)

SPOT DELIVERY

- KLRN does not have an FTP site. We can download from Dropbox, WeTransfer, Google Drive, etc.
- Please contact your Account Executive or Melissa May for all spot deliveries