

GUIDELINES & SPECS

KLRN must abide by FCC regulations for on-air underwriting. But don't worry, we promise it's not as scary as it sounds and our team can help ensure your message gets across to your audience while also adhering to the guidelines.

FCC GUIDELINES

ON-AIR UNDERWRITING MAY:

- Describe your business
- Identify facilities, services, products or events
- Describe your corporate 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 a web address, phone number, and street address for your business
- Indicate the number of years you have been in business
- 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 personal pronouns

BROADCAST SPECS

VIDEO REQUIREMENTS

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

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 Valerie Darling for all spot deliveries