

THE FCC AND THEE

KLLG-LP is authorized by the Federal Communication Commission (FCC; fcc.gov) as a low-power (100 watt) non-profit radio station operating at 97.9 Mhz on the FM dial. To comply with FCC requirements, this is what on-air programmers need to know.

STATION IDENTIFICATION: Station identification must be made at the beginning and ending of each period of operation, and hourly, as close to the hour as feasible, at a natural break in program offerings. The identification shall consist of the station's call letters immediately followed by the community of license. Any reference to additional communities must be made after the community of license. The name of the licensee, or the station frequency, channel number, or both, may be inserted between the call letters and community of license. No other insertion is permissible.

For example: "This is KLLG-LP, Willits Hometown Radio at 97.9 FM." or "KLLG-LP at 97.9 FM in Willits, California."

TELEPHONE CONVERSATIONS: Before recording a telephone conversation for broadcast, or broadcasting such a conversation simultaneously with its occurrence, a licensee must inform any party to the call of the licensee's intention to broadcast the conversation, except where such party is aware, or may be presumed to be aware from the circumstances of the conversation, that it is being or likely will be broadcast.

RETRANSMISSION: An LPFM licensee may not retransmit the signal of a full-power radio broadcast station.

EAS TESTS: All LPFM stations are required to transmit the Emergency Alert System test script and log receipt of required EAS tests and activations. Required monthly tests (RMT) of the EAS are to be conducted once a month as coordinated by the Emergency Communications Committee for each state. The RWT is optional during the week that a monthly (RMT) test is conducted. The RMT conducted in odd numbered months shall occur between 8:30 a.m. local time and local sunset. The RMT conducted in even numbered months shall occur between local sunset and 8:30 a.m. local time.

UNDERWRITING (NOT ADVERTISING): Underwriting is a form of sponsorship that non-commercial broadcasters use as an alternative to traditional commercial advertising so we can avoid fines from the FCC. Underwriting is essentially an acknowledgement or mention of a sponsor in return for their monetary donation to the station that is explicitly disclosed on air. The biggest way it differs from commercial advertising is that it cannot use language the FCC calls a "call to action" – language that directly asks or commands the listener to go somewhere, do something, or otherwise act based on the sponsor's message. On-air acknowledgement of an Underwriter can only include: 1) Name of Business or Person 2) Address 3) Phone Number and/or Website 4) Hours of Operation 5) Value neutral, factual descriptions of a product line or service that is part of their regular business 6) Logo Phrase (only if it is not a call to action or other qualitative/comparative statement) There are additional exemptions for non-profits.

FCC POLICIES ON "ENHANCED UNDERWRITING": (from College Broadcasters, Inc., www.askcbi.org)

The FCC does not allow Non-Commercial or LPFM stations to air a commercial service. It explicitly prohibits the airing of a promotional announcement on behalf of for profit entities in exchange for payment of any sort. Instead, stations can acknowledge contributions from donors or sponsors. In addition to these acknowledgements, the FCC allows for an "Enhanced Underwriting", which is defined as an acknowledgement which includes: Logograms or slogans which identify and do NOT promote, location Information, value-neutral descriptions of a product line or service, brand and trade names and product of service listings. The FCC explicitly prohibits the following in "Enhanced Underwritings": announcements containing price information; announcements containing a call to action; announcements containing an inducement to buy, sell, rent, or lease; language which is clearly promotional or which compares the product to its competitors. If in doubt, as the station manager or program director.