

## **LexMedia Guidelines for Permissible Content in Announcements or Credits**

**Introduction** LexMedia operates a Computer Bulletin Board where members of the Lexington Community can post announcements relating to the Lexington Community. In addition, many times programs shown on LexMedia stations contain credits as part of the program giving credit to supporters.

As a Public Access PEG TV operator, LexMedia is regulated on the content of such announcements with respect to their containing commercial announcements.

This document contains the relevant language relating to this regulation that we need to follow when making decisions about the admissibility of such announcements and credits.

**What is the FCC?** □ The Federal Communications Commission (FCC) is an independent United States government agency located in D.C., and directly responsible to Congress. The FCC was established by the Communications Act of 1934 and is charged with regulating interstate and international communications by radio, television, wire, satellite and cable. The FCC's jurisdiction covers the 50 states, the District of Columbia, and U.S.

possessions. □ The FCC is directed by five Commissioners appointed by the President and confirmed by the Senate for 5-year terms, except when filling an unexpired term. The President designates one of the Commissioners to serve as Chairperson. Only three Commissioners may be members of the same political party. None of them can have a financial interest in any Commission-related business.

The Enforcement Bureau maintains a website <http://www.fcc.gov/eb/broadcast/enhund.html> that contains recent rulings regarding underwriting credits. The website is a great resource if you have questions regarding permissibility of a credit that are not answered here.

### **What Underwriting Copy Is Unacceptable To The FCC?**

The following items are not acceptable in underwriting credits or announcements on behalf of for-profit organizations.

- Price information
- Calls to action
- Inducements to buy, sell, rent or lease
- Comparative information
- Qualitative information

### ***Price Information***

Price information of any sort is prohibited, including product or service price, savings information, value information, interest rates, or indication of no cost. For example:

- "Starting in the low \$200's"
- "Offering free admission"
- "Available with a 6.5% APR"

### ***Calls to Action***

No calls to action regarding the company or a product or service are allowed. For example:

- "Come in for a test drive"
- "Get your ticket today"
- "Buy XYZ at your local drugstore"

### ***Inducements to Buy, Sell, Rent, or Lease***

Inducements to buy, sell, rent, or lease a product or utilize a service are prohibited. This includes announcements of special promotions. For example:

- "Offering a gift with purchase"

- "Includes oil changes for a year"
- "Special deals in the month of June"

### ***Comparative Information***

Anything that favorably compares an underwriter to competitors or industry standards is unacceptable. This includes mentions of awards of recognition or merit. For example:

- "Offering the best in garden supplies"
- "Named 'best place to work' three years in a row"
- "The leading maker of..."
- "Oldest bank in town"

### ***Qualitative Information***

Descriptive information that is not value neutral is deemed qualitative and is not acceptable. For example:

- "Offering exceptional customer service"
- "A perfect setting for a romantic evening"
- "High quality medical care"

## **What Underwriting Copy Is Acceptable To The FCC?**

Stations are allowed to 'identify', not 'promote' commercial entities that provide general support for the station. This identification can include the following:

- The name of the person or entity
- Location information
- Telephone numbers and website addresses
- Audio logos or slogans that identify but do not promote
- Value-neutral descriptions of a product line or service
- Brand and trade names
- Product or service listings that do not include qualitative or comparative language