



Sponsorship Policy

These policies are designed to uphold the non-commercial essence of KBHQ Community Radio. Our audience cherishes this attribute as a defining element that sets public radio apart in terms of both its sound and content.

It is imperative for KBHQ to sustain sponsor wording that is not overly promotional, concise, and intellectually enriching, ensuring active listener participation, while maintaining alignment with FCC regulations.

To ensure the uniformity of our audio presentation, all messages are either read LIVE on-air, or prerecorded by a member of KBHQ staff

Contact Information



- support@qrockfm.com
- 1 (844) 777-7625
- www.qrockfm.com

Sponsor Messages

Duration and Form

- Underwriting announcements may not exceed 50-60 words or 30 seconds.
- Specific products or services mentioned will be no more than three (3) items.
- Pre-produced messages are acceptable, provided they conform with these guidelines.
- Messages may include music, sounds and multiple voices when necessary.

Sponsor Messages ARE permitted to:

- Name a business or organization
- List value-neutral descriptions of services, products or product lines (maximum of three per message)
- Describe a non-profit or corporate mission, so long as it is not biased
- Inform the public of events sponsored by, or thrown by, the organization
- Include a corporate slogan, so long as it is not blatantly promotional
- Include a web address (preferred), phone number or street address for your business
- Inform listeners of the age of the business or organization (or year founded)
- Include one additional nonprofit sponsor for an event (only valid for nonprofit underwriters)
- Include times, dates, and locations of events

Sponsor Messages are NOT permitted to include:

- Qualitative language, even if factual (Award-Winning, Best-Selling, Board-Certified, etc.)
- Comparative language (Most Trusted, Best, Cheapest, Friendliest Staff, Largest Variety, etc.)
- A call to action (Visit Today, Stop By, Hurry Down, Call Now, Don 't Wait, etc.)
- An inducement to buy, sell, rent, or lease (Bonus Available This Week Only, Special Gift For First 20 Customers, etc.)
- Any references to price or value (Including Free or Complimentary)
- Second-person or team language (You, Your, Yours, Our, Ours)

Political Announcements:

KBHQ does not accept sponsorship from political groups or messages endorsing political parties, ballot measures, or candidates. This policy applies to all sponsors, be they for-profit or non-profit, aiming to convey political views.

Advocacy Groups:

Underwriting from organizations whose primary focus involves influencing public matters, either through outreach or legislative impact, is allowed under suitable circumstances and conditions.

Evaluation of underwriting by these groups will be conducted case by case, applying a reasonable listener standard.

Alcohol and Marijuana:

Sponsorship by makers and distributors of alcoholic beverages, and marijuana dispensaries is permitted. KBHQ reserves the right to run these messages at appropriate times of day when minors are least likely to be tuned in.

Government:

Sponsorship by government entities is allowed. KBHQ welcomes sponsorship from government agencies or government-funded organizations involved in commerce, tourism, conservation, or public education.

Religiously Affiliated Organizations:

Sponsorship by religiously affiliated groups to promote specific events is acceptable. However, messages will not be permitted to promote any religious or anti-religious viewpoints.

Competitive Media:

Sponsorship is open to both commercial and non-commercial media organizations.

Lotteries and Casinos:

Sponsorship by lotteries, casinos, or gambling agencies is acceptable, but may only pertain to specific events such as concerts, dinners, etc., and not to actual gambling or gaming content. KBHQ reserves the right to run these messages at appropriate times of day when minors are least likely to be tuned in.

Editorial Control:

KBHQ maintains full editorial control over sponsor announcement content and may edit it to adhere to station and FCC guidelines. Programming schedules may be preempted by KBHQ, with the station having the discretion to make up any missed sponsor messages.

Timeliness of Announcements:

Copy must be submitted and approved prior to first air date. Date-specific messages are permitted. KBHQ will edit any time-specific messaging as needed to maintain relevance. KBHQ will not begin running spots until start date, frequency, duration, and message text are approved by sponsor.

Trade Accounts:

KBHQ has the discretion to schedule announcements from trade agreements at various times within the program schedule. While specific time slots aren't guaranteed, we are committed to making every effort to accommodate our sponsors.

Payment:

Payment is due prior to airing of announcements unless noted otherwise. KBHQ reserves the right to discontinue any accounts that are delinquent more than 30 days. Certain exceptions will be made when a clear line of communication is in place with both parties Identifying.

Businesses:

Website URLs are encouraged as the primary source for information. URLs should be as simple as possible. An address is permitted, including approximate locations in relationship to landmarks or other businesses. Facebook, Instagram, and other social media URLs are discouraged, and only permitted if no website or phone number exists.

Non-Profits and For Profits:

While the FCC allows non-profits to use promotional language in certain cases, KBHQ's sponsorship policy extends to both non-profit and for-profit entities.