

# **USCRG – USC Radio Group**

## **Underwriting Policy Statement**

### **Policy Purpose**

The USC Radio Group, referred to in this document as USCRG, recognizes its duty to determine which programming and on-air material will best serve the public interest and maintain the noncommercial nature of public broadcasting. To that end, USCRG retains discretion over the format, subject matter, duration, and scheduling of all broadcast material, including underwriting announcements. The purpose of this policy is to ensure that USCRG:

- Complies with FCC underwriting rules and regulations and all other applicable laws.
- Reviews public broadcasting resources underwriting guidelines to ensure consistency in USCRG's underwriting announcements.
- Makes underwriting decisions in the best interests of USCRG's mission and business needs.
- Continues to earn the public's trust by providing a noncommercial service.

### **Underwriting Policy October 2018**

#### **Review and Revision of Underwriting Announcements**

- USCRG will review every proposed local radio underwriting announcement for compliance with this Policy.
- USCRG will require revisions to proposed announcements to the extent it deems necessary to comply with FCC rules and regulations, all other applicable laws, and non-commercial public radio guidelines
- USCRG will require revisions to proposed announcements to the extent USCRG deems advisable in view of the station's underwriting goals, business needs, and the public interest.
- USCRG will be particularly cognizant of special considerations underlying announcements directed at children and USCRG may, using its discretion, reject, require revisions to, or require rescheduling of, underwriting announcements that

#### **Restricted Categories**

USCRG reserves the right to reject any underwriter and/or announcement for any reason USCRG deems appropriate and in the interest of its audience and members. Accordingly, and without limiting the scope of its discretion, USCRG does not accept underwriting announcements referring to:

- "Adult" products and services.
- Tobacco products.
- From organizations or individuals whose activities are illegal. If doing so would violate an established USCRG policy (e.g., Nondiscrimination Policy, Employee Ethics Policy, Conflict of Interest Policy, Editorial Policy).

The Internal Revenue Service (“IRS”) and the FCC regulate USCRG’s ability to broadcast political content. Furthermore, in keeping with its role as a trusted source of educational material, entertainment and information, it is USCRG’s policy to remain neutral on controversial topics of any kind, including but not limited to politics and religion. Therefore, USCRG does not accept underwriting announcements from:

- Political parties or political candidates.
- Individuals or organizations working to influence elections, legislation, or regulatory outcomes if, in USCRG’s sole discretion, a Reasonable Listener would find the message to be primarily political in content or tone.
- Religiously affiliated organizations, if, in USCRG’s sole discretion, a USCRG listener would find the message to be primarily religious in content or tone.

FCC regulations do not apply to underwriting announcements appearing online. However, IRS regulations and other laws may apply. Accordingly, USCRG reserves the right to reject any online underwriter and/or announcement or require revision of any online underwriting announcement for any reason USCRG deems appropriate and in the interest of its audience and members.

In exercising its discretion to accept or reject underwriters or underwriting announcements, USCRG will adhere to the USCRG Editorial Policy which, among other things, requires USCRG staff to remain independent from the undue influence of any internal or external source.

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