



LEO Underwriting Guidelines

Based on guidelines developed by National Public Radio (NPR) and the Corporation for Public Broadcasting (CPB)

LEO (Londonderry Educational Outreach) includes the various outlets used by the Londonderry School District to communicate with, and inform the public. LEO encompasses:

- The InCider Press, the school board newsletter
- LEO21, the school district's educational access channel and bulletin board
- LEOnline the bulletin board's Web counterpart and district web presence schools.londonderry.org.
- LEO 103, WLLO-LP, the low-power FM station.

The school district is a nonprofit, educational institution that publishes no advertising, nor carries on-air advertising on any of the LEO outlets. One of the ways the district seeks to fund its programming and general operation, is by seeking underwriting support from corporations, foundations and associations. These tax-deductible donations provide virtually all of LEO's contributed income.

Underwriters/Sponsors

Some portions of LEO 21 and WLLO-LP programming may in part be financially supported by local businesses and individuals. The stations may also acquire goods and services in exchange for sponsored on-air programs as long as the arrangement meets FCC regulations for non-commercial radio and television and conforms to Londonderry School Board Policy. The number of sponsorships, as well as the underwriting fee schedule and/or dollar value of goods and services required, is determined by a LEO Advisory Board plurality vote. Sponsorships must not promote products or services, must not give prices, must not urge listeners to do anything, and must not run more than 30 seconds per program. In essence, sponsorships can only provide basic information on a sponsoring product or service.

Opportunities for support of The *InCider Press* and schools.londonderry.org are also available and are governed by the same general guidelines.

No Commercial Obligations or Influence

In conjunction with adopted Londonderry School Board Policy, Federal Communications Commission (FCC) regulations govern all underwriting announcements by LEO 21 and WLLO-LP. NH RSA's govern underwriting as it relates to print and Web publications. The regulations require LEO 21 and WLLO-LP to provide on-air recognition of funders while stipulating that these credit announcements are strictly for identification; they cannot be promotional.

In establishing its on-air credit guidelines, LEO is sensitive to the expectations of the public audience. LEO 21 and WLLO-LP also remain faithful to the public mandate to provide educational, cultural and informational programs independent of commercial obligations or influence.

Underwriter/Sponsor Acknowledgement

Funds may be accepted from any source. However, the school district reserves the right to turn down funding if there is any conflict of interest or possible perception of influence on program content or, for any other reason deemed in the interest of the district.

Underwriters are identified by mention of their legal or recognized name. Additional information may be used to further clarify identification but should not promote donors' companies, products or services. Acknowledgement of sponsors and underwriters will be made using prepared scripts approved by the Director of Library Media and Technology Services. Acknowledgments should not interrupt the continuity of the programs or detract from the content or sound quality of the programs with which they are associated.

All program content and editorial decisions related to distribution of LEO programs are the sole responsibility of the Londonderry School District.

Specifications for On-Air Credits – LEO21 and WLLO-LP, FM

All underwriting credits will be 10 seconds in length, unless underwriter is an exclusive underwriter, then the credit may be up to 30 seconds.

Credits include the organization or company name, the name of a subsidiary, operating division or parent company, and additional language which further clarifies the identity of the underwriter. This language may contain:

- A neutral description of products or services
- A recognized corporate slogan that identifies the company or its products
- A statement of business locations, a World Wide Web address, or a toll-free phone number
- The organization's mission
- A mention of the particular LEO programming being supported (ex: "for support of Focus for Education")
- The duration of the business or service (ex: "providing services to businesses for over 50 years...")

The following video effects are permissible:

- Standard or existing corporate logotypes, logograms or slogans, both still or animated, which identify but do not promote (please refer to logo submission guidelines Page 4).
- One corporate mascot (such as the Exxon tiger) or other symbolic figure developed as a corporate (rather than product) symbol, accompanied by the company's name.

- One specific product line or brand name, after the funder's name/logo. Symbolic depiction of up to three generic product lines, services or target markets, in addition to the one specific product. Total product depiction must be limited to no more than 50% of the entire credit.
- Business exteriors, particularly when they are best representation of a funder's product/services (e.g., bank or hospital).
- Location information--street address, or general reference to area served. Phone numbers are not permitted at any time.

The following practices tend to convey a more "political or commercial" impression and may not be used:

- Products in use or operation for the purpose of demonstrating their performance characteristics.
- Packaged goods (such as food products) shown outside the container or package, or in a prepared state.
- Any item that would not otherwise be allowed display in any school or student publication.
- Official spokesperson, company officials, directors or actors posing as "generic" employees.

The following audio techniques are acceptable:

- Brief value: neutral descriptions of product, service or target markets.
- Location information: street address or general reference to area served. Phone numbers are not permitted.
- Music and sound effects are permitted. However, lyrics sung to music may not be used.

The following audio techniques are disallowed:

1. Comparative Claims: Donor acknowledgments that contain descriptive language comparing underwriter's products or services with those of competitors are not permitted. Avoid words such as: Best, Better, More, Superior. Examples of acknowledgments that contain these comparative terms are:

- "Serving more cities than any other airlines"
- "With more assets than any other bank in town"
- "Featuring the best products in town"

2. Qualitative Claims: Donor acknowledgments that contain qualitative descriptions of the underwriter's product or service are not permitted. Qualitative descriptions include words that describe the features, benefits, advantages or other qualities offered by underwriter's product or service. Avoid words such as Fine, Excellent, Tasty, or Leading. Examples of acknowledgments that contain these qualitative claims:

- "A leading supplier of automobiles"
- "With 20 convenient locations"

3. Solicitations: Announcements that contain a "Call to Action" are not permitted. Most "Calls to Action" contain imperative language. A statement addressed directly the viewer that tells the viewer to take action. Examples of acknowledgments that contain "Call to Action" statements:

- "Ask about our IRA" or "Call us at 555-0000"

4. Pricing Information: Announcements containing price information are not permitted. This includes interest rate information or other indications of savings or value associated with the product or service. Examples of pricing information are:

- "Office products at discount prices"

- "Making computer power affordable at every desk"
- "8.0% interest rate now available"

5. Inducements to buy, sell, rent or lease: Announcements containing any inducements to buy, sell, rent, or lease are not permitted. Examples:

- "Six months of free service"
- "Special gift for first fifty customers"
- "Now offering free checking"

Specifications for publications credit

Web Site: Applications to underwrite schools.londonderry.org will be reviewed by the LEO Advisory Board. Underwriter acknowledgement will be included at the bottom of the page with copyright information. A link to a current underwriter's page will be created which will display the organization or company name, the name of a subsidiary, operating division or parent company, and additional language which further clarifies the identity of the underwriter. This language may contain:

- A neutral description of products or services
- A recognized corporate slogan that identifies the company or its products
- A statement of business locations, a World Wide Web address, or a toll-free phone number
- The organization's mission
- A mention of the particular LEO programming being supported (ex: "for support of Focus for Education")
- The duration of the business or service (ex: "providing services to businesses for over 50 years...")

A link from to the underwriter's web site will also be provided from this page.

InCider Press: Applications to underwrite the InCider Press will be reviewed by the LEO Advisory Board. Underwriters will be able to place your logo or image (no ads), about the size of a business card, on a sponsored page. A statement thanking you, the underwriter, for your support will be under the graphic as well as your link/or e-mail address if you have one.

LOGO SUBMISSION GUIDELINES for LEO21, InCider Press and schools.londonderry.org

1. Acceptable logo formats

All logos submitted for use in underwriting must be one of the three following file formats:

- PDF (Adobe Portable Document format, .pdf)
- JPEG (Joint Photographic Experts Group, .jpg)
- TIFF (Tagged Image File Format, .tif)

2. Acceptable logo resolution

All logos submitted must be a resolution of at least 300 dots per inch (dpi).

3. Declaration of property

All companies submitting a logo or picture file for use in LEO underwriting, must declare that submitted file does not contain any copyrighted material.

LEO SPONSORSHIP OPPORTUNITIES/RATES

By sponsoring a LEO program, businesses and organizations can show support for the school district and community in general while gaining exposure. LEO programs reach most households in Londonderry. We have developed flexible underwriting and sponsorship opportunities and rates.

SPONSORSHIP SPOT CREATION FOR LEO21 OR WLLO-LP,FM

For **\$25**, LEO will develop a credit screen at the beginning and end of a video piece or a 10 second radio spot identifying sponsorship.

SPONSORING A LEO21 PROGRAM

Once LEO has developed your sponsorship spot, you may use it to sponsor any program on LEO21 for just **\$100 per episode/program**. We'll play your spot before and after the program, which means that your spot will probably air 28 times in the week your show premieres and repeats.

If, for any reason, a sponsored series is discontinued prior to the expiration of your sponsorship agreement, sponsorships may be transferred to the alternative show of your choice.

SPONSORING A SPECIAL LEO21 EVENT

If you have a sponsorship spot on file at LEO, you may sponsor any **special event (e.g. concerts, etc.) for \$200**. We'll run your spot before and after the event, which means your spot will air from eight (the guaranteed minimum) to fourteen times.

SPECIAL COMBINATION PACKAGE

From time to time, LEO 21 special programs will be mass-produced on DVD for sale to the public. Events such as winter and spring concerts or other school or district-wide events and competitions are scheduled for coverage. For those interested, a combination package includes the above, and inclusion of your sponsorship on the DVD as well as acknowledgement in spots promoting the DVD on our Web site and on WLLO-LP for **\$500**.

SPONSORING WLLO-LP, FM

Once LEO has developed your sponsorship spot, you may use it to sponsor any program on WLLO-LP based on the following rate schedule

6:00 a.m. to 12:00 a.m.	Rate (per acknowledgement)
1- 25	\$5.00
25-50	\$4.00
50-100	\$3.00
100+	\$2.00
12:01 a.m. to 5:59 a.m.	Rate (per acknowledgement)
25 (minimum+	\$1.00

Or, you may opt for one of these packages:

Daily Acknowledgement: Establish a regular on-air presence

- One spot per day – for 26 weeks = 182 acknowledgements @ \$3 = \$546
- Two spots per day – for 26 weeks = 364 acknowledgements @\$2 = \$728

Program Sponsorship: Support a specific type of music genre or programming such as our Saturday morning line up for children

- Five spots weekly (M-F) during a specific show or block format for 26 weeks = 130 acknowledgements @ \$3 = \$390
- One spot with a once a week program for 26 weeks = 26 acknowledgements @ \$5 = \$130

Off-hours Sponsorship: Support our late night listeners from midnight to six a.m.

- One spot a night for 26 weeks = 26 acknowledgements for \$75

SPONSORING A SPECIAL WLLO-LP EVENT

The fee for sponsoring a WLLO-LP Live Event is developed on a case-by-case basis depending on the length of the event and the costs of producing it, if any, and includes at least one acknowledgment per half hour and visibility at WLLO's site at the event if permissible.

SPONSORING THE INCIDER PRESS

The fee for underwriting a page is \$250.00. The fee for underwriting an entire edition is \$750.00.

SPONSORING schools.londonderry.org

The fee for underwriting the district or a school home page is \$50.00 per quarter. The fee for underwriting any other page is \$25.00 per quarter.