



MESSAGING GUIDELINES

Life 88.5 KJNW is a non-commercial radio station. A non-commercial station may offer underwriting in place of traditional advertising. The term "underwriting" is used for on-air announcements acknowledging financial support. It's a great alternative to commercial advertising and an effective way for your business or organization to connect with loyal listeners.

Messaging

Maximum of four messages/hour

Ensuring a clutter-free listening environment

Stand Alone Message

Not sandwiched between a group of messages

:15 Produced Messages

Complete copy writing and production services

Exclusive Format

No other Contemporary Christian Music stations are presented live from Kansas City

Exclusive Audience

Listeners you can't reach anywhere else

Guidelines

All copy must meet the following Federal Communication Commission (FCC) guidelines for a non-commercial station

Can Include:

- Name of business
- Slogans that identify products or services
- Location
- Website
- Phone number
- Email
- Hours of operation
- Promotion of a non-profit event

Cannot Include:

- Comparative or qualitative description of services
- Inducements to buy, sell, rent or lease
- Promotions of services over another
- Mention of prices

Message Examples

:15 second Business Partner Message for Wickham Chiropractic

Life 88 point five would like to thank our Business Partner, Wickham Chiropractic, for their support. Now located in Old Town Lenexa, Wickham offers chiropractic care for the entire family. Online at Wickham Chiropractic dot com.

:15 second Business Partner Message for Miller Management

Life 88 point five would like to thank Miller Management for their support. Miller Management specializes in church and non-profit accounting services. They are looking for ministry minded individuals to join their team. Opportunities are online at Good Faith Accounting Dot Com.

CONTACT

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