

# KQLC General Broadcast Standards

Since the beginning of our ministry we have served under these broadcast standards. They are just another way of saying, "Let's be a good neighbor to each other on the air, respecting the variety of ways we seek God, and honoring the trust placed in us by the community we serve." **Bob Luton**

## **NO PROSELYTIZING**

Proselytizing as it is used here means the act of seeking members to join one faith group at the expense of another faith group. This is usually done by suggesting that one faith group is superior to another, being critical of others' beliefs, or making suggestions that members of another faith are wrong in the way they may interpret the tenets of the faith for the express purpose of convincing members to move away from the faith group in question. Visitors may be encouraged to become part of a faith or to make a commitment to God or to Jesus Christ, but it is not acceptable for visitors to be asked, encouraged, or coerced to move from one faith group to another.

## **NO MALIGNING**

Maligning as it is used here means the act of denigrating, defaming or speaking evil of another faith group or its practitioners either explicitly or implicitly. Maligning of any faith group is prohibited.

Further, belittling, which is used here to mean the act of showing lack of respect for any individual, group or organization, is not in keeping with the values KQLC intends to convey, and therefore is unacceptable.

## **NO PREJUDICE**

Prejudice as it is used here means to discriminate or to stereotype. The demonstration of prejudice against any individual or group of individuals on the basis of age, gender, race, ethnicity, religious belief, physical or mental disability, sexual orientation, politics, and/or socio-economic status is prohibited.

## **NO LOBBYING**

As a general rule, lobbying by charitable exempt organizations is prohibited under 501 (h) of the Internal Revenue Act. Because those broadcasting on KQLC may have divergent views on legislative issues, program content may not attempt to influence legislation.

While the program content on the air may reflect the broadcasting organization's point of view and may educate visitors on various aspects of matters before federal, state or local legislative bodies, program content may not urge viewers to contact legislators to urge support or opposition to a bill before the body, or to otherwise attempt to influence legislative matters. However, listeners may be urged to participate in governmental affairs, to voice their opinions to elected officials, and to vote.

**CONTROVERSIAL AND SENSITIVE ISSUES** KQLC is committed to helping people articulate the basic questions raised with respect to controversial issues.

In dealing with controversial issues KQLC requires that organizations use utmost discretion in presenting their material. Material must be presented in a respectful fashion, one that encourages dialogue, debate, and understanding. The following list of controversial and/or sensitive issues (in alphabetical order) is not exhaustive. Other issues that present themselves as controversial and/or sensitive will be subject to the same standards as those listed below:

### **Abortion**

On this extremely difficult and sensitive subject, particularly for the faith community, KQLC permits the differing positions to be stated, but prohibits the maligning, demeaning, discrimination, or stereo-typing of any individual or group of individuals for their position(s) and/or action(s) on this issue.

### **Anti-Semitism and All Human Rights Issues**

KQLC encourages dialogue on, and exploration of, these critical issues, but prohibits the expression of anti-Semitism or any derogatory sentiments concerning basic human rights for all peoples in any broadcast.

### **Homosexuality**

On this extremely difficult and sensitive subject, particularly for the faith community, KQLC permits the differing positions to be stated, but prohibits the maligning, demeaning, discrimination, or stereo-typing of any individual or group of individuals for their position(s) on the issue, or for their action(s) and/or lifestyle.

### **Pseudo-Sciences**

Information that leads visitors to believe in such things as fortune-telling, astrology, phrenology, palm-reading, occultism, mind-reading, and numerology as providing direction and guidance for life are not permitted.

### **Racism**

KQLC encourages dialogue on, and exploration of, this critical issue, but prohibits its expression in any broadcast.

### **Sexism**

KQLC encourages dialogue on, and exploration of, this critical issue, but prohibits its expression in any broadcast.

## **ACCURACY**

In recognition that what is broadcast may not always be the same as what the visitor perceives, every effort should be made to communicate as accurately and as clearly as possible.

Care must be taken to see that all material presented is accurate, both technically and factually.

## **LANGUAGE**

Language must be appropriate and acceptable to the mass audience. Blasphemy, profanity, and obscenity are not permitted. Materials should be sensitive to the importance of inclusive language.

## KQLC General Broadcast Standards

Material not covered specifically by criteria on these pages will be evaluated on a case-by-case basis by KQLC. In all matters, KQLC retains the right to interpret whether or not program content is in keeping with the standards of the station.

These KQLC guidelines have been adapted from those ... "provided by [www.FaithandValues.com](http://www.FaithandValues.com) ... 'light for the journey'."

### **PAYOLA –**

1) Any programming or other material broadcast by the station in return for **a)** the payment to the station of any money, **b)** the performance of any service to the station or **c)** the provision of any other consideration to the station must be accompanied by an announcement stating the fact that the money, service or other consideration has been provided or promised and setting forth the name of the party providing such money, service or other consideration (and we must maintain a list of such underwriters and their addresses).

2) No money, service or any other consideration shall be accepted by the station (or anyone in the chain of relationships leading to the station, including announcing staff and program producers) in order to influence broadcast content unless the money, service or other consideration is paid to the station and the station airs the requisite announcement.

Although all donations to the station and general underwriting will be acknowledged at various times, those that are tied to the airing of programming material must be aired immediately before and after the program. The staff must understand that, even if an underwriting announcement is aired, they are still not able to personally receive any consideration from the underwriter in return for "plugs."

-----  
For broadcasters only:

---

**I have read, understood and accept the KQLC General Broadcast Standards.**

Printed Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date \_\_\_\_\_