

Template 2

[STATION CALL LETTERS]

GUIDELINES FOR ON-AIR UNDERWRITING FOR PUBLIC RADIO STATIONS

Credits are a maximum of 15 seconds in length.

Underwriting credits must contain:

- The legal name of the sponsor, to be read immediately after the station preamble.

Credits may also include the following:

- A neutral description of products or services
- Names of operating divisions or subsidiaries
- An established slogan (verbatim) that identifies your company or products and does not promote.
- Statement of business locations, World Wide Web address, or 800 phone number.
- Your organization's mission
- Duration of business or services

To maintain public radio's non-commercial character, the FCC has determined that sponsor credits may not:

- Use comparative or qualitative language
(Efficient, economical, dependable, prompt, leading, reliable, excellent)
- Offer price, discount or financing information
(Offering a discount, financing is available)
- Use a call-to-action
(“Stop by our showroom, come on out, go to, call today, visit”)
- Include any inducement to buy
(Free service, special gift, bonus, guarantees)
- Third party endorsements from newspapers, magazines, etc.

Voicing is done by on-air announcers. Copy can be updated as necessary. Final copy approval lies with the station, which reserves the right to decline support that is deemed incompatible with the public broadcasting mission.

These regulations serve to protect the non-commercial content that public radio listeners value so highly. In this way, the special integrity of the relationship between our stations and our listeners extends to the sponsors as well.