

# Template 4

## Underwriting Copy Guidelines

As a public radio station, [STATION] is bound by FCC guidelines for underwriting announcements. These rules serve our sponsors well as they provide for language that [STATION] listeners *prefer to hear and will respond to* more readily than language that is commercial in nature. These guidelines will help our corporate sponsors engage with the [STATION] audience most effectively.

### General Guidelines

**Length:** [STATION] underwriting announcements are all 20-seconds in length, which includes the standard opening line, “[STATION] thanks [BUSINESS] for their support.”

**Content:** Underwriting announcements are objective, direct, and clearly identify the following:

1. The name of the underwriter/sponsor.
2. The mission, business, or event hosted by the underwriter.
3. A means to contact the underwriter/sponsor.

**Deadlines:** Please allow one week for production of announcements.

### What to Include

- Name of the organization paying for the schedule
- Description of products or services offered including brands or trade names
- Date and time of event
- Length of time in business
- Established slogan or tagline
- Telephone number or URL

### What Not to Include

1. Comparative, qualitative, or overtly promotional language
2. Price or value information
3. Inducement to buy, sell, rent, lease, borrow, or loan
4. Third-party endorsements
5. Calls to action
6. First- or second-person language that implies station endorsement (you, we, us, I).

### Underwriting Language Examples

#### 1. Comparative language

Permitted: “Serving 50 cities in the Western United States.”

Not permitted: “Serving *more* cities than any other airline.”

## 2. Qualitative Language

Permitted: "With twenty locations throughout the Puget Sound."

Not permitted: "With twenty *convenient* locations."

## 3. Pricing Information

Permitted: "Information on rates is available online at bank dot com."

Not permitted: "3.7% interest rate now available."

## 4. Calls to Action

Permitted: "More information available at [NUMBER]."

Not permitted: "Call us at [NUMBER] for more information."

## 5. Inducements to Buy, Sell, Rent, or Lease

Permitted: "Tickets go on sale this Friday."

Not permitted: "First 100 tickets are discounted."

## Sample Message

**SUPPORT FROM ANYTOWN THEATER GROUP PRESENTING THE SESSION EUROPA. THE SEASON STARTS IN SEPTEMBER AND INCLUDES SIX PLAYS. INFO AT ANYTOWN THEATER GROUP DOT ORG.**

## Additional Underwriting Policies

- The station does not accept corporate sponsorships which promote the use of illicit drugs, alcohol, tobacco, or firearms.
- The station does not accept political advertising.
- All announcements are produced in-house by [STATION] staff.