



UNDERWRITING ANNOUNCEMENT COPY GUIDE

MAKE YOUR COPY WORK FOR YOU

Underwriting differs from commercial advertising in both sound and spirit. The public radio audience responds best to straightforward information presented in a concise, clear and sincere manner.

WE ARE HERE TO HELP. Your representative works with you every step of the way—from ideas to finished production—to make sure your underwriting announcement conveys your desired message and complies with the FCC regulations applicable to non-commercial stations.

- All announcements are 30 seconds.
- Preamble, "Underwriting on KUNV is provided by" is included in the :30 announcement
- Announcements are produced by KUNV announcer staff. Pre-produced announcements are not permitted.
- Pre-produced music beds, without vocals or sound effects may be used.
- Final approval of copy lies with the management of KUNV.
- **NOTE: On-air copy is due 48 hours before scheduled to air to ensure timely production.**

The Federal Communications Commission (FCC) governs the use of non-commercial public broadcasting underwriting copy. They direct that public radio's messages simply: (1) identify the sponsor, (2) give location information and (3) provide "value neutral" descriptions of the underwriter's products or services.

These regulations serve to protect the non-commercial content that public radio listener's value. This ensures the integrity of the relationship between the station and the way its listeners relate to underwriters. The public radio listener positively identifies the underwriter with KUNV's high-quality programming.

ANNOUNCEMENTS *MAY* INCLUDE:

- Business name, operating division or parent company
- Business street location, phone number and/or website
- Value-neutral product or service descriptions
- Event dates and locations
- Up to 3 trade names, product or service listings which help identify the business
- An established non-promotional corporate slogan
- Description of target market
- Length of time in business

NOTE: An underwriting announcement may be unacceptable even if the information it contains is factually true. The fact that the underwriter's claim can be proven will not make it acceptable. For example, even if it were true that an underwriter had received an award or offers the lowest prices, the underwriting announcement could not refer to these facts.

ANNOUNCEMENTS *MAY NOT* INCLUDE:

- Calls to action statements which direct the audience: to call, to visit, to try, to compare
- Qualitative statements which involve subjective evaluation of quality (e.g. fine, great, rich, superb)
- Comparative descriptions or language (e.g. the best, bigger, faster)
- Favorable comparisons of an underwriter to competitors or industry standards (e.g. mentions of awards of recognition or merit)
- Pricing information (including "free") and inducements to buy, sell, rent or lease
- Inducement to buy statements which direct the audience to purchase the product (e.g. free trial period, 2 for 1)
- First or second person pronouns (e.g. I, me, you)
- The words "you", "your" and "we". The use of these words implies a relationship between the donor and the listener
- Language that is considered promotional
- Expression of a viewpoint on a controversial issue
- Support of or opposition to a political candidate