



**Guidelines for On-Air Identification of
Tri States Public Radio Underwriters**
(WIUM 91.3 FM, WIUW 89.5, WVKC 90.7 FM & 106.3 FM)

1. All Underwriter announcements must comply with FCC regulations* applicable to noncommercial stations.
2. An underwriter of programming is required by the FCC to be identified by its legal or their recognized name of operation.
3. An entire underwriting announcement may not exceed 15 seconds, including the underwriter's name and name of program sponsored.
4. On-air announcements may include:
 - a. The name of the organization.
 - b. Location, business phone number and/or website address.
 - c. Value neutral descriptions of the business or organization.
 - d. Trade names, products or service listings that aid in identifying the donor.
 - e. An established non-promotional corporate slogan.
5. On-air announcements may not include:
 - a. A call to action to use a product or service, or inducement to buy, sells, rent, lease or visit.
 - b. Qualitative or comparative description of a company, its products or services.
 - c. Pricing information or indication of associated savings or value.
 - d. Logograms or slogans that contain comparative or qualitative descriptions or are promotional in nature.
 - e. More than three trade names, product or service listings in a single announcement.
 - f. Any form of misrepresentation.
 - g. The use of pronouns: "you," "your," "their," "us," "I," and "we" are not permitted.
6. No pre-produced underwriting announcements, audio logos, or musical themes will be accepted.
7. Tri States Public Radio (WIUM 91.3 FM, WIUW 89.5 FM, WVKC 90.7 FM, & 106.3 FM) airs no more than three local underwriting announcements at each scheduled break.
8. Announcements of a controversial, advocacy, or political nature cannot be accepted.
9. Under FCC rules, regulations and policies, Tri States Public Radio has the duty to determine what programming will best serve the public interest. The selection of spokespersons, format, subject matter, duration and scheduling of broadcast material is a matter with Tri States Public Radio's discretion. Tri States Public Radio reserves the right to reject any material and final approval of copy lies with the station.

*Section 399B of the Federal Communications Act of 1934 and sections 73.504(d) and 73.503(e), FCC 2D 255 (1944).