

## WRVO Public Media Copy Guidelines for Underwriting Messages

WRVO complies with Federal Communications Commission (FCC) regulations regarding the on-air presentation of underwriting copy. This approach meets the expectations of our audience and assures that your message will have maximum impact with WRVO's listeners.

FCC guidelines state the purpose of on-air underwriting messages, also known as credits, is to "identify, rather than promote" public radio donors. Each public broadcaster is expected to make reasonable good faith judgments about language used in underwriting copy to ensure that the station adheres to this basic principle.

### *WRVO underwriting copy guidelines\**

- Maximum length is 15 seconds.
- A station announcer reads underwriting announcements.
- The name of the donor business or organization may be included a maximum of two times (not including its web address).
- Credits are to recognize the sponsoring organization. Third party references are not permitted. For example: "Syracuse Stage presenting "Little Women" sponsored by Verizon..." is not permissible. Exceptions are allowed for event venues and product brand names offered by the sponsor.
- Second person references such as "you", "your", or "you're" are excluded.
- FCC regulations prohibit comparative or qualitative language; calls to action; enticements to buy; or price information, examples below:
  - Comparative or qualitative descriptions include: "best", "most reliable", "largest selection", "nationally acclaimed", "award-winning", "exclusive dealer."
  - Specific awards are acceptable if granted by an independent entity not related to the donor or industry association.
  - Price related information includes discounts, interest rates, or references such as "free", "on sale", "specials."
  - Examples of Calls to Action are "call us", "come by", "try brand x."
  - Inducements to buy, sell, rent or lease include "this week only". "a gift for first 20 customers", "six months service included", "limited lifetime warranty."
- Logo phrases or slogans must have been in general use by the donor for sufficient time to become recognizable by the typical listener. These must also comply with FCC regulations about underwriting content.
- WRVO will not accept credits that promote a cause or point of view: political, religious, social, etc.

WRVO reserves the right to edit underwriting copy to comply with FCC regulations and station policy.

### *Suggested elements of underwriting messages:*

- Business name
- Address
- Phone number *or* Web link.
- Brief description of products and services. (Brand names may be included.)
- Length of time in business
- A previously established slogan that meets both FCC regulations and WRVO guidelines.

\* Many colleges and universities regularly underwrite WRVO programming. As a licensee of the State University of New York (SUNY) housed at SUNY at Oswego, however, WRVO does not accept underwriting to promote academic programs from colleges or universities other than SUNY Oswego. Arts performances, exhibits, lectures, and similar events are permitted.