

Underwriting Guidelines

Public radio uses the term underwriting instead of advertising. Since Delmarva Public Radio is a non-profit, non-commercial radio station, we fall under a different set of guidelines that govern how we operate. As a program underwriter, informative and concise announcements recognize your business at times when the people you want to reach are listening. People will remember and appreciate you for your part in bringing exceptional programming to the airwaves.

What We Can Say About You

- The name of your business
- The location and phone number where our listeners can reach you
- Audio logo-grams or slogans that identify and do not promote
- Value-neutral descriptions of products or services
- Brand and trade names of product or service listings that do not include qualitative or comparative language

What Can't Be Said

- Pricing information, such as "tickets are \$15 at the door"
- Calls to action, such as "stop by our store"
- Talking directly to the listener
- Inducements to purchase, such as "six months; free service"
- Qualitative or comparative language, such as "your #1 choice for steaks"
- Subjective language, such as "easy to understand"
- Music or sound-bites (all scripts are read by station personnel)

We Can Help Your Business

While we are subject to stricter rules for business underwriting messages than a commercial radio station, chances are that we can say what you want us to. We just may not be able to use some of the words you might first think of. We know the rules, and we can work with you to get your message out.

Tell us what you want to say - not in specific words, but in broad terms. Then let us work out the details. We'll get your message out, and our listeners will appreciate the fact that you support WCBE without the invasiveness of traditional advertising.

Copy Length

A twenty second message uses approximately 85 syllables. This is the number of spoken words -- so a street address and phone number each count in words as the quantity of numbers they have (so, for example, a typical phone number counts as seven words).