



North Carolina Public Radio-WUNC Underwriting and Web Sponsorship Guidelines

These guidelines seek to preserve the non-commercial nature of North Carolina Public Radio-WUNC. We are governed by regulations and policies pertaining to non-commercial broadcasts adopted by the Federal Communications Commission and the Corporation for Public Broadcasting. In addition, our listeners value this characteristic as part of what makes public radio unique in sound and substance. It is critical that, in addition to providing exceptional programming, we maintain a non-commercial, uncluttered and intelligent environment, keep listeners engaged during breaks and air underwriting announcements in keeping with our programming values, as well as with FCC requirements. Your underwriting support represents a partnership between your organization and WUNC, and demonstrates your commitment to community service and quality programming.

An announcement or web sponsor must identify, but may not promote, the underwriter, its services, facilities or products. It may not express the underwriter's views on any matter of public interest or importance. It may not support or oppose any political candidate. And it must be scheduled so as not to interrupt a station's programs. In addition to these legal requirements, underwriting announcements and web sponsors must be in keeping with the non-commercial nature of our station. To maintain the consistency of our sound, all messages are live reads or are prerecorded by a station voice.

WUNC Underwriting Announcements and Web sponsorships may:

- Describe your business.
- Identify facilities, services, products or product lines (no more than a total of three mentions per announcement).
- Describe your organization's mission. In some cases, this may be the mission statement. However, if the language of a mission statement conflicts with the station policies outlined above, we will suggest alternative wording describing your organization's mission.
- Inform the public of events you sponsor.
- Include a corporate slogan, as long as it meets guidelines and is not promotional.
- Include a street address and a web address or telephone number.
- Indicate the number of years you have been in business.
- Include the name of a non-profit organization you support, although it must be clear that you are providing the funding for the announcement or web sponsorships, and the announcement or web sponsorships cannot describe the activities of the sponsored non-profit organization.

WUNC Underwriting Announcements and Web Sponsorships may NOT include:

- Qualitative language (e.g., award winning, leading, Pulitzer Prize Winner, Board Certified, etc.) or state facts that cannot be proven.
- Comparative language (e.g., better, best, oldest, largest, etc.)

- A call to action (“Visit our store...”Call xxx...etc.)
- An inducement to buy, sell, rent or lease.
- References to price or value.
- Personal pronouns (you, yours, we, ours, etc.)
- Contain language advocating political, religious or social causes.
- Contain language related to lotteries, casinos or gambling
- Contain dramatic, shocking or disturbing language.

The length of the announcement may not exceed 24 words plus the name of the business or organization. Each word in a web address counts as one word including “dot”. A telephone number counts as three words.

Underwriting Organizations

To respect the FCC prohibition against accepting payment for the expression of any “views”, WUNC does not accept underwriting or web sponsorships from political organizations, nor will it accept a message advocating a position with respect to a controversial issue, a political party or a candidate for office. WUNC reserves the right to determine that an underwriter or the content of a proposed announcement or web sponsorships are inconsistent with the station’s mission or would undermine community support for the station. In these cases sponsorship may be declined

Advocacy Groups

Underwriting by organizations that, as their primary business, seek to influence matters of public concern, either through public outreach on a matter or through affecting the legislative process, is permitted under appropriate circumstances and under appropriate conditions. Underwriting and web sponsorships by such groups will be taken on a case-by-case basis, applying a reasonable listener standard. While there is no prohibition in these rules against underwriting by advocacy groups, in no circumstances will the language of an underwriting announcement or web sponsorships express an opinion on matters of public concern or otherwise advocate positions on controversial matters. All announcements or web sponsorships are subject to approval by WUNC’s station management and/or legal counsel.

Religiously Affiliated Organizations

Underwriting by churches or other religiously affiliated groups is acceptable. However, given that most listeners will be of different religions, care should be given to ensure that underwriting messages and web sponsorships are appropriate to the context of public radio, consistent with our publicly-supported mission and funding profile, and not unacceptable to those listeners who may not share the underwriters’ religious perspective. A reasonable listener test will be applied under these circumstances. The previous rule concerning advocacy groups would also apply to these organizations. In addition, this rule prohibits proselytizing language or other language intended to draw distinctions between different religions.

Editorial Control

As a publicly funded station, WUNC exercises absolute editorial control over underwriting and web sponsors announcement copy and web tiles and reserves the right to edit copy to conform to station and FCC guidelines.