

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 20 seconds.
- Preamble, "Local underwriting is provided by" is included in the :20 announcement
- Announcements are produced by WUWM 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 WUWM.
- **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 WUWM'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



UNDERWRITING ANNOUNCEMENT SAMPLE COPY

BUILD AWARENESS OF YOUR BUSINESS

This portion of WUWM programming is made possible by The Stollenwerk Family Foundation, in support of the twenty-six Catholic Schools in the greater Milwaukee area educating 13,500 students—focusing on academic excellence, based on the Catholic tradition over the past 150 years.

Marketplace Money on WUWM is underwritten by Mitchell Bank. For over one hundred years, Mitchell Bank has been locally-owned and operated and is dedicated to helping local businesses, large or small, succeed by offering a personal, face-to-face, customized approach to your business lending needs. Mitchell Bank, finding solutions since 1907. More information is at Mitchell Bank dot com or 414-645-0600.

Programming on WUWM is supported by Intelligent Conversations—a leading sales force consulting firm that specializes in improving company's sales growth and profitability. Through in-depth sales analysis of people, systems and strategies, Intelligent Conversations can improve efficiency and profitability for your company, with measurable, bottom-line results. More information is available at Intelligent Conversations dot com

IDENTIFICATION OF YOUR PRODUCTS OR SERVICES

Support for WUWM comes from the Dome Theater at the Milwaukee Public Museum...presenting "To the Arctic"... narrated by Academy-Award winner Meryl Streep. The film takes audiences on an up-close and personal journey into the lives of a mother polar bear and her seven-month-old twin cubs as they navigate the majestic arctic wilderness. Now showing. More information at mpm dot edu

WUWM is supported by Wandsnider Landscape Architects. The professionals at Wandsnider have been creating beautiful landscapes since 1977...harmonizing architecture and horticulture to compose your perfect setting...residential or commercial. Wandsnider Landscape Architects 262-255-7882 or at Wandsnider dot com

Milwaukee Habitat for Humanity ReStore is proud to be a supporter of WUWM. Now with two locations—Wauwatosa and the Third Ward. ReStore wants to stock their new store to the brim with more goods! ReStore is looking for new or like-new appliances, cabinetry, furniture and more. So, if there's no room for that coffee table, ReStore will take it! Donations are resold to the public and profits are used to support Habitat's mission. Store hours are available at Milwaukee ReStore dot org

PROMOTION OF YOUR EVENTS

Independence First is a proud supporter of WUWM. On Wednesday, May 22nd, Independence First is presenting "A Night for Independence" at the Potawatomi Casino. The featured speaker, Paralympian Josh George will share the story of his journey—a twelve-story fall to medals in three Paralympics. Ticket and reservation information available at "events@independent first dot org". Independence First—the resource for people with disabilities.

South Shore Cyclery is a proud sponsor of WUWM. It is Bike-To-Work week and South Shore Cyclery is sponsoring the "Antique and Vintage Bicycle Show" at the Milwaukee Public Museum, this Thursday from 4 pm to 8 pm, featuring a rare collection of bicycles from the 1800's to the 1960's, with a special presentation about the history of bicycling in Milwaukee. More information at South Shore Cyclery dot com

WUWM is grateful for the support of Wheaton Franciscan. The St. Francis Outpatient Center is holding and open house Saturday, June 22nd. Offering tours of the new four-story building and an opportunity to learn about the services offered to the community. More information is available at my wheaton dot org slash June open house.