



our community. our nation. our world.

Guidelines and Copy Samples

WYSO On-Air Copy Guidelines

Insofar as is practical, WYSO underwriting policies shall parallel those that have been established for National Public Radio (NPR) and have been recommended for local underwriting use, and shall concur with current WYSO and Federal Communications Commission (FCC) policies. To help maintain the overall noncommercial appearance of a funding message, copy should identify, but not promote the funder. WYSO management reserves right of approval of all underwriting announcements.

Specifically, underwriting announcements may NOT contain:

- Call to action (e.g., “bring your car to us,” “call 974-6167 for more information” or “visit us on the Web at...”).
- Superlative descriptions, qualitative claims or subjective statements about the company, its products or its services (e.g., “the best car ever built,” “leading,” “leader,” “leadership,” “a great partnership,” “whimsical”).
- Direct or insinuated comparisons with other companies or with other companies’ products or services (e.g., “when Cadillac just isn’t good enough,” “we’re better than the rest,” “award-winning” or “AAA certified”).
- Price or value information (e.g., “only \$160 down,” “tickets are \$10” or “admission is free”).
- Inducements to buy, sell, rent or lease (e.g., “six months free, when you sign up today” or “on sale now”).
- Endorsements (e.g., “recommended by four out of five customers” or “used by professional golfers”).

In addition, underwriting announcements:

- Must begin with the standard introductory phrase “Support for WYSO comes from” followed by the underwriter’s name.
- May be up to 20 seconds long, including the standard WYSO introductory phrase referenced above.

- Beyond the introductory phrase, an underwriting announcement may identify the organization through:
 - Neutral description of products, services or capabilities.
 - Recognized corporate “official slogan” that identifies the company (see guidelines for official slogans).
 - Address of business location(s), and/or a website address and/or a phone number.
 - Organizational mission.
 - Length of time the organization has been in business.
- Must be in third person. Second-person references may be included ONLY in official slogans.

Underwriting Credit Samples

Support for WYSO comes from the Dayton Jazz Orchestra, featuring alto saxophonist Tim Green in “Bird and Beyond,” a concert showcasing the music of artists including Charlie “Bird” Parker. November 1st at 8 at the Square Room. daytonjazz.org.

Support for WYSO comes from Resource Advisory Services, providing fiduciary personal financial planning and wealth management. Resource Advisory Services: “There is more to money than money.” Resource-a-d-v.com.

Support for WYSO comes from The Antique Market in historic downtown Clifton, offering American primitives and period furnishings from the late 1800s and early 1900s, English and French period pieces, and vintage collectibles. TheAntiqueMarket.com.

Official Slogans in WYSO Underwriting Announcements

A statement may be considered an “official slogan” by WYSO if it conforms with the following guidelines:

- The statement consistently has been used verbatim by the organization for a period of time long enough to establish the statement as an identifier of the organization. For WYSO purposes, a statement must be used by an organization as a slogan for about one year.
- The statement consistently has been used verbatim by the organization in multiple communications outlets, such as the Website masthead, t-shirts and other specialty items, business cards, letterhead, fax cover sheets and postcards.
- The statement consistently has been used verbatim by the organization in all radio, television and print advertisements.

In addition, to be considered for use in an underwriting credit, the statement must conform with WYSO underwriting guidelines:

- The statement must not refer to a specific product or service. The statement must not contain qualitative, comparative, promotional or price/value language.

Additional Information

WYSO is a public radio station licensed to Antioch College and carries no on-air advertising. One of the ways WYSO helps fund its programming and general operations is by seeking underwriting support from corporations, foundations and associations. FCC regulations govern all underwriting announcements by public radio stations and NPR. The regulations require stations and NPR to provide on-air recognition of funders while stipulating that these credit announcements are strictly for identification; they cannot be promotional.

In establishing its on-air credit guidelines, WYSO is sensitive to the expectations of the public radio audience and remains faithful to public radio's mandate to provide educational, cultural and informational programs independent of commercial obligations or influence.