



# UNDERWRITING ANNOUNCEMENT COPY GUIDE

## 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 30 seconds.
- Preamble, "Underwriting provided by" is included in the announcement
- Announcements are produced by station 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 station.
- 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 station'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 description