SPONSORSHIP ANNOUNCEMENT COPY GUIDELINES

MAKE YOUR COPY WORK FOR YOU

"Underwriting" is the term used for on-air announcements acknowledging financial support for public media, but we prefer to use the term "sponsorship." It 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. We will work with you every step of the way—from ideas to finished production—to make sure your script conveys your desired message and complies with the FCC regulations applicable to non-commercial stations.

Here are some initial notes for all our sponsor messages:

- All announcements are 20 seconds.
- All messages include a preamble, "We receive support from", "Programming is supported by", etc.
- Announcements are produced by KAXE staff in collaboration with community partners
- Final approval of copy lies with the management of KAXE.
- On-air copy is due 72 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 sponsor'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 sponsors. The public radio listener positively identifies the sponsor with KAXE's 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: A sponsor 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 a sponsor had received an award or offers the lowest prices, the 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 a sponsor to competitors or industry standards (e.g. mentions of awards, recognition)
- Pricing information (including "free") and inducements to buy, sell, rent or lease
- Inducement to buy statements which direct 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
- Expression of a viewpoint on a controversial issue
- Support of or opposition to a political candidate