WRTI 90.1 COPY GUIDELINES FOR ON-AIR, STREAM, AND PODCAST

OVERVIEW

WRTI 90.1 is a noncommercial public radio station licensed by the Federal Communications Commission (FCC). FCC guidelines allow noncommercial stations to acknowledge contributions over the air but not to broadcast commercials or otherwise promote the goods and services of for-profit donors or sponsors.

Sponsorship or "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. WRTI's Sponsorship Team will work with clients to write announcements that are compliant with FCC guidelines and station policy. The special integrity of the relationship between the station and its listeners extends to the sponsor as well.

GENERAL GUIDELINES

- Approved copy should be delivered to WRTI at least 4 business days in advance of the first run
- All copy must adhere to the guidelines above as they relate to FCC and WRTI style guidelines
- WRTI reserves the right to write or revise any copy for easier talent readability and better listener understanding
- A produced spot will be emailed to the client for review
- Revisions, if any, must adhere to the guidelines above, and application of revisions will be decided by WRTI's Production Director
- Talent will be determined by WRTI's Production Director at WRTI's sole discretion
- Spots are voiced by staff announcers or station personnel
- We do not air announcements that have been produced outside of our facilities or voiced by clients
- Underwriting announcements are acknowledgments of contributions made to WRTI and must begin with an approved introduction identifying the sponsor, including but not limited to:

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    - "Supporting WRTI, [sponsor]…"
    - "WRTI is supported by our members and [sponsor]"
    - "WRTI is supported by [sponsor]" *(for podcasting and stream)*
- Closing lines:
    - "More information is available at [sponsor's phone number]"
    - "More information is available online at [sponsor's web address]"
    - Phone number and web address should be limited to once per announcement with a strong preference to include either phone number *or* web address and web address over phone number, if possible
    - A registered tag line can be the closing line
- Sponsorship announcements are 15 or 30 seconds in length depending on the platform, sponsor-type, or other agreed upon sponsorship details and can be shortened by production for effectiveness and to accommodate music beds, if applicable
- All music beds are up to the discretion and approval of WRTI's Program Director
- Only underwriters who are presenters of musical concerts, musical theater, theatrical productions, films, or who themselves are musical or musical theater artists or groups will be able to use music beds in their underwriting spots
- Music beds, copy and all editorial is subject to approval by WRTI management

SPONSORSHIP ANNOUNCEMENTS MAY

- Identify the organization and its location
- Contain value-neutral, non-promotional descriptions of goods and services
- Use a bona fide and established corporate slogan if it identifies, but does not promote:
    - Acceptable: "Stonyfield Farm Yogurt: Yogurt on a Mission."
    - Unacceptable: "RCA Victor: The Most Trusted Name in Television"
- Use a telephone number and/or web address, if phrased appropriately

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SPONSORSHIP ANNOUNCEMENTS MAY NOT

- Use qualitative, comparative, or superlative language
- Address the usefulness, convenience, or advantages of the product or services mentioned
- This includes declarative statements or proven facts that could be construed as promotional or comparative
- Contain inducements to buy or encouragement/calls to action (e.g. “shop,” “call,” “visit,” “free parking”), nor contain language that directly addresses the listener (e.g. “you,” “we,” or direct a question at the listener
- Mention or even obliquely refer to price, discounts, or sales ("just $19.95 a month," free,” “10% percent off,” “no down payment,” etc.)
- Use quotes or attributions from third-party sources
- Inducements to buy, sell, or lease (“while supplies last,” “special gift,” “limited offer,” etc.)

EXAMPLES OF ACCEPTABLE COPY

- “WRTI 90.1 is supported by the Freelancers Union at Working Today, a nonprofit providing health insurance and other benefits to qualifying freelancers and the self-employed in select industries. Information at freelancers union dot org.”
- “WRTI 90.1 is supported by the Kimmel Center, presenting Zubin Mehta and the Israeli Philharmonic Orchestra, tonight at 8. Tickets are available at the Kimmel Box Office 215-893-1999."

EXAMPLE OF UNACCEPTABLE COPY

- "WRTI 90.1 is supported by King's Copiers, where you get the “Royal Treatment.” The reliable manufacturers of America's best copy machines, available to you at discount prices this season. Call today."

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DISCLAIMER

WRTI 90.1 will not air funding announcements that contain language advocating for any cause, group, or individual. We reserve the right to refuse any request for underwriting that would violate an FCC rule or policy, violate station policies or adversely affect the reputation or financial condition of the station. No announcements will be aired on behalf of political organizations, political candidates or their committees, or that express a view on issues of public importance or interest or religious belief. WRTI 90.1 will consider each request on a case-by-case basis.

QUESTIONS? Contact your WRTI sponsorship representative at sponsorship@wrti.org.