



WUNC Underwriting Guidelines

WUNC places very high priority on maintaining the non-commercial integrity of our Station, and the rules established by the FCC. Our listeners value our commitment to these standards, as part of what makes public radio unique in sound and substance.

Do:

- Tell our listeners who you are, what you do, where you do it, and how to find more information about your business or organization, like your website.

Don't:

- Use qualitative, subjective, or comparative language (best, biggest, award-winning, leading, etc)
- Refer to price, value, or incentives (free, lowest cost, specials, etc)
- Include calls-to-action (visit, come, find out more, try, etc)
- Use personal pronouns (you, yours, we, ours, etc)
- Include language advocating religious, political, or social causes
- Contain dramatic, shocking, or disturbing language

Your announcements = 24 words following the name of the sponsor.

The 24-word limit will include the website including “dot”, “com”, “slash” etc.

A telephone number = 3 words.

The word count starts after the name of the business or organization.

Trademarked slogans are subject to station approval.

We are here to help write your announcement!

**WUNC 91.5 TRIANGLE/TRIAD - WRQM 90.9 ROCKY MOUNT/WILSON - WBUX 90.5 BUXTON
WUND 88.9 MANTEO/COLUMBIA - WFSS 91.9 FAYETTEVILLE - WURI 91.1 WELCOME**

NORTH CAROLINA PUBLIC RADIO – BRINGING THE WORLD HOME TO YOU