

WRVO Public Media appreciates our corporate program sponsors and works with them to craft on-air and online messages to help meet their marketing goals.

FCC Regulations

As a non-commercial educational radio station, WRVO is required by the Federal Communications Commission to use language to "identify, rather than promote" our program sponsors. FCC regulations prohibit the following language in public media underwriting announcements:

- Price information ("free," "sale," "\$10 per ticket," etc.)
- Calls-to action ("call us," "give it a try," "visit us today," etc.)
- Inducements to buy, sell, rent or lease ("this week only," "six months free," "limited opportunity," etc.)
- Comparative information ("easier," "50% more," "improved," etc.)
- Qualitative information ("award-winning," "best," "largest selection," etc.)

WRVO Local Policies

In addition, WRVO Public Media observes the following policies for local underwriting announcements:

- The maximum length of an underwriting announcement is 15 seconds. This includes brief space prior to and following the announcement to separate it from other content.
- WRVO station announcers read and/or record the messages; we do not accept pre-recorded messages.
- The supporting organization must be clearly identified; third-party acknowledgements are not allowed.
- Website addresses OR phone numbers are preferred, not both.
- No second-person perspective ("you," "your," "you're,") in local underwriting copy.
- Political advertising is not allowed.
- Announcements promoting a religious belief or social point-of-view are not allowed.
- Logos, taglines and slogans are allowed if they meet the same copy restrictions for underwriting copy in general. Some logos, taglines and slogans may be permissible if such language is trademarked (or pending a trademark) AND has been in use for at least six months. (When applicable, WRVO requires a copy of the trademark for the language being proposed).
- WRVO reserves the right to edit proposed underwriting copy to comply with FCC regulations and local policies. All proposed edits are approved by the program sponsor before being scheduled for air.
- WRVO applies the same policies to pre-roll announcements on our online streams and other digital platforms.

Visit wrvo.org/underwriter for more information and examples of program sponsorship scripts. Thank you for your support of WRVO Public Media!