



# Underwriting Guidelines

WUNC places a 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.

## MESSAGES THAT WORK

On-air messaging identifies and describes our sponsors, offering a unique and effective component to any campaign. Messaging guidelines are shaped by the FCC for non-commercial broadcasters. Research consistently indicates that NPR audiences respond to less promotional messages, and our audience chooses WUNC for objective information about the world. Thus, your message will be more readily and respectfully received when communicated to our audience in a value-neutral and informational manner consistent with WUNC and NPR programming.

### Keep it Clear

State who you are, what you can do in value-neutral terms, where you are, and where the audience can learn more. The legal name of the sponsor is first, then featured products, operating divisions, and subsidiaries may be named as well.

### Describe Current Creative

Trademarked slogans that comply with FCC guidelines may be accepted with review but are not guaranteed approval. Descriptive content of broader themes is preferred.

### Focus on Features

Instead of “fast and safe,” say “240 horsepower and side-curtain airbags.” Our audience prefers a direct approach.

### Avoid Typical Tactics

Unlike traditional advertising, underwriting cannot use qualitative language, calls to action, comparatives, claims, inducements, awards, or references to value or price.

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The 24-word limit includes website words, e.g., “dot,” “com,” “slash,” etc.

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A telephone number = 3 words.

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

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Trademarked slogans are subject to station approval.

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Underwriters are accepted at the discretion of the station. The station reserves the right to approve, edit, or reject all underwriting copy.

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We are here to help write your announcement!

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