



**BLUE RIDGE
PUBLIC RADIO**
NEWS ▪ CLASSIC
npr FOR WESTERN NORTH CAROLINA

BPR News | BPR Classic | bpr.org
73 Broadway | Asheville NC | 28801

Donor Guidelines for Day Sponsorship Messages

- Reserve your date as far in advance as possible (*Dates are reserved on a first-come, first-served basis.*) We recommend requesting your date 4 - 6 months in advance due to the high volume of Day Sponsorship requests.
- Please submit copy as early as possible, or at least *four weeks prior* to airdate.
- Day Sponsorship messages are 15 seconds in length.
Please limit copy to a single sentence – or – send us the general gist of what you want to say and we're happy to create language for you.

Your Day Sponsorship message will be read 3 times on the scheduled day.

All language is approved by Blue Ridge Public Radio. We are happy to help you create an effective message.

The FCC has set specific guidelines that must be observed regarding announcements of this sort, plus Blue Ridge Public Radio has established additional guidelines necessary to ensure quality air sound.

Day Sponsorships cannot include a call to action or otherwise imply an endorsement of the message by Blue Ridge Public Radio.

Blue Ridge Public Radio Day Sponsorships cannot announce messages that promote or advocate a particular doctrine or belief. Religious organizations may use Day Sponsorship messages to promote their location, meetings of general interest that are open to the public such as speakers, workshops, or events of general interest, or non-denominational activities such as craft fairs or concerts.

Blue Ridge Public Radio Day Sponsorships may not reflect overt or implied support for any partisan political activities or advocacy. This includes candidate advocacy, political fundraisers, or organizational meetings.

The FCC does not allow:

- 1) comparative descriptions – words like: “best, better, more, superior”
- 2) qualitative descriptions – words like: “fine, good, excellent, quality”
- 3) calls to action – wording that encourages, directs, or persuades people to think or act in a certain way
- 4) price inducement or pricing information (including ‘free’) – you can, however, mention where tickets/information are available.