

WRVO complies with Federal Communications Commission (FCC) regulations regarding the on-air presentation of underwriting copy. This approach meets the expectations of our audience and assures that your message will have maximum impact with WRVO's listeners.

FCC guidelines state the purpose of on-air underwriting messages, also known as credits, is to "identify, rather than promote" public radio donors. Each public broadcaster is expected to make reasonable good faith judgments about language used in underwriting copy to ensure that the station adheres to this basic principle.

WRVO underwriting copy guidelines*

- Maximum length is 15 seconds.
- A station announcer reads underwriting announcements. We do not accept voice-produced creative copy.
- The name of the donor business or organization may be included a maximum of two times, not including its web address.
- Credits are to recognize the sponsoring organization. Third party references are not permitted. Examples: "Syracuse Stage presenting "Little Women" sponsored by Verizon..." is not permissible. Exceptions are allowed for event venues and product brand names offered by the sponsor.
- Second person references such as "you", "your", or "you're" are excluded.
- FCC regulations prohibit comparative or qualitative language: calls to action; enticements to buy; or price information, examples: Comparative or qualitative descriptions include: "best", "most reliable", "largest selection", "nationally acclaimed", "award-winning", "exclusive dealer."
- Price-related statements not permitted include discounts, interest rates, and statements such as "free", "on sale", "specials."
- Examples of Calls to Action are "Call us", "Come by", "Try brand x."
- Inducements to buy, sell, rent or lease include "This week only", "A gift for first 20 customers", "Six months free service included", "Limited lifetime warranty."
- Mentions of specific awards received are acceptable if granted by an independent entity not related to the donor or industry association.
- Logo phrases or slogans may be used but must have been in general use by the donor for sufficient time to become recognizable by the typical listener. These must also comply with FCC underwriting content rules.
- WRVO cannot air credits that promote political, religious, or social points-of-view.
- WRVO reserves the right to edit underwriting copy to comply with FCC regulations and station policy.

Suggested elements of underwriting messages:

- Business name, address, Phone number *or* Web link, brief description of products and services (brand names may be included), a previously established slogan that meets FCC and WRVO guidelines.

* WRVO does not accept underwriting to promote academic programs that compete directly with SUNY Oswego. Some exceptions exist where WRVO repeater transmitters are equipped to separate such messages from the WRVO multi-station network. Underwriting from colleges/universities to promote arts and cultural performances, exhibits, lectures, and similar events is accepted. *Revised 10-1-15*