

90.3 WSSB FM Underwriting Guidelines

Underwriting Organizations:

WSSB reserves the right to determine that an underwriter or the content of a proposed announcement are inconsistent with the station's mission or would undermine community support for the station. In these cases, sponsorship may be declined.

Clear Guidelines Make for a Good Message:

A combination of Federal Communications Commission (FCC) and WSSB guidelines for underwriting ensure that the message brought forth is clear, sophisticated, and pleasing to the ears of our listeners. FCC underwriting guidelines dictate that all public radio stations must refrain from using underwriting language which contains:

- Qualitative language (award winning, leading, etc.)
- Comparative language (better, best, oldest, etc.)
- A call to action (Visit our location)
- Inducements to buy, sell, rent, or lease
- References to price or value
- Personal pronouns, unless part of a slogan

Underwriting Announcements May:

- Describe your business
- Identify facilities, services, products lines
- Describe your corporate mission
- Inform the public of events you sponsor
- Include a corporate slogan
- Include a web address, phone number, and street address for your business
- Indicate the number of years you have been in business
- Include the name of a nonprofit organization you support, although it must be clear that you are providing the funding for the announcement

Length of Announcement:

- Underwriting announcements may not exceed 30 seconds