



tv



fm



web



community

multimedia marketing & branding solutions

WHYY ON AIR UNDERWRITING GUIDELINES

The purpose of this document is to provide a comprehensive set of guidelines for underwriting credits airing on WHYY. The intent is to provide the greatest amount of exposure and identification possible for our underwriters while at the same time not compromising WHYY's non-commercial character nor violating FCC mandates for public media.

FM AND TV COPY GUIDELINES

- Underwriters must be identified by name.
- The message must clearly state the underwriter's support of WHYY.
- The message may include factually, value-neutral descriptive information about the underwriter's products, product line or services. The information may not be qualitatively or promotionally descriptive.
- The message may include the underwriter's well-established, trademarked corporate tagline.
- The message may include brand or trade names that help identify the underwriter, but that do not promote nor induce to buy.
- The message may not include:
 - Superlatives or comparatives, such as bigger or best,
 - Calls to action or inducements to action,
 - Comparison with other products or businesses,
 - References to prices,
 - Third-party endorsements, or
 - Political messaging or the views of any person with respect to any matter of public importance or interest.
- The message may include one phone number and/or a Web address, but no call to action may accompany it.
- Talent from WHYY will voice underwriting messages at no additional charge.

ADDITIONAL GUIDELINES FOR UNDERWRITING MESSAGES ON WHY-TV

- Corporate logo, support statement and phone number/web address may be visual and/or audio.
- Plausible, appropriate and value-neutral backgrounds may appear behind corporate logos or products.
- Company spokespersons may appear on camera or provide voiceover for underwriting messages.

NOTES

- Underwriting message copy is regulated by the Federal Communications Commission (FCC) and is intended to "fully and fairly disclose the true identity" of all program funders.
- WHYY reserves the right to refuse any underwriting message if it is in violation of station guidelines, FCC guidelines or is inconsistent with the station environment and sound.
- If WHYY viewers/listeners raise concern with any underwriting messages, the content will be immediately reviewed. The decision to continue airing the credit is at the discretion of station management and based on management's interpretation of underwriting guidelines and FCC policy.



LISTEN to sample messages at why.org/underwriting/fm.html



LEARN MORE by visiting why.org/underwriting or by contacting us at (215) 351-3310 or underwriting@why.org

