

Underwriting Guidelines

Guidelines for Underwriting on Public Television and Radio

A statement of support is required in any and all underwriting credits or announcements.

The FCC mandates that underwriting credits clearly identify the source of support for public television and radio programming. Your Underwriting Representative can provide examples.

You choose the length of your underwriting credit. Schedule a :15 or a :30 spot on WHYY-TV or a :15 announcement on WHYY-FM. There are additional options available for non-profit organizations.

Permissible Content:

- Names of products or services
- Non-promotional, value-neutral description of products or services
- Company location and number of years in business
- Telephone number, e-mail address or Web site address
- Trademarked slogans
- Light background music and appropriate sound effects

Non-Permissible Content:

- Comparative or qualitative descriptions of products or services
- Superlatives (e.g. "best" or "biggest")
- Price references, even if the product or service is free
- Calls to action or inducements to buy
- Third party endorsements from newspapers, magazines, etc.

Production and Scheduling:

We prefer that WHYY's own on-air talent voice all underwriting credits. Using WHYY's on-air talent ensures a seamless presentation of your message. Your Underwriting Representative will work with you to produce a spot that serves your needs and resonates with viewers and listeners.

Production schedules vary depending on the complexity of the underwriting credit and are determined on a case-by-case basis. In general, TV spots require a two-week turnaround. The lead-time for FM announcements is 48 hours.

Your Underwriting Representative reviews each underwriting credit to guarantee that it adheres to FCC and in-house standards and for aesthetic and technical acceptability.

Learn More:

For additional information and to speak to an Underwriting Representative, call our Underwriting Department at **(215) 351-1223**.

