

Guidelines for Non-Profit Underwriting Credits 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.

Unlike commercial stations, WHYY does not air free public service announcements or announcements from political organizations.

You choose the length of your underwriting credit. Schedule a :15 or a :30 announcement on WHYY-TV or WHYY-FM.

Permissible Content:

- Non-promotional, value-neutral description of the organization, performance, event or exhibit
- References to locations, performance times and dates, artists' names and background
- Telephone number, e-mail address or Web site address
- Trademarked slogans
- Light background music
- For TV, visuals conveying smiling faces are permissible within the context of the non-profit organization (e.g. children at the zoo)

Non-Permissible Content:

- Price references, particularly if they refer to a for-profit entity within the non-profit (e.g. a hotel rate for a tourism credit)
- Calls to action
- Solicitations and/or fundraising messages
- Third party reviews or awards

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 WHYY's viewers and listeners.

Announcements may be delivered live if scheduled during a membership drive (March, August, October, December).

Announcements are aired throughout the broadcast day on WHYY-TV and WHYY-FM (between 6 a.m. and midnight) and commitments should be made at least one week in advance to allow sufficient time for production.

Learn More:

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

