

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.

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, trademarks 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
 - 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 WHYY-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.

