



# Underwriting on WWCU FM

The Broadcast Service of Western Carolina  
University

2014-15

Revised 8-1-13

# Underwriting Support Guidelines

Effective August, 2010

WWCU is a non-commercial radio station, and, as such, the station is bound by Federal law and specific FCC rules, regulations, and policies regarding program support underwriting to help support the radio station. WWCU is not permitted to air commercial advertisements in any form. However, the station can air "value neutral" program support underwriting announcements. Underwriting announcements are 30 seconds in length.

Rules and policies have been developed by the Federal Communications Commission to act as a guide for local stations who engage in permissible program underwriting. When preparing your announcement keep the following points in mind:

- **An underwriting announcement can identify a product or services, but cannot offer inducement to buy, sell, rent, or lease.** A short value-neutral list of the products and services that a business offers can be given in the announcement. This list may not exceed three items. Inducement includes phrases and words such as "now on sale," "limited quantities," "free parking," and "come see us today," among others are not permitted.
- **An underwriting announcement cannot be subjective or issue a call to action.** Subjective terms such as "oldest," "best," "largest," "great food," "freshest," "hottest," "custom," etc. are not permitted when listing or describing the products or services offered by a business. Also prohibited are phrases like "buy now," "get yours today," "call now," and "do it today."
- **An underwriting announcement must be value neutral.** Words like "best," "finest," "luxurious," "lowest prices," etc. are not permitted when listing the products or services offered by a business.
- **An underwriting announcement must not be competitive.** Words or phrases such as "the area's only," "the county's largest," "we have all the hard to find models," "Listed as Number 1 in the county," etc. are not permitted in listing or describing the products or services offered by a business.
- **The mention of prices, discounts, or savings percentages is prohibited.** Not only are specific numbers prohibited such as "10% discount," but the concept of a discount such as "on sale" or "student discount" is also prohibited in listing or describing the products or services offered by a business.

- **Logos, slogans, “logograms,” brand and trade names are permitted so long as they do not promote.** For example, logos, slogans, “logograms,” and brand and trade names used by corporations or businesses are permitted so long as they do not contain comparative or qualitative descriptions of the donor's products or services. Similarly, company slogans which contain general product-line descriptions are acceptable if not designed to be promotional in nature.

All underwriting copy is subject to review and approval by WVCU for station underwriting policy compliance. Here are some examples of the above:

<b>Not permitted</b>	<b>Permitted</b>
<b>Best</b> burgers in town	Charcoal broiled burgers
<b>Delicious fine</b> wine	French and domestic wine
The <b>largest</b> selection of wallpaper in the valley	A large selection of wallpaper
Sylva's <b>first</b> bank	Not permitted
Serving Jackson County since 1985	Not permitted
Student and faculty discounts	Not permitted

Additional language that is not permitted includes “call them, visit them, you, your, you're.”

The 30-second announcement should include the business location, phone number, web address, and a brief value neutral, non-competitive, mention of the product line or services which does not use any of the prohibited terms listed above.

Musical backgrounds or special audio effects, such as echo or reverberation are not permitted.

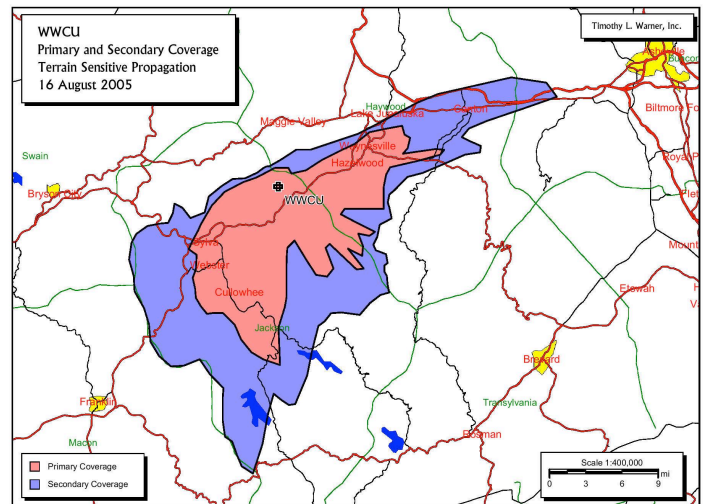
WVCU does not accept underwriting for alcohol, tobacco products, drug paraphernalia, political advertisements, religious services, or any product or service specifically prohibited by state or federal law.

WVCU is licensed to Western Carolina University, a recognized 501(c)(3) entity. Underwriting contributions may be tax deductible to the extent allowed by law. Underwriters should consult with their own tax advisers to determine deductibility.



## Coverage Map

- Format: Classic Rock
- Primary Target Audience: 25 – 54
- Secondary Audience: 35 – 64
- Specialty programming after 8 pm weeknights and weekends for 18+.
- Hours of operation: 24/7



Due to the unique mountainous terrain, not all radios will receive a signal in all locations as indicated on the map above. Map only approximates the actual coverage area of WWCU FM. For a detailed signal coverage map please request an FCC radio signal contour map from the station at 828.227.3851.