



# Underwriting on 95.3 WWCU

The Broadcast Service of Western Carolina University

2023-2024

Revised July 22

# Underwriting Support Guidelines

95.3 WVCU is a non-commercial radio station and professional learning laboratory for students, faculty, and university staff. The station is bound by Federal law and specific Federal Communications Commission rules, regulations, and policies regarding program support underwriting to help support the radio station. The purpose of underwriting is to identify those entities or individuals that have provided financial support to 95.3 WVCU.

95.3 WVCU is not permitted to air commercial advertisements for for-profit entities in any form. The station may, however, broadcast announcements that promote the goods, services, or activities of non-profit organizations, whether or not such announcements are paid for by the organization. The station may also air "value neutral" program support underwriting announcements. Underwriting announcements are 20 seconds in length, preceded by the station introduction, "Programming support on 95.3 WVCU is made possible in part by Sponsor Name," followed by the content of your announcement.

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 for the purpose of helping to identify the sponsor, but cannot offer inducement to buy, sell, rent, or lease.** A short value-neutral list of the products or services that a business offers can be given in the announcement. This list may not exceed two items. Inducement includes phrases and words such as "now on sale," "limited quantities," "free parking," and "come see us today," among others that are not permitted.
- **An underwriting announcement cannot be comparative, subjective or issue a call to action.** Subjective terms such as "oldest," "best," "largest," "great food," "freshest," "hottest," "custom," etc. are not permitted when referring to any product or service 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 referring to 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," "voted number 1 in the county," "serving Dillsboro since 1984," etc. are not permitted in referring to 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 “a 10% discount,” but referencing discounts with language 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. Logos, slogans, and “logograms” that contain calls to action are not permitted.
- **Web addresses are permitted as long as they do not promote, are not competitive, qualitative, or have a call to action.** For example, the name of a business is acceptable in a web address. However, a web address such as [www.shopbobsusedcars.com](http://www.shopbobsusedcars.com) would not be acceptable. Similarly, telephone numbers are permitted, but may not be promotional in nature. For example, “1-800-CASH-NOW” is not permitted.

All underwriting copy is subject to review and approval by 95.3 WVCU to ensure station underwriting policy compliance. Here are some examples of the above:

<b>Prohibited</b>	<b>Permissible</b>
“Best burgers in town”	“Charcoal broiled burgers”
“Delicious fine wine”	“French and domestic wine”
“The largest selection of wallpaper in the city”	“Providers of wallpaper in City”
“Reliable,” “excellent,” “dependable”	“XYZ, internet service provider”
“The only Ford car dealer you’ll ever need”	“Dealer of Ford vehicles”
“Try our famous pie”	“Pies baked daily”
“Home of the freshest ingredients”	Not Permitted
“This week only...”	Not Permitted

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

The 20-second announcement should include the business location, phone number, web address (if applicable), and a brief, value-neutral, non-competitive mention of the two product lines 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.

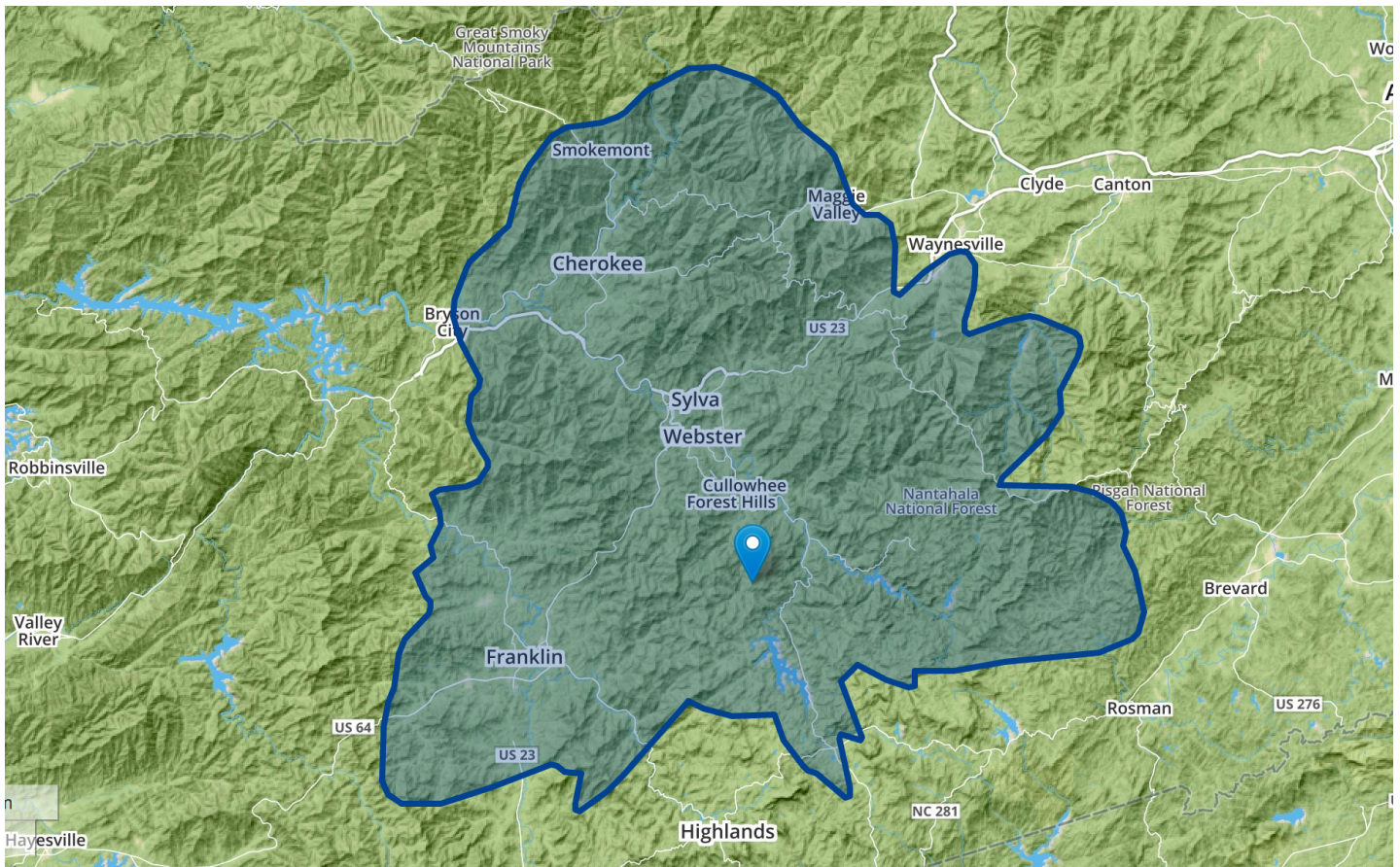
95.3 WVCU does not accept underwriting for alcohol, tobacco products, drug paraphernalia, political advertisements, religious services, or any product or service specifically prohibited by state or federal regulation or law.

95.3 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.

## Sample Underwriting Announcement

Programming support on 95.3 WVCU is made possible in part by Acme Real Estate. Real estate and vacation rental listings. Located in Tuckasegee, in southern Jackson County, North Carolina. 828-XXX-XXXX, 828-XXX-XXXX, online at acme real estate dot com, acme real estate dot com.

## 95.3 Coverage Map



Due to the unique mountainous terrain, not all radios will receive a “city grade” signal in all locations as indicated on the map above. The map is a computer projection and approximates the actual “city grade” coverage of 95.3 WVCU FM.