

# ***Underwriting***

We must follow certain FCC guidelines and rules regarding what may be said over non-profit stations. What can be mentioned are locations, contact information, goods and/or services provided, and hours of operation.

## **What Can Be Included In Underwriting Announcements?**

- Business or company name
- Address, phone number, and web site
- Slogans that identify but do not promote
- Value-neutral descriptions of a product line or service
- Brand and trade names, and product or service listings that do not include qualitative or comparative language

Remember, underwriting is not advertising. It is, rather, an acknowledgement of your contribution and support for PVTV – Channel 5. As required by FCC regulations, no competitive language may be used in any announcement.

## **What Can't Be Included in Underwriting Announcements?**

- Price information, including interest rate information or other indications of savings or value associated with the product
- A call to action or suggestion to take a specific action
- Inducements to buy, sell, rent, or lease a product or utilize a service
- Qualitative terms that describe a product, service, or company or language comparing a product, service, or company to another

## **Examples of Legal Underwriting Announcements:**

- "NetSoft provides local internet services including 56k dial up access and DSL. For more information you can call NetSoft at 777-7777 or toll free at 1(800)777-7777 or on the web at [www.NetSoft.com](http://www.NetSoft.com)."
- "John's Deli is located between A and B streets in downtown Davis. They serve a variety of soups and sandwiches and are open from 10 a.m. To 5 every weekday."
- "Big Music Store sells, services, repairs, and rents woodwind and brass instruments. Open from 9 to 5 every day and can be reached at 777-7777."

## **Examples of Unacceptable Underwriting Announcements:**

- "Have the whole family's eyes checked today by the vision care professionals of ABC Optometry." [call to action]
- "Mention KXBC and get a free \_\_\_ when you sign up." [inducement to buy]
- "ABC Corp, producer of fine plastic products..." [comparative language]

