Underwriting on Radio

Nebraska Public Media radio underwriting guidelines protect the non-commercial tone that public radio listeners value so highly. The integrity of the relationship between Nebraska Public Media Radio and our listeners extends to underwriters because our listeners positively identify underwriters with the high-quality programming they hear on Nebraska Public Media.

All :15 Underwriting announcements aired on Nebraska Public Media Radio begin with: “Support for programming comes from (your company name here)...”

Your underwriting announcement should identify your company or organization through use of:
- Established slogans that identify, but do not promote
- Location, hours of operation, web or street address
- Value-neutral description of business
- Trade name, products or services that identify your company or organization

Your underwriting announcement should not include:
- Qualitative Language (Descriptive, Adjectives, Adverbs)
  - GORGEOUS
  - HILARIOUS
  - EXCEPTIONAL
- Calls to Action (Telling someone to do something, directly or implied)
  - REGISTER
  - STOP IN
  - FIND US
  - LOOK FOR THE
- Comparative Language (Expressing distinctions in the product or service)
  - LEADER
  - LARGEST
  - THE ONLY
  - EXCLUSIVELY
- Price Language (Providing the cost of goods and services)
  - FREE
  - ON-SALE
  - ONLY $24.00
- Inducement Language (Reward programs, warranties, portions of purchase donated to charity)
  - GUARANTEED
  - NEW CUSTOMER DISCOUNT
  - PROCEEDS TO
- Endorsement Language (Offering testimonials, awards or favorable reviews)
  - GRAMMY AWARD WINNER
  - FOUR OUT OF FIVE MOMS CHOOSE XYZ
  - GIVEN 5 STARS BY NYTIMES

Radio underwriting spots cannot feature Nebraska Public Media endorsement, nor can the Nebraska Public Media name be used in a website URL.

Sample Underwriting Scripts:
Support for programming comes from CHI Health. Putting academic health care, research and innovation to work for every patient every day. The future of care. CHIhealth.com/Creighton.