

UNDERWRITING on Radio



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

All :15 Underwriting announcements aired on NET 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

On NET, radio underwriting spots may not include voiceovers by CEO/management, board members, or elected officials. Radio underwriting spots cannot feature NET endorsement, nor can the NET name be used in a website URL.

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**

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.

Support for programming comes from Pittenger and Anderson- a Lincoln-based fee-only investment advisor providing fiduciary financial advice and investment management to individuals and families.

“P&A: Your Financial Advocate.” Online at <P I T T A N D dot com>.

SIMPLE MESSAGES ARE MORE **MEMORABLE** AND **EFFECTIVE**.

LET US HELP CREATE YOUR MESSAGE!

ALL SPOTS MUST BE REVIEWED FOR FCC GUIDELINE ADHERENCE BEFORE AIRING.