

## **UNDERWRITER CREDITS ON WXEL TELEVISION AND RADIO**

Corporations, foundations and other organizations that provide funds for WXEL programming deserve as much recognition as possible for their money.

There are many ways to achieve this recognition, but none more visible than the on-air credit that identifies you as the funder.

All on-air credits must comply with FCC and WXEL regulations and guidelines, which among other things, require that the credits "identify" but not "promote" funders. A complete set of guidelines is available upon request.

WXEL will assist you in identifying yourself effectively in a non-commercial environment, enhance the value of your association with public television and radio by maintaining the character of the environment in which your credit appears, and ensure that all underwriters receive fair and consistent treatment.

Your on-air credit should maintain a non-commercial character and be a part of your comprehensive communications plan. With approval, the following can be included in your credit:

- \*Corporate logo or symbol
- \*Telephone number or address
- \*Three services your company provides
- \*Corporate slogan
- \*Why you are a funder
- \*Instrumental music

Copy points that are considered commercial in nature and not allowable in an underwriting announcement include but are not limited to the following:

\*Calls to action: "call", "come in", "stop by" "visit us on", "go to", "seats are limited", "don't miss out", etc...

\*Qualitative statements: "the best", "tastiest", "great service", "first class", etc...

\*Quantitative statements: "the largest", "Number 1", "Number 2", "large showroom", "huge inventory", etc...

\*Any copy which promotes a business, product or service in a positive way: "featuring a sumptuous dinner menu", "a wonderful time for you and your family", "member of the professional photographers association", etc...

\*Set up and punch: "Have you ever wanted a product that cures baldness, reduces fat and increases muscle tone"...Well here it is!"

\*Price points: "\$ 49.95", "FREE" "percentage off", "sale", "marked down" etc...

Remember our viewers and listeners appreciate sophistication, intelligence, and good taste – just as they do in the programming we provide.

Our audience will think of you primarily as a fellow "supporter" of public television and radio rather than as an "advertiser;" even though they understand you may have other than philanthropic objectives when you underwrite.

As a result, our audience is more likely to respond positively to a credit that links your support of a program with theirs. By the same token, the more your credit looks like a commercial, the less likely they are to respond positively.

To maximize communication your credit should reinforce and complement the audience's expectations as well as your own.