



Standards and Practices for Sponsorship Messages



WUCF BROADCAST FOR GENERAL AND KIDS AUDIENCES

MESSAGING AND MARKETING WITH IMPACT

WUCF viewers expect a commercial-free experience. Sponsorship messages are most effective when they create a connection to our community, through support of WUCF programming and services. WUCF requires that all local sponsorship underwriting spots reference support for WUCF, its programs or services, either in the audio voice-over, and/or graphically on screen for a minimum of three seconds (00:00:03). All scripts need approval from WUCF station management.

SPONSORSHIP MESSAGE STANDARDS

WUCF staff can help you create a targeted message that reinforces your organization's marketing and branding goals.

- On-air sponsor acknowledgment spots are :15 or :30 seconds in length.
- WUCF will include attribution verbally or graphically.
- Scripts and creative materials must be approved and submitted to WUCF at least two weeks prior to airdate.
- Spot production services are available upon request.

MESSAGE SPECS

- Copy: 15 or 30 seconds: Please refer to the permissible and no permissible content when creating your message.
- Contact information can include your website, phone number, and street address, either in audio or graphically.
- Graphics: Logos and pre-made graphics should be in PSD, AI or EPS format.

To make your organization look it's most professional, please use high-resolution (150 dpi) photos within the spot - PSD, JPG or TIFF.

EXAMPLE OF SCRIPTS THAT MEET THE

GUIDELINES: *"Locally owned and operated, Writer's Block Bookstore on historic Park Avenue serves the community with educational workshops, events, and book signings. Learn more at Writer's Block Bookstore dot com. Writer's Block bookstore is a proud supporter of WUCF."*

WHAT CAN YOU SAY?

The following types of identifying information are acceptable according to FCC regulations:

- Company name and location
- Years in business
- Visual depictions of products or services
- Primary mission or core values
- Phone number, email address, website
- Non-promotional, value-neutral description
- Established slogans
- Suitable background music or sound effects

WHAT CAN'T YOU SAY?

According to the FCC, the purpose of underwriting credits on public television is to identify the sponsorship support, not to promote the company or its products and services. FCC rules prevent us from using language, phrases, or visuals considered promotional.

EXAMPLES:

- Calls to action: Stop by, visit us, ask about
- Qualitative words: Fine, excellent, tasty, leading
- Comparative words: Best, better, more, superior
- Price references: Rate information, savings, value
- Inducements to buy, sell, rent or lease: Free service, bonus available, special gift
- Endorsements: Recommended, consumer satisfaction

ENGAGE ON-AIR, ONLINE, PBS APP AND NOW LIVE STREAMING ON WUCF.ORG!



Standards and Practices for Sponsorship Messages



WUCF PBS KIDS STREAMING

MESSAGING AND MARKETING WITH IMPACT

Our rules and guidelines are intended to provide guidance on underwriting credits that are directed to children and are not meant to prohibit conventional underwriting credits on children's programs where the message is clearly targeted to an adult audience and the product or service is of little interest to the young viewer. Each case will be evaluated on its individual merits.

SPONSORSHIP MESSAGE STANDARDS

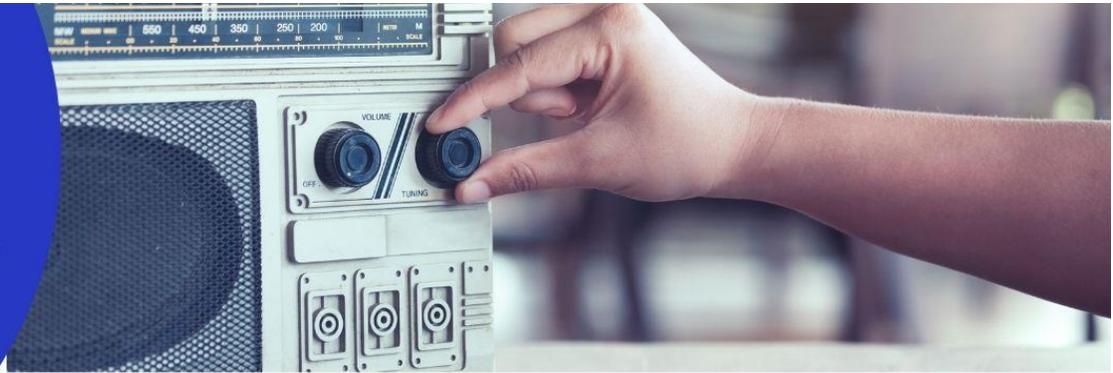
- WUCF requires a minimum annual broadcast investment of \$10,000.
- WUCF PBS KIDS streaming messages must be educational or informational in nature, tone and visual design, and must adhere to all FCC Guidelines and PBS Standards for sponsorship messages in children's programming.
- WUCF requires a minimum of 13 weeks spot schedule.
- Streaming sponsor acknowledgment spots are :15 seconds in length.
- All scripts need approval from WUCF station management.
- Messages should promote the well-being of the child/viewer.
- **Message will clearly recognize the sponsor support of PBS KIDS programming.** WUCF requires that all local sponsorship underwriting spots reference support for WUCF, its programs or services, either in the audio voice-over, and/or graphically on screen for a minimum of three seconds (00:00:03).
- Sponsorship message content will reinforce the WUCF mission of engaging curiosity and lifelong learning through compelling content and community engagement.
- WUCF reserves the right to review, accept or decline a sponsor's message at any time during the contract period.
- WUCF production services available.

EXAMPLE OF SCRIPTS THAT MEET THE GUIDELINES: *"Duke Energy is a proud sponsor of WUCF kids programming. Supporting our youngest learners, so together we can create a committed, educated, and caring community. Learn more at Duke Energy dot com."*

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WUCF.ORG!**



Standards and Practices for Sponsorship Messages



WUCF RADIO AUDIENCES

MESSAGING AND MARKETING WITH IMPACT

WUCF listeners expect a commercial-free experience. Sponsorship messages are most effective when they create a connection to our community, through support of WUCF programming and services. WUCF requires that all local sponsorship underwriting spots reference support for WUCF, its programs or services. All scripts need approval from WUCF station management.

SPONSORSHIP MESSAGE STANDARDS

WUCF staff can help you create a targeted message that reinforces your organization's marketing and branding goals.

- On-air sponsor acknowledgment spots are :15, :20 or :30 seconds in length.
- WUCF will record your sponsorship message, including attribution, and provide an .mp3 file for review.

MESSAGE SPECS

- Copy: 15 or 30 seconds: Please refer to the permissible and no permissible content when creating your message.
- Contact information can include your website or phone number in audio or graphically.
- WUCF requires that all local sponsorship underwriting spots reference support for WUCF, its programs or services.
- Scripts must be approved and submitted to WUCF at least two weeks prior to airdate.
- Scripts will be produced by WUCF.

EXAMPLE OF SCRIPTS THAT MEET THE GUIDELINES:

"This program is funded in part by Orange Cycle. Orange Cycle has hundreds of bicycles in stock, including Raleigh, Cannondale and Specialized, and a wide selection of bicycle clothing and accessories. Orange Cycle, serving Central Florida since 1972. Information at 407-422-5552, Facebook, or Orange Cycle Orlando Dot Com!"

WHAT CAN YOU SAY?

The following types of identifying information are acceptable according to FCC regulations:

- Company name and location
- Years in business
- Visual depictions of products or services
- Primary mission or core values
- Phone number, email address, website
- Non-promotional, value-neutral description
- Established slogans
- Suitable background music or sound effects

WHAT CAN'T YOU SAY?

According to the FCC, the purpose of underwriting credits on public radio is to identify the sponsorship support, not to promote the company or its products and services. FCC rules prevent us from using language, phrases, or visuals considered promotional.

EXAMPLES:

- Calls to action: Stop by, visit us, ask about
- Qualitative words: Fine, excellent, tasty, leading
- Comparative words: Best, better, more, superior
- Price references: Rate information, savings, value
- Inducements to buy, sell, rent or lease: Free service, bonus available, special gift
- Endorsements: Recommended, consumer satisfaction

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