



FCC Underwriting Guidelines

The FCC states that non-commercial radio stations cannot air commercials, but CAN acknowledge that businesses have contributed underwriting dollars to your apostolate.

Underwriting CAN include:

- Slogans which identify but do not promote
- Telephone number
- Location information
- Value neutral descriptions of a product line or service
- Brand and trade names and product or service listings

Examples of PROHIBITED text:

Announcements containing price information are not permissible:

- "7.7% interest rate available now"

Announcements containing a call to action are not permissible:

- "Stop by our showroom to see a model"
- "Try product X next time you buy oil."

Announcements containing an inducement to buy, sell, rent, or lease are not permissible:

- "Six months' free service"
- "Special gift for the first 50 visitors"

PAC or Political Announcements are also prohibited

Sample :15 underwriting message

Underwriting for (this program/your apostolate) is provided by ABC Roofing in XYZ. ABC Roofing provides services for residential and commercial buildings. On the web at ABC Roofing dot com or 800-555-5555.

As a 501(c)(3), non-profit businesses or organizations are exempt from underwriting guidelines. A local Church, College, Hospital, etc. may run "commercials" inviting enrollment. Likewise a civic event could list ticket prices and urge a purchase just like a commercial. When an underwriting schedule is approved on your apostolate, the non-profit entity must provide a copy of their 501(c)(3) letter designating their non-profit status for your apostolates public file. Your apostolate holds final edit approval of any announcements submitted for broadcast or website.

This Policy was developed from the guidelines of the Public and Broadcasting publication prepared by the Mass Media Bureau of the Federal Communications Commission, Washington, D.C.

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