

Get the Credit You Deserve...

WJCT Public Broadcasting Example Scripts

PROBLEMATIC

The Hometown Symphony Orchestra invites you to experience opening night, September 6th at the Hometown Recital Center. Soprano Barbara Hendricks performs Richard Strauss's Four Last Songs. Mahler's Symphony Number One ends the concerts. For tickets, call the box office at 555-1234.

The phrases 'invites you to experience' and 'call the box office' are calls to action, and therefore make the announcement promotional.

ACCEPTABLE

Hometown Symphony Orchestra presents opening night September 6th at the Hometown Recital Center. Soprano Barbara Hendricks performs Richard Strauss's Four Last Songs. Mahler's Symphony Number One ends the concert. Tickets are available at 555-1234. (40 words)

PROBLEMATIC

The Museum of Modern Art presents Gerhard Richter – Forty Years of Painting is now on view. This breath-taking survey traces the German painter's quest to invigorate the art of painting with bold abstraction, portraits, landscapes, and his signature photo-based images. More information at MoMA.org or 555-1234.

It's not easy to describe artistic works in "neutral" terms, but in order to make this announcement conform to standard underwriting criteria, you need to eliminate phrases such as "breath-taking," "quest to invigorate the art of painting," "bold," and "signature."

ACCEPTABLE

The Museum of Modern Art now viewing Gerhard Richter - Forty Years of Painting. This exhibit surveys the German painter's abstract paintings, portraits, landscapes, and photo-based images. More information at MoMA.org or at 555-1234. (41 words)

PROBLEMATIC

Hometown Healthcare, working to make a difference in the lives of everyone, especially the under served, by supporting community based solutions to healthcare issues affecting the community. Hometown Healthcare... working for a healthier community. Information at 202-2200.

It would be difficult to defend "working to make a difference in the lives of everyone" as a neutral description of a business. As noted above, terms such as "working to," "committed to," "whose mission is," may soften the tone of an announcement, but they will not, in and of themselves, render a promotional announcement non-promotional.

ACCEPTABLE

Hometown Healthcare, supporting community based solutions to healthcare issues affecting the Hometown area. Hometown Healthcare... programs for a healthy community. Information at 202-2200 or on the web at Hometown Healthcare. (41 words)