

Get the Credit You Deserve...

WJCT Public Broadcasting Spots

On-air underwriting credits are a way of identifying and thanking program supporters. Messages must complement the credible, commercial-free nature of public broadcasting and must comply with Federal Communications Commission requirements.

WJCT underwriting spots are 15 seconds long which is approximately 40-43 words. WJCT underwriting spots must begin with the name of the company who is paying for the spot.

In addition:

Underwriting spots may list:

- Location of business
- Brand or trade names and product or service listings
- Telephone number and Web address (phone numbers are 7 words)
- Well-established corporate slogans, if they do not include calls to action, comparatives or superlatives
- Value-neutral descriptions of one specific product, or up to three generic product lines or services

Underwriting spots may NOT include:

- Qualitative, comparative or superlative claims
Qualitative: The best dinnerware in the nation
Acceptable: Fine crystal dinnerware since 1899
- Calls to action
Call to Action: Come down to 12345 Main Street
Acceptable: Located at 12345 Main Street
Call to Action: Log on to www.yourcompany.com
Acceptable: On the web at yourcompany.com
- Information on pricing, value or savings
Pricing: Free Concert
Acceptable: Open to the public
- Corporate jingles

Because these guidelines have some limitations, all spots must be pre-approved by WJCT. Please work closely with your WJCT Corporate Marketing Representative.