

## **WLJS 91.9 FM Underwriting Guidelines**

Underwriting is sponsored support that funds student programming or media content. Announcements are short, factual mentions—not promotional. Per FCC guidelines, underwriting may not include calls to action or opinion statements. Messages can be up to 20 words (after your business name) and last no longer than 30 seconds. Allowed content includes your business name, address, phone, website, hours, product/service list without adjectives.

### **What Underwriting Announcements May Include**

Underwriting messages may contain:

- Business or organization name
- Location (street address or general area)
- Phone number and/or website
- Hours of operation
- A brief, factual description of services or products
- Event dates and locations
- A product or service list (without adjectives)

### **What Underwriting Announcements May NOT Include**

To comply with FCC regulations, announcements may not include:

- Promotional, comparative, or qualitative language
- Calls to action
- Price or value information
- Inducements to buy, sell, rent, or lease
- Opinion statements or political viewpoints

All underwriting scripts must be reviewed and approved by WLJS 91.9 prior to airing.

### **Sample Underwriting Announcements**

- “Maple Street Pilates, Jacksonville’s classical studio teaching all levels from athletes to those in need of post-surgical rehabilitation. Class details available at Maple Street Pilates dot com.”

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