



Underwriting Guidelines

WSOE 89.3 FM is a noncommercial radio station licensed by the Federal Communications Commission (FCC). FCC guidelines allow noncommercial stations to acknowledge contributions over the air, but not to broadcast commercials or otherwise promote the goods and services of for-profit donors or underwriters.

Sponsored announcements can include:

- sponsor's name
- location of business
- phone number and/or website
- value-neutral description of business, products and services

Sponsored announcements cannot include:

- Qualitative, subjective, or comparative language (*"best," "most reliable," "largest,"*)
- Information relating to price, value, or incentives (*"free," "10% percent off," "limited offer,"*)
- Calls to action (*"call," "stop by," "visit,"*)
- Credentials (*"board certified, award-winning,"*) or endorsements (*recommended by the New York Times, U.S. News & World Report's Top 10*)
- Personal pronouns such as "you," "your," "our," "we," etc.
- Language advocating for any religious, political, or social causes

Disclaimer: We reserve the right to refuse any request for underwriting that would violate an FCC rule or policy, violate station policies or adversely affect the reputation or financial condition of the station. No announcements will be aired on behalf of political organizations, political candidates or their committees, or that express a view on issues of public importance or interest or religious belief. WSOE will consider each request on a case-by-case basis.

Sample Scripts

Support for WSOE comes from Hickory Designs in downtown Burlington, specializing in furniture and interior design since 1924 ... featuring the Ralph Lauren home collection. Information at 336-XXX-XXXX, or at Furniture Supply Store dot com.

Portions of today's broadcast are supported by Jay's Pizza, located at 141 E. Haggard Street in the Burlington Plaza shopping center. Jay's offers a pizza, pasta, and salad bar buffet daily from noon to 10pm with pizza delivery until 2am. Menu and ordering information at Pizza by Jay dot com.