

Some things to remember about Underwriting:

What to include:

Identify the underwriter or business.

- Logo, slogan, location, telephone number, web site address and hours of operation.

Identify products using value-neutral descriptions.

- Identify products using brand names. Avoid using words like: fine, great, delicious and so forth. For example: “leather footwear” instead of “fine footwear”. Simply rule: Identify but don’t promote.

Remember Underwriting causes listeners to have a higher regard for noncommercial underwriters than for advertisers on commercial stations that may appear to be solely interested in peddling products. Also-noncommercial stations are void of the clutter that is found on many commercial stations. Be creative and incorporate dialogue, drama, storytelling into you message

What is not allowed:

Don’t use comparative, Qualitative or Descriptive language.

Don’t say...

Example:

“Underwriters” trucks are tougher

“Underwriters” software is easier to use

“Underwriters” burgers are the best in town

Instead say:

“Underwriters” trucks are made of steel

“Underwriters” software includes instructions for installation and use

“Underwriters” serves turkey, beef and soybean burgers

Don’t mention price

Do not say:

Receive 10% off

Get \$20 of free calling time

On sale now

Buy one get one free

Great savings for students

Free admission

Instead say:

Complimentary admission

Student I.D.’s welcome

Don't include a call to action:

Do not say:

Stop by today

Hurry in

Come on down

Apply now

Call now

Experience

Go to

Instead Say:

Open from 10 am to 10 pm

Closes at

Located at

Applications available at

May be reached at

Show times are at 8 and 11 pm

We are located at....