



On-Air Announcement FCC Guidelines

What You Can Do

PBS Reno Program Sponsors receive a 15 or 30-second visual and aural credit at the beginning and end of each program they sponsor. You can show products, use taglines or slogans, show phone numbers, addresses and websites. Program sponsorships are an excellent way to showcase your business in the trusted PBS environment.

What You Cannot Say or Use

The FCC has highlighted the following as unacceptable and therefore **cannot** be used in your on-air message:

Announcements Cannot...

- Have a call to action
i.e. Buy this now
- Provide price or value information
i.e. Tickets \$25.00
- Provide endorsements/inducements
i.e. 3 out of 5 Dentists agree
- Use qualitative language
i.e. This is luxurious
- Use comparative language
i.e. Dogs are better than cats

Announcements Can...

- Describe your business
- Identify your products or services
- Express your corporate philosophy
- Include your logo, location, phone number, and website
- Express your support of PBS Reno
- Established slogan or tagline
- Show photos and/or video of your business

Example Script

(Company) is proud to support PBS Reno. With 4 locations throughout Reno/Sparks, Family-Owned (Company) has offered Car A, Car B and more to customers for 30 years. Information at 775.555.5555.

PBS Reno

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 **Reno** 

