

# WKNC-FM DONOR ANNOUNCEMENT DO'S AND DON'TS

Donor announcements on WKNC are to identify businesses and organizations that have provided financial support to the radio station. The FCC regularly investigates and fines non-commercial radio stations for airing impermissible advertisements. Examples below are of actual language resulting in FCC investigations and fines. To keep in compliance, no donor announcement on WKNC will include any of the following:

**Qualitative or comparative language.** Descriptions of products, services and other information must be value-neutral. Examples of prohibited language include: tastefully decorated, ultimate flexibility, only the freshest ingredients, best cleaning system, precision crafted using the latest technological advancements, quality craftsmanship, one-stop shop for black and white/color copies, ASE-certified master technicians, convenience like no other accommodations in town, most popular channels, the perfect gifts for you and your occasion, a tropical paradise ... filled with cutting-edge attractions and creature pleasing comforts.

**Price information.** This includes specific references to price and discount information. Mentioning something is free is also providing price information. Examples of prohibited language include: less than \$10 a month, \$75 rebate, regularly \$199.95 now just \$149.95, money saving bundle packages, low prices on the items you buy most, ask for the special capital rate, free estimates, special gift with a free in-home presentation.

**Calls to action.** Because donor announcements are meant to be informational and not promotional, they cannot suggest or tell listeners to patronize the sponsor. Examples of prohibited language include: call for complete details, all right now, visit one of our four branches, stop in at one of our offices today, open an account today, be sure to take advantage of our weekend games specials, be sure to try our signature fish and chips, to see for yourself come drive it.

**Inducements to buy, sell, rent or lease.** Announcements should not include information in the form of a question or ask about specific needs the sponsoring business or organization can fulfill. Examples of prohibited language include: planning a special occasion, long on ideas and plans but short on cash, looking for the perfect place to eat after the big game, how about doing something fun, if you are tired of high utilities bills, if you're looking for a family kind of place, if you need anything for the great outdoors. Announcements should also not contain inducements to buy, sell, rent or lease such as satisfaction guaranteed, meets all your banking needs, let our experience take the stress out of your next home purchase, where our aim is excellence and our goal perfection, takes the time to understand your insurance and financial needs, be sure to go with the winner.

**First-person and second-person language.** Although not specifically prohibited by the FCC, WKNC policy asserts announcements including words like "you" and "our" may suggest an endorsement of the product or service and are therefore impermissible.