

Underwriting Rules & Guidelines

In the case of Underwriting, we want to **PRESENT** the information,
not **PROMOTE** the business!

GOOD WORDS

1. Company name, Location & contact info
2. Value neutral description of products and services
3. Brand & trade names of product or service listings
4. Can include web page and logo as long as there isn't an inducement to purchase, i.e. "whygoanywhere.com"

BAD WORDS

1. **Visit, try, click on, free**
2. **Reliable, dependable, preferred, best, better, unlike the others, a devout Catholic**
3. Never use "sponsor" or "call"
4. Don't use comparative language: "that service is better than the other service", or "it will make your smile better".

Sample text: Redeemer Radio thanks ABC Widgets for underwriting our programming. ABC Widgets carries industrial and residential widgets in all sizes. To find out more about ABC Widgets they can be reached at 260-555-1234 or on the web at ABC Widgets.com

NOT ALLOWED: ABC Widgets sponsors programming on Redeemer Radio. ABC Widgets has the best and most affordable industrial and residential widgets around. Check out their web page at ABCWidgets.com or call them today at 260-555-1234!

NOT ALLOWED: Staff endorsements of a company: ABC Widget company is the widget supplier of choice for Redeemer Radio.