



Digital

MESSAGING STANDARDS

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AMERICAN UNIVERSITY RADIO

Digital Messaging Standards

DIGITAL (DISPLAY AND PODCAST) SPONSORSHIP MESSAGING *MAY* INCLUDE

- Language that describes a quality or feature of a product or service in qualitative terms, provided it is not overly promotional
- References to free trials or products that are free
- Availability of a discount or special offer
- Calls-to-action directing the user to the sponsor's web site for more information, to redeem a discount, or to purchase an item
- Tracking language such as "promo code WAMU", "offer code WAMU" and "coupon code WAMU"
- Operating division or parent company
- Business street location, phone number and / or website
- Value-neutral product or service descriptions
- Event dates and locations
- An established non-promotional corporate slogan
- Mission language that identifies and does not promote or state an opinion
- Length of time in business

Sponsorship messages that seek to promote public media generally or align with the WAMU mission are encouraged

DIGITAL (DISPLAY AND PODCAST) SPONSORSHIP MESSAGING *MAY NOT* INCLUDE

- Language that is considered promotional
- Comparative descriptions or language (e.g., the best, bigger, faster)
- Favorable comparisons of a sponsor to competitors or industry standards (e.g., mentions of awards of recognition or merit) — however, exceptions may be granted for factual major motion picture or music industry nominations or awards
- Specific product or service pricing
- First or second person pronouns (e.g., I, me, you)
- The words "you," "your" and "we" as use of these words implies a relationship between the sponsor and the listener / web visitor
- Health claims
- Expression of a viewpoint on a controversial issue
- Support of or opposition to a political candidate or ballot initiative

All sponsorship creative subject to approval. WAMU reserves the right to reject creative based on content or images. Creative should align with the noncommercial tone of public media.

Sponsored Content Guidelines

The following guidelines apply to content on WAMU's website that is produced by or commissioned by corporate sponsors and created in collaboration with WAMU's corporate sponsorship team ("Sponsored Content").

Only those corporate sponsors that underwrite on-air are eligible to participate in the Sponsored Content program. Find out how to become a WAMU corporate sponsor by visiting sponsorwamu.org.

Sponsored Content must be clearly distinguishable from WAMU content. This content will be labeled as "Paid for & Posted by our Sponsors" or "Sponsored," followed by the corporate sponsor's name.

WAMU will ensure the treatment and design of Sponsored Content is clearly differentiated from its news content.

Corporate sponsors are responsible for ensuring that Sponsored Content is adequately substantiated and complies with all applicable laws, regulations, and guidelines.

WAMU will not allow any relationship with a corporate sponsor to compromise WAMU's journalistic integrity.

Sponsored Content does not reflect the views and choices of WAMU or its editors or reporters.

WAMU may at any time reject or remove any Sponsored Content that contains false, deceptive, potentially misleading, or illegal content or is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to WAMU's brand.