Enhanced Underwriting Announcements vs. Advertisements

The FCC allows Noncommercial Educational Stations to broadcast “Enhanced Underwriting Announcements” but prohibits airing of “Advertisements.”

But what is the difference?!  

Remember – Don’t focus on what YOU think the difference is (or what you think the difference should be); all that matters is what the FCC thinks the difference is.
Promotion - Four No’s and a Not

**NO** Price Information

**NO** Call to Action

**NO** Inducements

**NO** Qualitative or Comparative Language

**NOT** Too Long
What’s Left?

Announcements **may include:**

- Name and contact information such as, address, telephone number, or web address
- Brands or trade names of products or services offered
- Value neutral descriptions of product or services
- Non-promotional slogan
- Historical information
“For Profit”

For the FCC, Non-Profit Sponsors are Different!
Let’s Get Warmed Up

1. Sponsored by Main Street Toyota. I find the people at Main Street Toyota to be very accommodating, and the owner Joey to be delightfully honest. Located on the web at MainStreetToyota.com.

2. Sponsored by City Financial. City Financial reaches out to the business community to deliver quality financial services. Call Jenny at 867-5309.

3. Sponsored by attorney John Smith. John believes that if his client does not recover damages, he should not collect a fee. Located at 123 Main Street right here in San Diego.

4. Support comes from CM Auto, now offering a discount on air conditioning recharge with a Pennzoil oil change and 14-point lube check. Come on down to 4444 Traffic Street, San Diego.
Let’s Dive In

Support comes from California Power, who believes in putting the people of California first. California Power is working to deliver clean energy in a reliable way to California neighborhoods and communities. More information about how California Power is investing in California’s future at California Power dot com slash Value.
Support for KPBS comes from Classic Subaru of San Diego offering customers a virtual car buying experience right now during their *Lot to Love* event and to help them find the right car for their lifestyle. Cars can be picked up or delivered. Learn more at Classic Subaru of San Diego dot com.
Support for WKRP comes from the Clooney Family Charitable Fund. The Clooney Company . . . for more than three decades, working to develop housing projects for the Cincinnati community . . . and committed to Building-in-Balance. A WKRP supporter since 2001.
Support comes from the San Diego County Public Library with the “Friends of the Library Winter Book Sale” Friday and Saturday. Beginning at 9 a.m. both days, the sale at St. Paul Lutheran Church in downtown San Diego features thousands of books, dvds, audiobooks, and more. Details about the winter book sale at “S-D-C-P-L dot gov.”
Sponsored by the San Diego Spine Institute, currently participating in a national study for out-patient disc replacement surgery designed to help people with chronic back or leg pain. Enrollment information online at SanDiegoSpine.com.
Support for KRIP comes from San Diego Cremation and Burial. Supporting the community from rave to grave, with comprehensive death care services, up-front costs, and arrangements made in person, by phone, or online. San Diego Cremation and Burial specializes in natural practices like aquamation, cremation, and terramation. So, when the party’s over, families can work with a funeral home committed to caring for their clients and the environment. More information available at SDCB.com.
Support for KPBS comes from . . . The Michael Bublé Higher Tour, coming to the Balboa Theatre on Friday October 13. See the Grammy award-winner live in San Diego for one night only. Tickets are on sale now at ticketmaster (dot) com.
Are you looking for a way to make a difference in your community? The California Highway Patrol is hiring men and women of all backgrounds with salaries starting at $51,000 per year. CHP candidates can also earn a free Associates Degree during their time at the Training Academy and there are dozens of career paths available through the California Highway Patrol. To learn more about becoming a CHP Officer visit CHP dot California dot gov and see if you have what it takes to join California’s finest.
Support comes from the Master of Applied Professional Studies at UCSD Expansion Studies. Serving students on campus and in the community with a graduate degree tailored to meet their unique career goals. Details and more online at: Grad School dot U-C-S-D dot E-D-U
Are you a woman 40 years of age? The American College of Radiology recommends annual screening mammograms for women starting at age 40. Schedule your mammogram at Mary Birch Hospital online today at sharp.com/mammogram or call 858-393-3400. Sharp . . . A Place for All Your Life.
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