

UNDERWRITING ANNOUNCEMENTS

Underwriting announcements are paid, scheduled, spots for local businesses that support WPSU. **They must always be read as scheduled.** They appear on the program log with a green background, like this:

08:29:30	20 HONEYBAKED HAM COMPANY AND CAFE-3 THANKSGIVING	UW
	Your membership in WPSU makes Morning Edition possible, with support from..... The Honeybaked Ham Company, providing their signature ham in addition to Thanksgiving turkeys: roasted or smoked, breast or whole bird, all ready to serve. Honeybaked Ham, South Atherton Street, State College	

Underwriters must always be read verbatim. This is because the underwriting copy (the wording) that you see on your log has gone through inspection by several people, and is printed on a contract which we must honor.

The underwriting copy on your log will have a “header” which we call the “preamble.” This refers, in the example above, to “Your membership in WPSU makes Morning Edition possible, with support from....”

The preamble is followed by dots just to show you where the verbatim part of the copy begins. After those dots, everything must be read word-for-word as written.

There is just one exception: a lot of our underwriting refers to upcoming events, like concerts or shows. In those cases, we use a special date code on the log, rather than a specific date. **You won’t ever see this date code** (unless there’s a typo on the log, in which case it will accidentally show up) because it automatically turns into words on the log. **But it’s in this format:**

@DATE(08/10/18,N)

The date code above will magically change the wording of the underwriting copy from “Friday, August 10” to “tomorrow” if the underwriter shows up on the log of the day before; and “tonight” on the day of the event. That means we can just use one piece of copy for the entire run of the spot, saving the time and effort it would take to schedule separate scripts that say “today” and “tomorrow.” Date codes are also used on promos and community events.

The words generated by the date code will show up in all caps, as will the words “TONIGHT” and “TOMORROW.”

Date codes cause one exception to the “verbatim” rule: Notice that the week before an event, the date code will show up as “FRIDAY, AUGUST 10.” But please don’t say “August ten.” **You should instead say “August tenth,” which is more usual and conversational.** So it is OK to add that “th” to “10” in the case of a date, and say “10th,” “2nd,” “3rd” etc. If the copy says “August 10-12”, you should read that as “August 10th through the 12th.”

That example, above, is the only thing you should “change” about an underwriter. (Unless there is an obvious typo, and it says something like “Sapterday,” in which case you should say “Saturday,” etc. But we hope that’s pretty rare. 😊)

TWO UNDERWRITERS TOGETHER

We do read underwriters in pairs, but **never more than two at a time** (because primacy and recency effect or “serial position effect” which states that the first and last things in a list are best remembered. If there were 3 underwriters, the middle one would get short shrift.

By the way, that is also why we say WPSU early in every break, and why we always put the date, time and station at the end of a promo, not in the middle.

So when two underwriters appear in a break, the log program pairs them up. That means there is just one preamble before the first of the two underwriters, and the word “and” between them. There is some physical space on the page, to set these apart, but you should not pause. Just say the “and” in the middle and continue reading right on through to the end.

Here’s how two underwriters paired-up look on the log:

07:42:40	20 COMMUNITY ARTS CENTER-DEC 17 SHOW	UW
	<p>Your membership in WPSU makes Morning Edition possible, with support from..... Community Arts Center in Williamsport presenting Fiddler of the Roof, TUESDAY EVENING, DECEMBER 17 at 7:30. Tickets at C A C LIVE DOT COM</p> <p><<<<<<< and >>>>>>></p> <p>The Honeybaked Ham company in State College, offering a whole Turkey Feast, a complete meal for Thanksgiving celebrations or parties. Honeybaked Ham, South Atherton Street, State College</p>	
07:43:00	20 HONEYBAKED HAM COMPANY AND CAFE-4 THANKSGIVING	UW

UNDERWRITER LENGTH

We used to limit our underwriters to 10 seconds worth of copy. Recently, that was changed to 15 seconds. So now, a single underwriter, with preamble, should take you 20 seconds altogether to read. For a pair of underwriters, we’ve allotted 40 seconds on the log, although it may not take you that long.

ALWAYS PRE-READ UNDERWRITING COPY ALOUD BEFORE YOUR BREAK

The language in underwriting announcements can be rather unusual. There are often tongue-twisters, unusual names or jargon, and often phrases instead of full sentences. **We can’t stress enough the importance of pre-reading all underwriters aloud before you read them on-air. Only reading aloud will tell you where the pitfalls are.** And timing the copy when you read it aloud will help you know how long it takes you to read each announcement.

If you see an underwriter you think is unreasonably difficult to read, or needs a pronouncer for a difficult name, or has another issue, please call it to Kris Allen’s attention (include the title of the underwriter and the date and time of the break it was in) and she may be able to do some things like adding commas to help the next person who has to read it, or bring any errors to the attention of the underwriting and traffic folks.

NEVER MAKE COMMENTS ABOUT UNDERWRITERS

If an announcer finishes reading an underwriter for a restaurant and ad libs “oh, that sounds good!” Or reads a Nature’s Pantry underwriter and says “I was just shopping there the other day,” etc., he/she is not just violating out contract with the underwriters. **Those kinds of comments about underwriters are also FCC violations for a public radio station, and could cause WPSU to be socked with heavy fines.** What we call “a call to action,” which is prohibited in all public radio underwriting, are particularly egregious. A call to action is saying something like “you should check it out” or “come on down to” or “try it,” etc.

As matter of policy, **WPSU does not make any such comments about community events (PSA’s) that we read on air, either.** That’s so we’re not seen as favoring or endorsing any particular event. Our job is just keep folks informed of what’s happening, not to recommend one event, organization, artist or venue over another.

Station promotion, of course, is completely different. We’re allowed to tell everyone they should keep listening and tune into our next show or attend our next station event.

Always make sure you mark your underwriters “aired” on the log. This is important because the system generates affidavits of when spots were aired based on the right boxes being checked.

That’ means checking the box on the “aired” column, right next to the underwriters’ title, which is on a white background just above the underwriting copy in the green box. In the case of a pair of underwriters, the title of the 2nd underwriting script will be BELOW the green box of underwriting copy. Again, the title of the 2nd script will have a white background, and you should check the “aired” box next to the title. (See below.)

Start Time	Length	WPSU-FM for the Date Monday, November 18, 2019	Type	Src	M	CutN	Ot	T	Aired	Bumped
16:18:15	20	HONEYBAKED HAM COMPANY AND CAFE-3 THANKSGIVING	UW			0			<input type="checkbox"/>	<input type="checkbox"/>
		Support for All Things Considered comes from listeners like you, and from.... The Honeybaked Ham Company, providing their signature ham in addition to Thanksgiving turkeys: roasted or smoked, breast or whole bird, all ready to serve. Honeybaked Ham, South Atherton Street, State College							<input type="checkbox"/>	<input type="checkbox"/>
		<<<<<< and >>>>>>							<input type="checkbox"/>	<input type="checkbox"/>
		Centre Life Link, providing emergency services throughout the Centre region through the support of community members. Learn more at centre life link dot com.							<input type="checkbox"/>	<input type="checkbox"/>
16:18:35	20	CENTRE LIFELINK	UW			0			<input type="checkbox"/>	<input type="checkbox"/>
16:18:55	20	SPARK 26 ME (OVER 40 YRS) DG TAGGED :18	PRO20			0			<input type="checkbox"/>	<input type="checkbox"/>
16:19:15	30	MKTPLACE DAILY PROMO UNTAGGED :30	PROMO	DIG	P	0			<input type="checkbox"/>	<input type="checkbox"/>
		MKTPLACE DAILY PROMO UNTAGGED :30 READ TAG: "This evening at 6:30, here on WPSU." If daily is not available please use generic							<input type="checkbox"/>	<input type="checkbox"/>
16:19:45	15	CE:11/20 OPEN HOUSE @ MAKE SPACE WED EV:15	PSA	LIV	C	0			<input type="checkbox"/>	<input type="checkbox"/>

PLEASE NOTE: When you check the box for the top underwriter of the pair, the text will turn from black to blue for BOTH scripts, and it will look as though you’ve checked them both, but you haven’t. You must check the box under “aired” for each of the underwriters, or they will not appear on the affidavits for our underwriting clients. You can see how this looks below:

Start Time	Length	WPSU-FM for the Date Monday, November 18, 2019	Type	Src	M	CutN	Ot	T	Aired	Bumped
16:18:15	20	HONEYBAKED HAM COMPANY AND CAFE-3 THANKSGIVING	UW			0			<input checked="" type="checkbox"/>	<input type="checkbox"/>
		Support for All Things Considered comes from listeners like you, and from.... The Honeybaked Ham Company, providing their signature ham in addition to Thanksgiving turkeys, roasted or smoked, breast or whole bird, all ready to serve. Honeybaked Ham, South Atherton Street, State College <<<<<<< and >>>>>>>							<input checked="" type="checkbox"/>	<input type="checkbox"/>
		Centre Life Link, providing emergency services throughout the Centre region through the support of community members. Learn more at centre life link dot com.							<input type="checkbox"/>	<input type="checkbox"/>
16:18:35	20	CENTRE LIFELINK	UW			0			<input type="checkbox"/>	<input type="checkbox"/>
16:18:55	20	SPARK 26 ME (OVER 40 YRS) DG TAGGED :18	PRO20			0			<input type="checkbox"/>	<input type="checkbox"/>
16:19:15	30	MKTPLACE DAILY PROMO UNTAGGED :30	PROMO	DIG	P R O	0			<input type="checkbox"/>	<input type="checkbox"/>
		MKTPLACE DAILY PROMO UNTAGGED :30 READ TAG: "This evening at 6:30, here on WPSU." If daily is not available please use generic							<input type="checkbox"/>	<input type="checkbox"/>
16:19:45	15	CE:11/20 OPEN HOUSE @ MAKE SPACE WED EV:15	PSA	LIV	C E	0			<input type="checkbox"/>	<input type="checkbox"/>

When you click only the first one, the text will turn blue, and the box for the top one will be checked. When you check the top one, the “no-man’s land” box that is between them will automatically get checked, too, as in the image above (this 3rd check box in the middle serves no purpose). But the box at the bottom, beside the title of the 2nd underwriter (Centre Lifelink), is still not checked. **Make sure you check the box beside both titles.** (BTW, the grey highlight on the Marketplace promo in that break just means that’s where the mouse is resting.)

There IS a way to check both underwriters, and everything else in the break, at the same time. If you’ve aired everything in the break, you can click on the title of the break itself, and it will check everything in that break as aired, as shown in the image below:

Start Time	Length	WPSU-FM for the Date Monday, November 18, 2019	Type	Src	M	CutN	Ot	T	Aired	Bumped
16:00:00		ALL THINGS CONSIDERED (2 Hr 30 Min Block)							<input type="checkbox"/>	<input type="checkbox"/>
16:06:00	30	Break							<input type="checkbox"/>	<input type="checkbox"/>
16:06:00		:30 MUSIC BED PROVIDED	OT			0			<input type="checkbox"/>	<input type="checkbox"/>
16:06:00	30	WEATHER: TODAY, TONIGHT, TOMORROW & >> Return at 16:06:30	LIV			0			<input type="checkbox"/>	<input type="checkbox"/>
16:18:00	2:00	Break							<input type="checkbox"/>	<input type="checkbox"/>
16:18:00		MUSIC BED PROVIDED - UW MUST AIR EARLY IN BREAK	OPNOT E			0			<input type="checkbox"/>	<input type="checkbox"/>
16:18:00	15	ATC FWD PROMOTE	FF			0			<input type="checkbox"/>	<input type="checkbox"/>
16:18:00		ATC FWD PROMOTE: tease sc							<input type="checkbox"/>	<input type="checkbox"/>
16:18:15	20	HONEYBAKED HAM COMPANY AND	UW			0			<input type="checkbox"/>	<input type="checkbox"/>
		Support for All Things Considered comes from listeners like you, and from.... The Honeybaked Ham Company, providing their signature ham in addition to Thanksgiving turkeys, roasted or smoked, breast or whole bird, all ready to serve. Honeybaked Ham, South Atherton Street, State College <<<<<<< and >>>>>>>							<input type="checkbox"/>	<input type="checkbox"/>
		Centre Life Link, providing emergency services throughout the Centre region through the support of community members. Learn more at centre life link dot com.							<input type="checkbox"/>	<input type="checkbox"/>
16:18:35	20	CENTRE LIFELINK	UW			0			<input type="checkbox"/>	<input type="checkbox"/>

Don't click here. That will mark all of the items in the entire program as aired.

This light grey line is the break line. Click the “aired” box on this line, and it will automatically check all of the items in that particular break.

If you accidentally click in the wrong box, just click in that same box a 2nd time, and the checkmark(s) will be removed.

Underwriters must always be read as scheduled and verbatim as written. But there is always a possibility that something unforeseen will happen, and an underwriter will be missed. **In that case, you must do two things: click the box in the “bumped” column beside the title each underwriter missed, and email Kris with the date, time and script title of the bumped underwriter.** This is so we’ll know to go into the “bumped” bin of the log program and look for the underwriter there so it can be rescheduled.