

WDET Underwriting Policy

Length: WDET underwriting announcements are all 15 seconds in length and are dry (no music in the background), which includes the standard opening line. “WDET is supported by [Company name] . . .

WDET also allows 30 second Event Underwriters. For an underwriter to qualify to be 30 seconds, the spot must be announcing an event, such as a conference or concert. Music is allowed in the background for a Event Underwriter.

Content: Underwriting announcements are objective, direct and clearly identify the following:

1. The name of the underwriter/sponsor.
2. The mission, business or event hosted by the underwriter.
3. A means to contact the underwriter/sponsor.

What to include:

1. Name of the organization paying for the schedule.
2. Description of products or services offered including brands or trade names
3. Date and time of the event
4. Established slogans or tagline
5. Telephone number or URL

What not to include:

1. Comparative, qualitative or overtly promotional language.
2. Price or value information
3. Third-party endorsements
4. Calls to action
5. Inducements to buy, sell, rent, lease, borrow or loan
6. First or second-person language that implies station endorsement

Underwriting Language Examples:

Comparative Language

Permitted: “Serving the metro Detroit community.”

Not permitted: “serving more metro Detroit communities than any other [business]”

Qualitative Language

Permitted: "information on rates is available online at [website]"

Not Permitted: "a 2% interest rate is now available."

Calls to Action

Permitted: "more information available at [phone number]"

Not Permitted: "call us at [phone number] for more information"

Inducements to Buy, Sell, Rent or Lease

Permitted: "tickets go on sale this Friday."

Not Permitted: "First 100 tickets are discounted"

Additional underwriting policies:

- WDET does not accept political advertising or secondary political advertising of any kind. This includes advertising that may come from Metro Traffic.
- Secondary political advertising can be defined as accepting underwriting messages from a business owned by a political candidate or a individual supporting or endorsing a candidate.
- WDET cannot accept corporate sponsorships which support the use of drugs, tobacco or firearms.
- All WDET-produced underwriting spots will be voiced only by WDET employees or WDET-contracted talent