

Contents

	iv	Foreword
	v	Definitions
Chapter One	1	Sponsorship Identification
Chapter Two	3	Permissible Language
Chapter Three	4	Restrictions Interrupting Regular Programming Promoting For-profit Underwriters Comparative and Qualitative Language Price Information Calls to Action Inducements to Buy, Sell or Lease
Chapter Four	8	Frequency and Duration
Chapter Five	9	Penalties
Chapter Six	10	Underwriting by Nonprofit Entities Examples The IRS Station Policies Paid PSAs
Chapter Seven	12	A More In-Depth Look at Some Confusing Issues Political Candidates Supporting Political Issues Logos For-profits in Nonprofit Underwriting Nonprofits in For-profit Underwriting Languages Other than English Underwriters and Community Calendars
Chapter Eight	15	Questions and Answers
Chapter Nine	19	Developing a Station Policy on Underwriting
	20	Addendum
	21	Acknowledgements