

PRPD Spring Training

Great Copy

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Copywriting Do's & Don't's

- DO stick with a single message for each piece of copy
- DO use straightforward language
- DO write to the pace of spoken word. Allow for pauses
- DO edit, edit and edit again to remove unnecessary words

- DON'T write overly complicated sentences
- DON'T start your copy with a question to the listener
- DON'T include a lot of lists, statistics and numbers
- DON'T get too clever and lose the point of the message

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Sponsorship Copy

FCC Regulations: For-profit Sponsorship Copy

Copy CAN contain:

- Name of the business, what they offer, and website and/or phone number
- Value neutral, information about products and services
- Slogans or branding language as long as they adhere to all FCC regulations

Language that IS permissible

- Unique (unique artisan jewelry, art)
- Style or styled (new homes styled with modern designs)
- Comprehensive (a comprehensive selection)
- Specific manufacturers of products or the names of car models
- Panoramic view (mountain top homes with a panoramic view)
- Fine jewelry (it's a thing)

Sponsorship Copy

Copy CANNOT contain:

- Comparative or promotional language (good, better, best)
- Inducements to buy, sell, rent or lease (special offers, discounts)
- Mentions of price or consideration (savings or value associated with product)
- Calls to action

Language to avoid that is NOT permissible:

- Free – regarding price or value. However, “antibiotic-free” or “dairy-free” or “gluten-free” are ok
- Convenient (not value neutral)
- You, yours (avoid second person)
- Award-winning, Certified, Guaranteed (comparative)
- For profits can mention nonprofits, nonprofits cannot mention for-profits.
- Sponsor copy can list no more than 3 items that they offer
- **Greater Public recommends not accepting sponsorship from marijuana dispensaries**

Sponsorship Copy

What's New?

- The term “Underwriting” is being replaced by “Sponsorship”

3 categories of Sponsorship Copy:

- Branding copy: Name of sponsor, what they offer, how to find them
- Event copy: Who, what, when, where
- Nonprofit PSA: Paid PSA that run :30

Sponsorship Copy

Branding Copy

- The sponsor's name (whoever is writing the check), what they offer, and how to contact them.
- Great branding is specific, simple and straightforward. It lets the listener know exactly what the sponsor's products and services are.

Original: ...by Lee, Thomas and Thomas Law firm, offering legal services to the Greater Anytown area for 25 years. Information at L-T-T Law Firm dot com.

Edited: ...by Lee, Thomas and Thomas Law firm, offering estate, divorce and family law services. Details at L-T-T Law Firm dot com.

Sponsorship Copy

Event Copy

- Who, What, When & Where

Copy Examples:

...by Live Nation, presenting Weezer, October 1st, 8pm, at Bridgestone Arena. Tickets on sale Friday at 10am at all Ticketmaster outlets.

...by GPAC, presenting David Sedaris, reading from his new book, "Calypso", Thursday, May 10th, at 7pm. Tickets at GPAC dot org.

Sponsorship Copy

Nonprofit PSA's

- The FCC does allow for flexibility in copy for nonprofit businesses
- Some stations offer a small amount of :30 messages for nonprofits so they can share more about their mission and story
- :30 nonprofit paid announcements are typically “stand alone” without a lead-in
- It can be challenging to keep 30 second nonprofit copy free of qualitative wording. Whatever you decide to do, **STAY CONSISTENT!!**

Promo Copy

- Listeners are more likely to remember what they've heard when the copy is good
- Good copy helps your announcers sounds good and they can more easily own that copy
- People Speak makes better eye contact
- Always read the copy out loud and think about your different on-air "voices"

Promo Copy

Copy Specifics

- Don't bury the headline
- What are you asking the listener to do?
- Best not to "ask a question"
- Careful with cliches, over-used or misused words
- Not all copy needs a "set up"
- "We want your help to determine the 500 Greatest 80's Albums of All Time! Cast your vote, then listen as the countdown begins Monday, March 16th. The grand prize drawing includes tickets to see The Rolling Stones at Cardinal Stadium, so vote now and be entered to win! Details at wfpk.org."



Promo Copy

Working with the on-air staff

- Live reads versus recorded?
- The host has to own it - find the love in the copy
- Who writes and edits?

Promo Copy

When writing promo copy:

- Think about the intended audience – don't write for yourself
- Economy of words – get right to the point
- Using humor appropriately
- Treat your audience as a friend

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Let's Edit Some Sponsorship Copy!

Before: ...by Mary's Gifts, offering Hallmark cards, china figurines, gifts for graduating seniors, Mother's Day, and Father's day, Yeti coolers and insulated cups and more. Details at Mary's Gifts dot com.

After:...by Mary's Gifts, offering Hallmark cards, china figurines, Yeti coolers and cups for gift giving and all occasions. Details at Mary's Gifts dot com.

Before: ...by Southeastern Furniture, Alabama's only Amish and La-Z-boy furniture outlet. May sale now in progress. Information online at S-E Furniture dot com.

After: ...by Southeastern Furniture, offering Amish and La-Z-boy furniture for living rooms, dens and bedrooms. Details at S-E-Furniture dot com

Laura's Favorite:...by Panera Bread, featuring the new Strawberry Poppyseed salad with antibiotic-free chicken, mandarin oranges, blueberries and more, tossed in poppyseed dressing.

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Let's Edit Some Promo Copy!

Before: Music lovers shouldn't have to struggle to stay in the know. That's why WFPK Music News is here for you every day with the latest in everything music. Check in with us, Otis Junior and Mel Fisher, for a minute each day to stay informed about your favorite artists and new discoveries. Subscribe to WFPK Music News wherever you get your podcasts and you'll never miss a beat.

After: WFPK Music News is here for you with the latest in everything music. Check in with us, Otis Junior and Mel Fisher, for a minute each day and you'll never struggle to stay in the know. Subscribe to WFPK Music News wherever you get your podcasts and never miss a beat.

Before: So we all know April showers bring May flowers, but vehicle donations are another great way to support WUSF. In fact, a single vehicle donation can be almost three times as valuable as a single cash donation. Think of it as a financial super bloom for your NPR station. Learn more by going to WUSF dot org.

After: As you consider supporting WUSF, think about this: a single vehicle donation can be almost three times as valuable as a single cash donation. You may not need that old car and we can use it to pay for the programming. Learn more at WUSF dot org.

THANK YOU!

Questions?

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