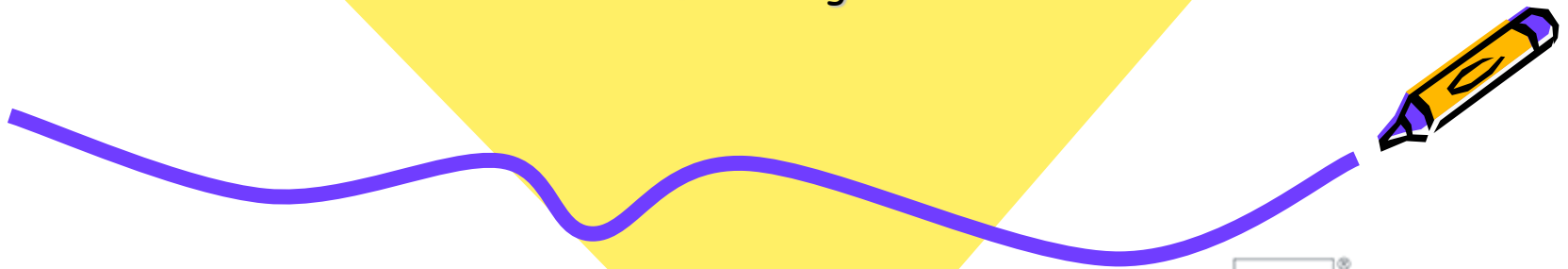


Copy Exercise:

Presented by:
Cathy Ives

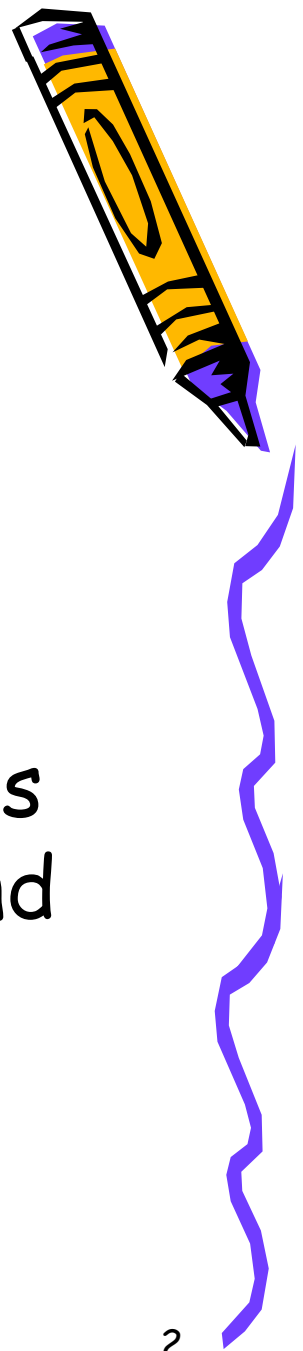
Answers from:
John Crigler



October, 2021



GARVEY
SCHUBERT
BARER



WOBO is underwritten by Fedders Feed and Seed and Pet Supplies, featuring bulk and bag mulch, peat moss, potting soil, bulk top soil and decorative borders. They also feature pickup and delivery. Fedders Feed and Seed is located at 16th and Russell in Covington, Kentucky. The phone number is [859-432-2622](tel:859-432-2622).



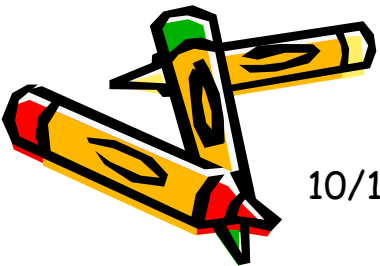
10/19/2021





And John says...

Fedders Feed and Seed and, and, and, and! Excessive descriptions in the form of laundry lists are to be avoided if your station wants to avoid a potential FCC fine. Nothing is promotional here - there's just too much of it.



10/19/2021

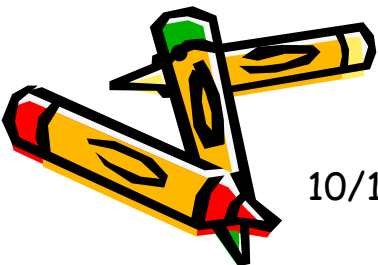


Underwriting by Years of Farming
Bluegrass Show, featuring the Spinney
Brothers, voted Canada's #1

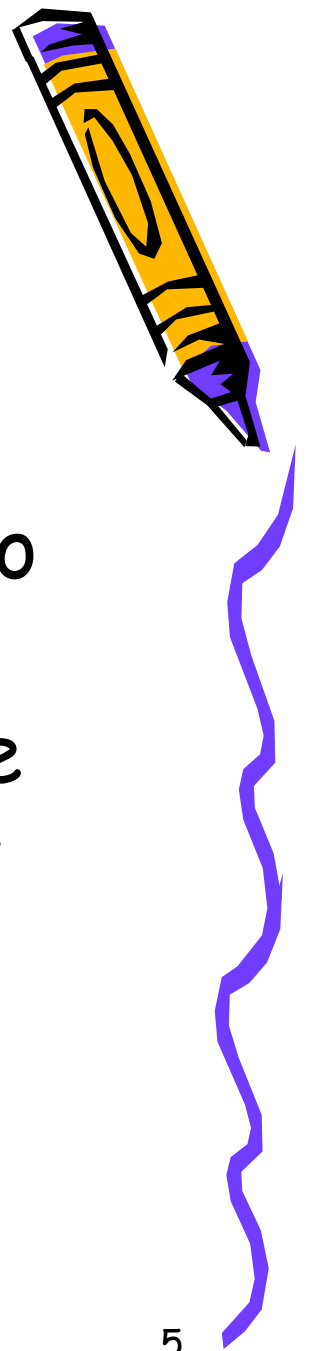
Bluegrass Band, and Black Power
Express, on May 6, this coming Sunday,
at Simons Middle School,

Flemingsburg, Kentucky. Doors open at
1 p.m., show starts at 2 p.m. Phone

numbers [606 845-0636](tel:6068450636) or
[606 748-0798](tel:6067480798).

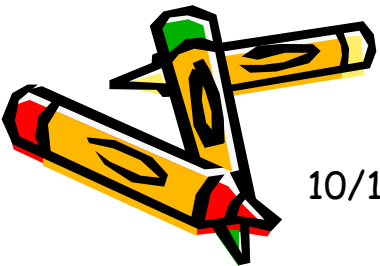


10/19/2021



And John says...

Awards and ratings, while factual, are also promotional. While the two bands may indeed be at the top of their game, fans will have to figure that out for themselves. We can't tell them.



10/19/2021

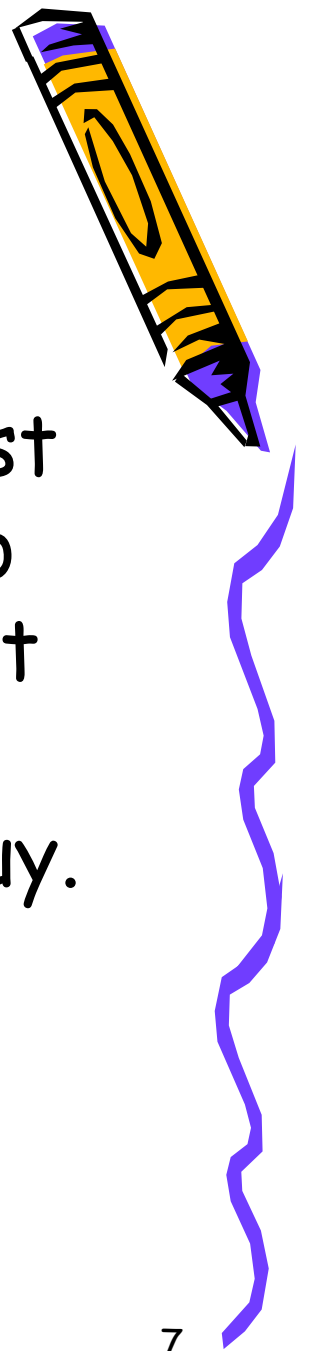


Programming is sponsored by.....

The Nissan Leaf, a battery-operated electric vehicle, operating for 65 - 85 miles between charges. The Leaf is eligible for the State of Virginia's electric vehicle energy rebate, on any model that's purchased or leased for a minimum of three years. More online at Virginia-electric-vehicle-rebate-dot-com.

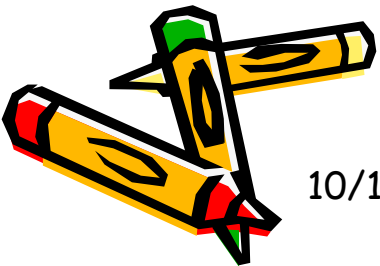


10/19/2021



And John says...

Don't recharge those batteries just yet! It's considered descriptive to include the operating distance. But the energy rebate is both a price reference and an inducement to buy. It needs to go.



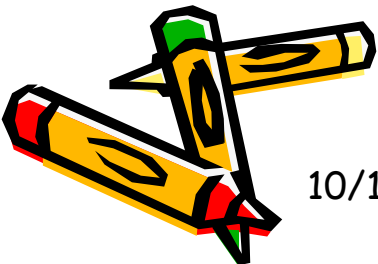
10/19/2021



Programming is sponsored by.....

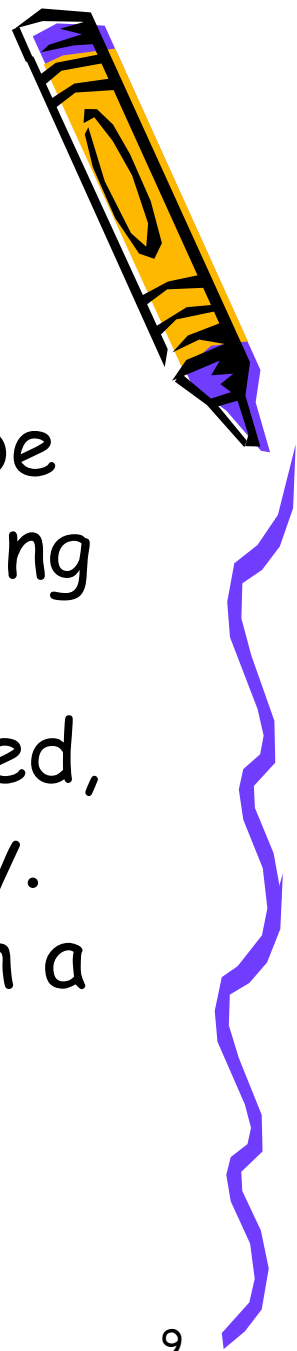


The Olde Tap Room, offering its signature Tap Room Rye Martini, with Haymans gin, Dolin Blanc vermouth, orange bitters and lemon twist. Full menu and live music calendar online at the-olde-tap-room-dot-com.



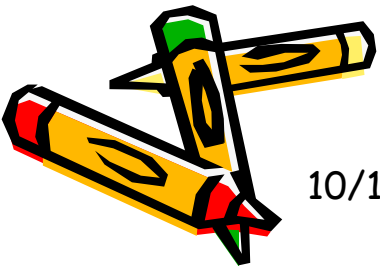
10/19/2021





And John says...

While the Tap Room Martini may be full of good things, this underwriting credit is TOO full of good things! Seven separate items are mentioned, and the FCC deems that's too many. It's safest to trim items to 3, with a maximum of 5.

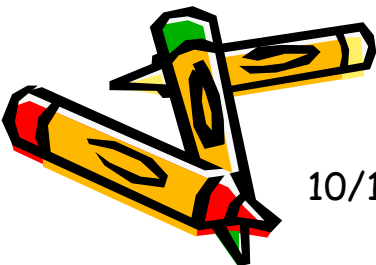


10/19/2021



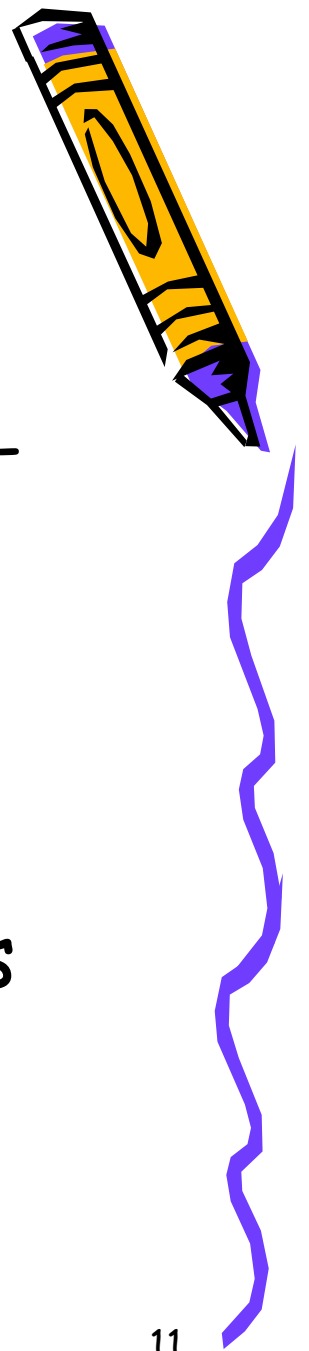
Programming is sponsored by.....

The Heart and Vascular Center at Northwest Hospital, where surgeons use minimally-invasive, micro-robotic technology to remove cancers without removing other vital organs. Text "nw-heart-and-vascular" for information and a physician directory.



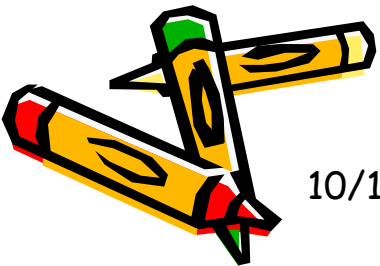
10/19/2021





And John says...

Industry terms, while promotional-sounding ("minimally-invasive", "micro-robotic") are acceptable. However, "text" is a call to action, and should be eliminated. Better: "For information, the text address is..."



Programming is sponsored by.....

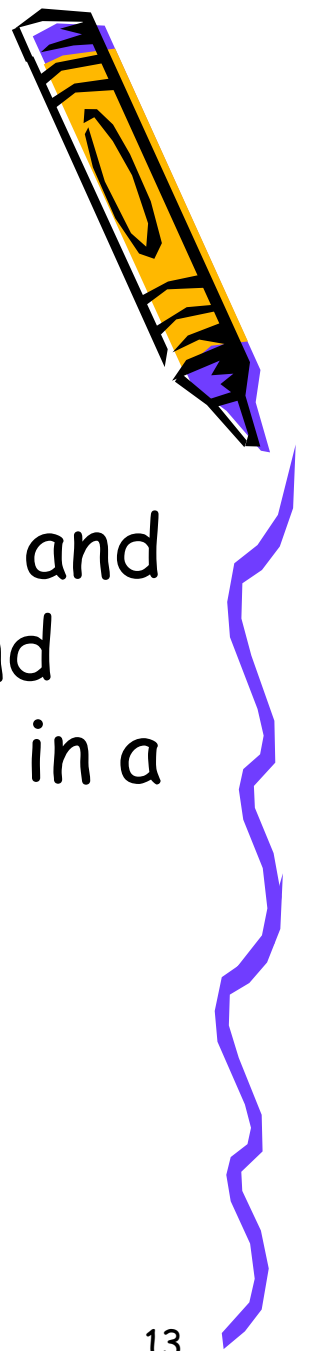


Tidewater Bank and Trust, connecting with customers since 1892. Follow us @Tidewater B&T...like us on Facebook, visit one of our six locations or connect online at tidewater-b&t-dot-com. Member FDIC. Locally-owned and woman-operated.



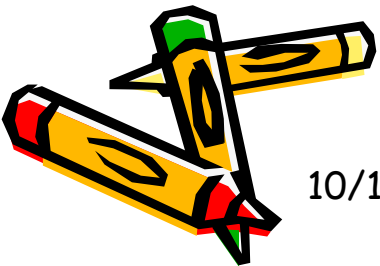
10/19/2021





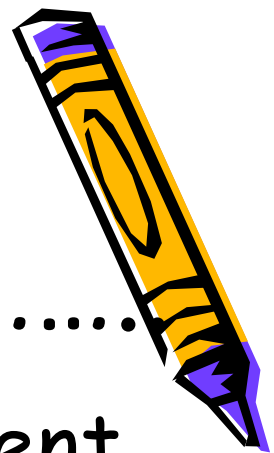
And John says...

Stuff the piggy bank, not the UW credit! Between the calls to action and the countless ways to reach out and touch, this bank is over-connected in a big way. Give the addresses for contact information and limit the items mentioned to 3 - 5.

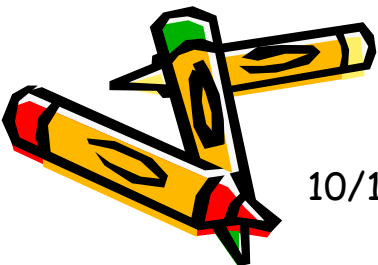




Programming is sponsored by.....

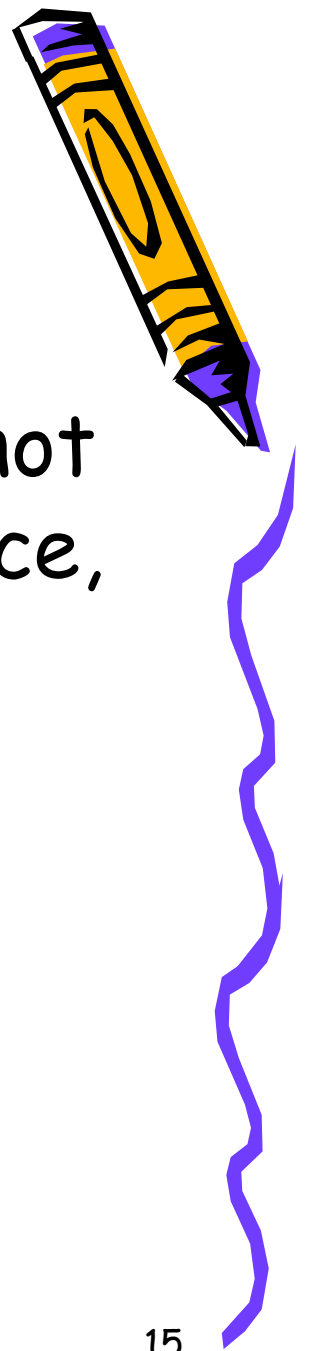


ABC Appliances, with a tax free event on new and remaining 2014 refurbished refrigerator models at ABC factory outlets in Silver Springs, Anacostia and Great Falls. Inventory and appliance descriptions online at a-b-c-appliances-dot-com.



10/19/2021

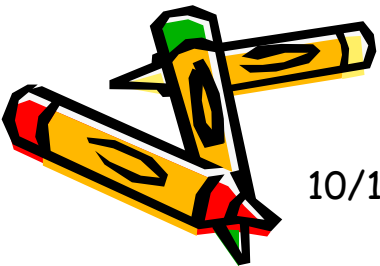




And John says...

Tax-free events are popular, but not with the FCC! It's a price reference, and therefore forbidden.

"Refurbished" is acceptable as a descriptor.

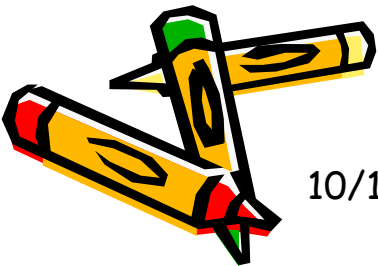




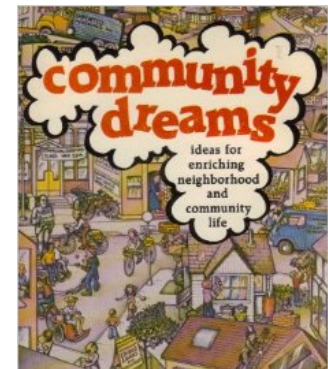
Programming is sponsored by.....



Community Dreams, a local clothing store that gives a percentage of all proceeds back to our community. More information about how Community Dreams celebrates and preserves our capital's heritage through clothing can be found at community-dreams-dot-com.



10/19/2021





And John says...

If this is a non-profit, this is acceptable. If it's a for-profit - Dream On! Even though this doesn't specify the organizations benefitting from the rebate, it's still an inducement to buy. *John - was there an FCC ruling like this??*



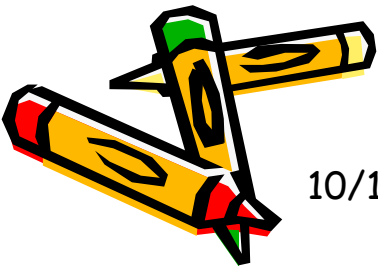
10/19/2021



Programming is sponsored by.....

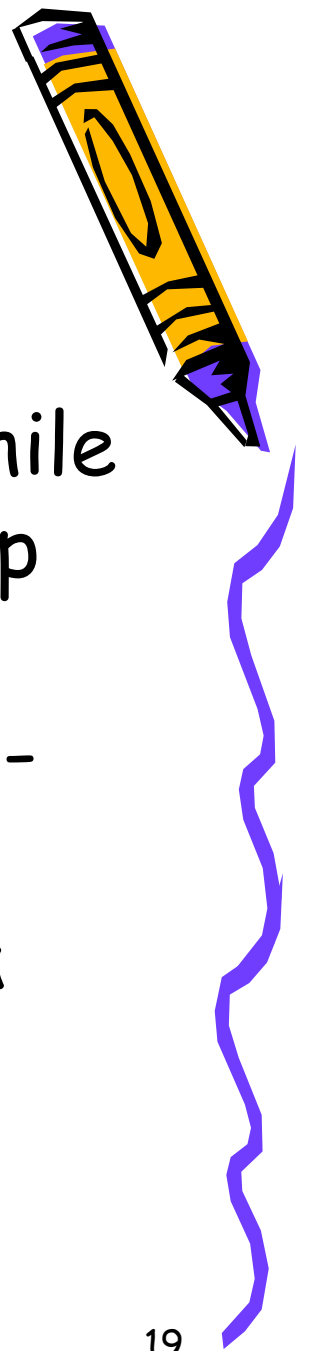


Capital City Coupons, offering discounts to the DC area's favorite restaurants, hotels, and attractions. KABC was voted the best radio station in the annual "Capital City's Favorites" poll. Coupon books are available at citywide retailers and online at c-c-coupons-dot-com.



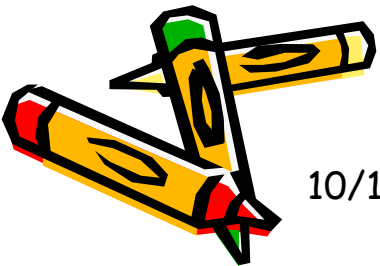
10/19/2021





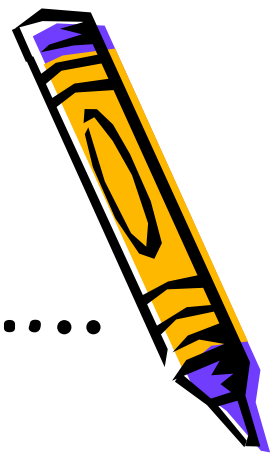
And John says...

Those pesky price terms again! While the coupons do equal discounts, Cap City Coupons offers "coupons", not discounts. The radio station's self-congratulatory pat on the back belongs in a station promo, not in a UC.

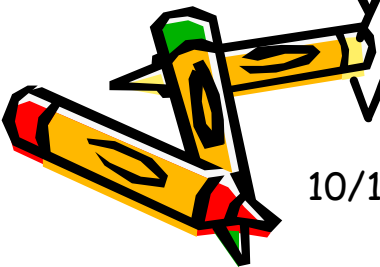




Programming is sponsored by.....



Healthy Vitamins, featuring supplements in capsule, liquid and chewable forms. July is "Fish Oil Month" at Healthy Vitamins. Fish oil has been shown to enhance brain health and reduce inflammation. Recipes and tips for adding fish oil to your lifestyle are online at healthy-vitamins-dot-com.



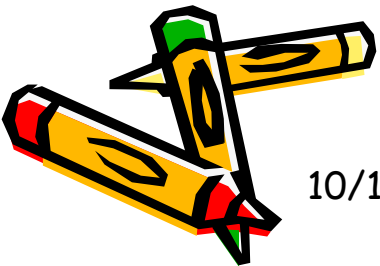
10/19/2021





And John says...

This one smells a little fishy. Themed promotions can be another way to disguise discounts, and should be carefully researched. While these oily facts may be true, they are also inducements to buy. Like sardines in a can, this UC is over-stuffed with items. Throw a few overboard.



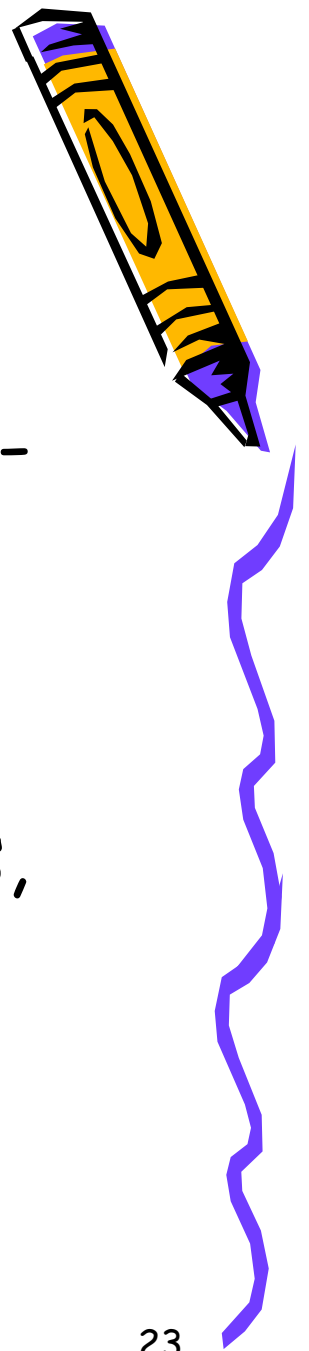
10/19/2021

Programming is sponsored by.....



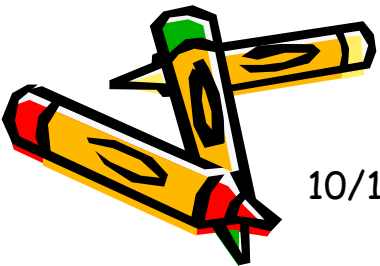
Allegheny Power Association, a local energy cooperative. Allegheny Power offers several financial programs that can help members power their lives responsibly with Energy Star appliances, new technologies, and renewable energy. More information about these programs can be found at Allegheny-power-dot-com.





And John says...

Energy cooperatives are often for-profit companies. Educational programs about energy topics are community services. Discounts or financial help are price references, and should be avoided.



10/19/2021



Programming is sponsored by.....



Briar Oaks School, where 12 of the independent school's 67 seniors are already admitted to colleges such as Princeton, UPenn, and NYU. A Briar Oaks high school admission information night for grades 9 through 12 will be held on August 13, 6:30 pm. Briar-oaks-dot-org-slash-events.



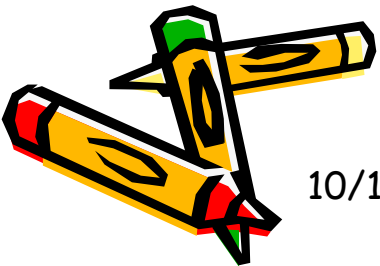
10/19/2021





And John says...

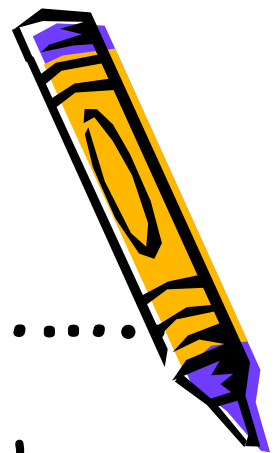
The school is a non-profit, so the credit is fine. However, if your station holds non-profits to the same standards as for-profits - this is too promotional, and should be edited with a red pen.



10/19/2021



Programming is sponsored by.....

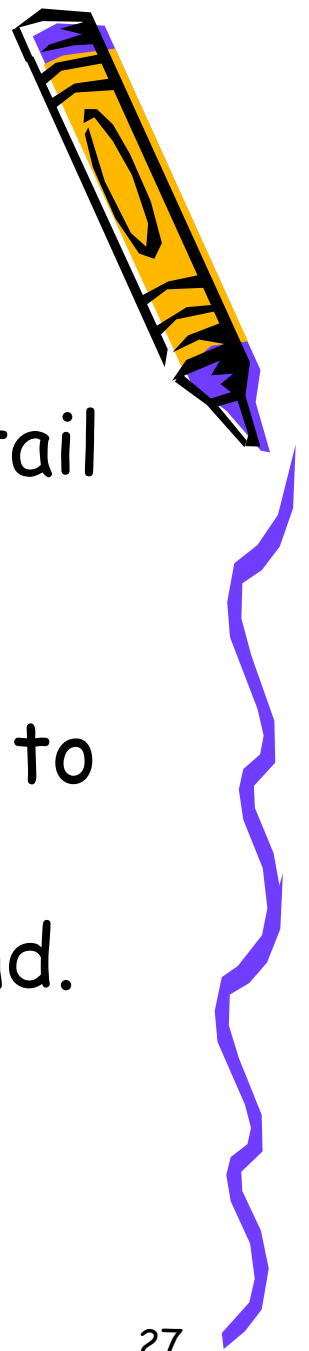


Jason's Fine Jewelry Boutique, in the Shops at Crystal City, hosting a Sarah Hood trunk show August 8th and 9th, with artist appearance, reception, and wine tasting August 7th, 6 to 9pm. Online at Style-by-Jason-dot-com.



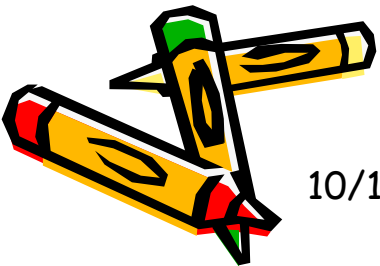
10/19/2021





And John says...

Trunk shows are a part of what retail stores offer. However, the wine tasting isn't part of the jewelry designer's fall line! It has nothing to do with the event, and can be considered an inducement to attend. Jewelry yes, vino no.



10/19/2021



Programming is sponsored by.....



Classic Catering offering homemade European pastries and breads, as well as artisanal French cheeses and seasonal dishes. Classic Catering can be found every Saturday at the Adams Morgan farmers' market. Now booking holiday weddings for all types of couples. Online at classic-catering-dot-com.



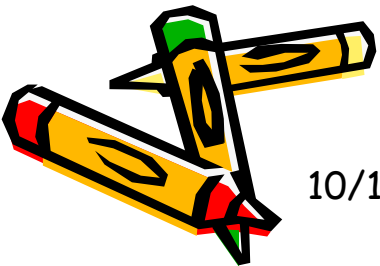
10/19/2021





And John says...

"Now booking" needs to be reworded, eliminating the call to action. "Foody" terms such as "artisanal, organic, farm to table, fresh, seasonal" are both tasty and acceptable.

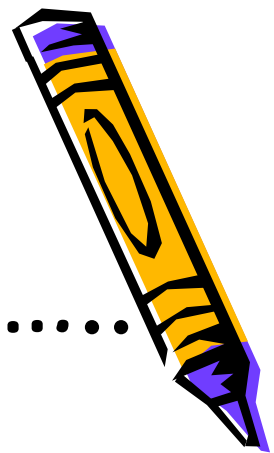


10/19/2021



Transportation
Security
Administration

Programming is sponsored by.....



The Transportation Security Administration, created to strengthen the security of the nation's transportation systems and ensure the freedom of movement for people and commerce. Information on open T-S-A positions at the Gunnison-Crested Butte Regional Airport at 1-877-872-7990.

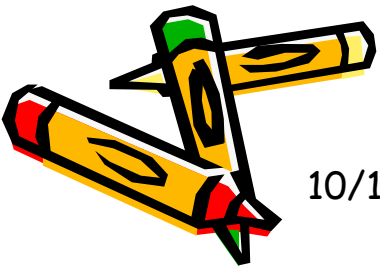


10/19/2021



And John says...

TSA is a governmental agency - and this is a paid PSA. What about the recruitment language? It's an open question. The FCC hasn't determined if it's a public service or a classified ad. Stations proceed with caution.



10/19/2021

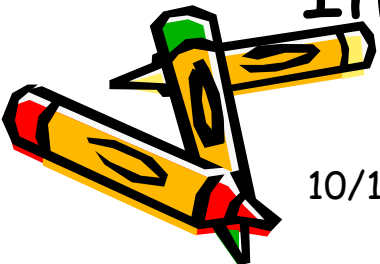


Washington Gas

Programming is sponsored by.....

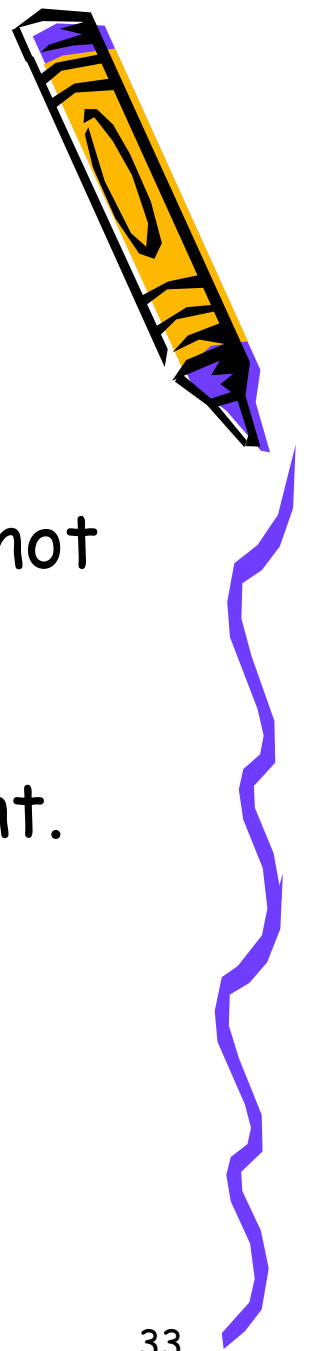


For more than 165 years, Washington Gas has distributed natural gas to customers in the District of Columbia, Maryland and Virginia. Thinking of adding gas service or a mainline extension? Deadline for 2015 services is July 15th. Information at 800-123-4567.



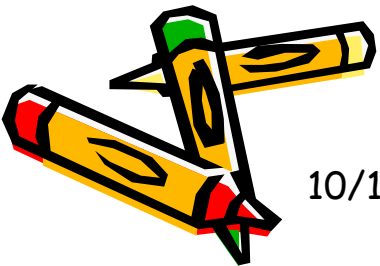
10/19/2021





And John says...

Public utilities aren't necessarily non-profits. If the deadline is service and not price-related, it is acceptable. The question is promotional, and should be rephrased as an informational statement. "Reservation deadline for 2015 gas services and mainline extensions is July 15th."



10/19/2021

Programming is sponsored by.....

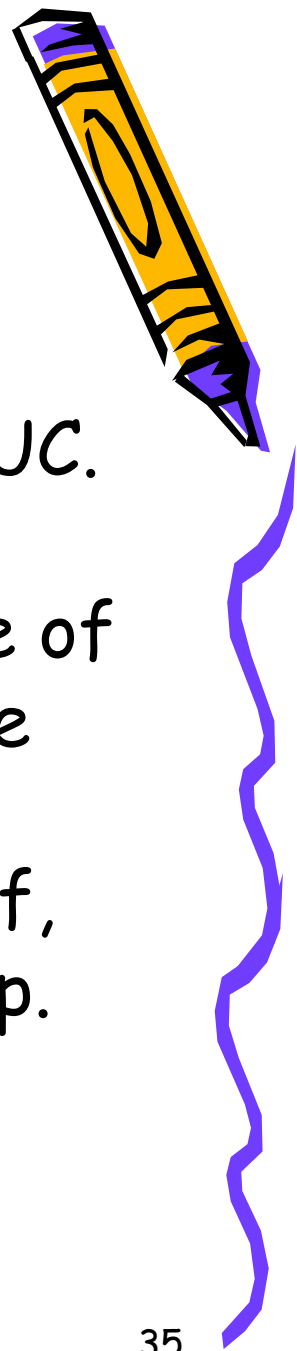


Bradshaw Dentistry, now partnered with Preston Orthodontics...striving to bring state-of-the-art cosmetic dentistry to patients of all ages. Their mission is to give selflessly, to treat personally, and to give patients the smiles they deserve. Smile gallery is online at Bradshaw-Preston-Dentistry-dot-com.



And John says...

There's not much to smile about in this UC. It's unclear if the partnership is a business merger or a promotion. "State of the art" is promotional in this case. The mission statement needs an extraction. And when combined with the other fluff, the "Smile Gallery" takes it over the top.



10/19/2021

Programming is sponsored by.....

Steve Jones, certified financial planner with Raymond James Financial Services, offering comprehensive financial planning, including retirement, insurance, tax and estate planning. Steve Jones, CFP, in Baltimore, MD and online at s-t-e-v-e-jones-dot-com.



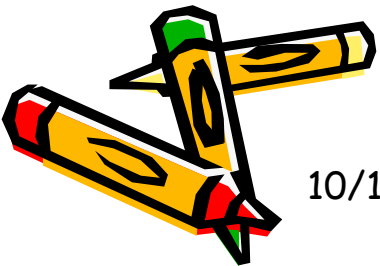
10/19/2021





And John says...

Financial planners don't have to be certified to do their jobs, making "Certified" an inducement to buy. Other than that, this UC is a sound investment.



10/19/2021

2015
Ram 1500



Programming is sponsored by.....



DC Dodge, offering new and used cars, trucks, and SUVs. Brands include Jeep, Dodge, RAM and Chrysler. The RAM 1500, with 27 highway MPG, is the Back 2 Back Motor Trend Truck of the Year. The goal of DC Dodge is to provide great customer service. Inventory online at d-c-dodge-dot-com.



10/19/2021





And John says...

This UC is fully loaded with every available option! The award is promotional. The customer service goal is promotional. Recommend editing this copy down to the basic model.



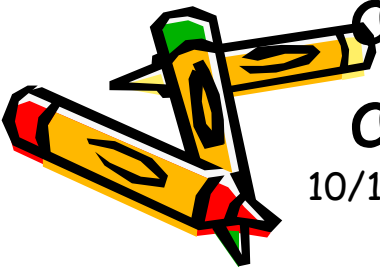
10/19/2021



Programming is

sponsored by

The American Turkish Association, presenting the Annual Turkish Festival this Saturday between 11 and 5 at the Shriners Headquarters in Arlington. Featuring authentic Turkish cuisine, folk dancing, exhibits, music, and kids' activities, plus a chance to win two round trip airline tickets from United. More at a-t-a-dot-org.



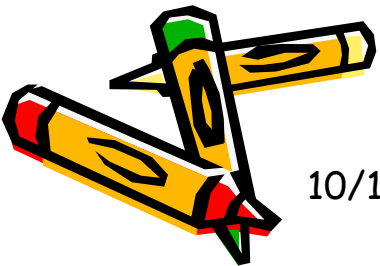
10/19/2021





And John says...

If this association is a non-profit, the UC is acceptable. *John - you said something about a downtown merchant association \$20K fine? And "from United" - I'm unclear if that's ok"*



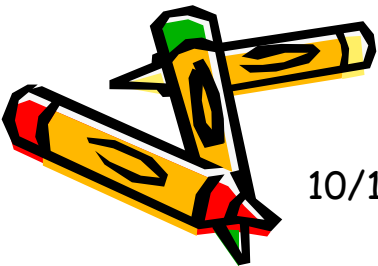
10/19/2021



Programming is sponsored by.....

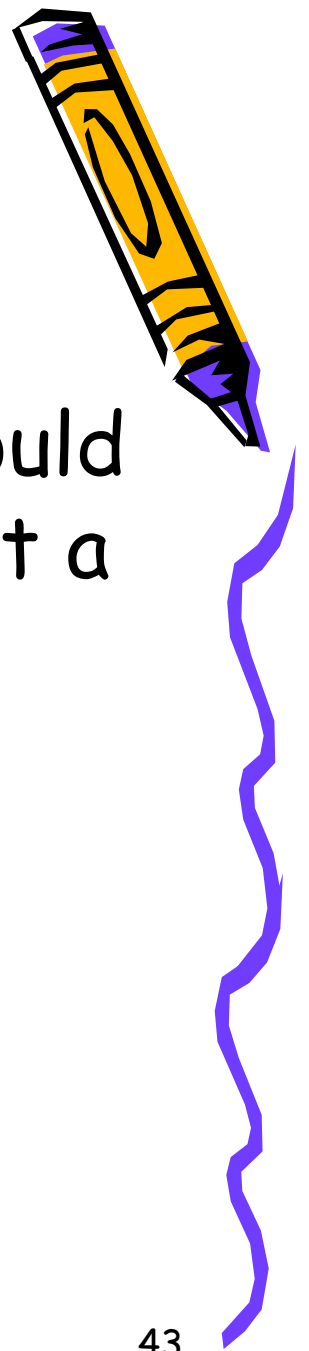


Make-A-Wish Foundation, inviting you to enter the Wishes Come True challenge this summer for a chance to win a Honda Civic Hybrid. Information at make-a-wish-dot-org.



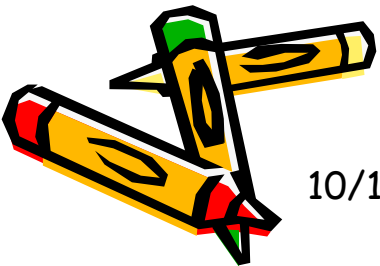
10/19/2021





And John says...

OK - it's a non-profit. Stations would be wise to be sure that any contest a client promotes is not a lottery.



10/19/2021



Programming is sponsored by.....

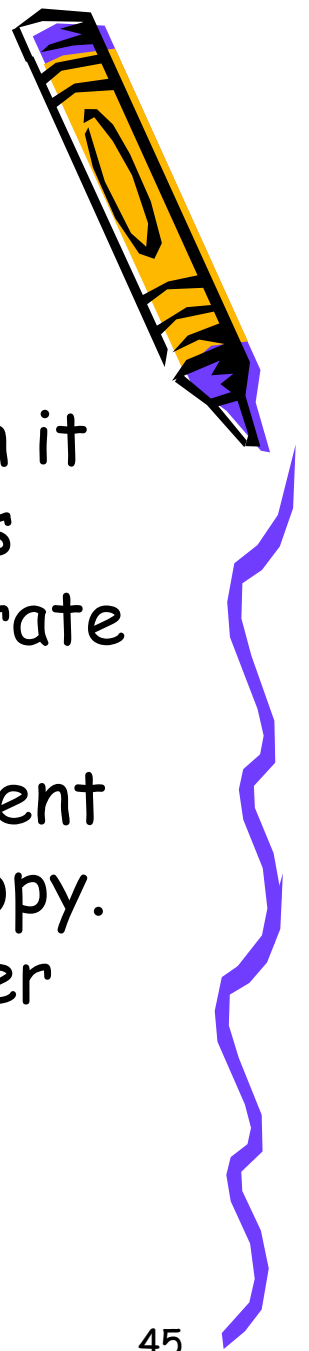


Sunrise Markets, offering natural foods, organic produce and chemical-free meats. Featuring local produce and seafood, baked goods, preserves and more — plus live music and cooking demonstrations every Saturday. Details at sunrise-markets-dot-com.



10/19/2021





And John says...

Just because it fits in :15, doesn't mean it should. Again, this UC market basket is overflowing. To mention them all, separate the elements and write more than one piece of copy. The FCC has several recent decisions citing too many elements in copy. Keep it under 7 - and you'll be even safer at 3 - 5.



10/19/2021

Programming is sponsored by.....



The Eye Center of Southern Connecticut, celebrating Dr. Carol Maloney's 25th Anniversary as New Haven's premier optometrist.



10/19/2021

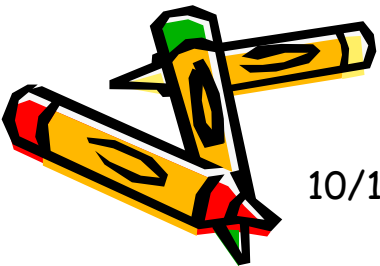
THE EYE CENTER
OF SOUTHERN CONNECTICUT

A Medical and Surgical Group, P.C.



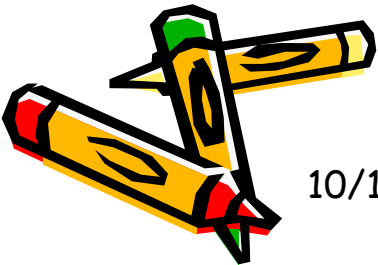
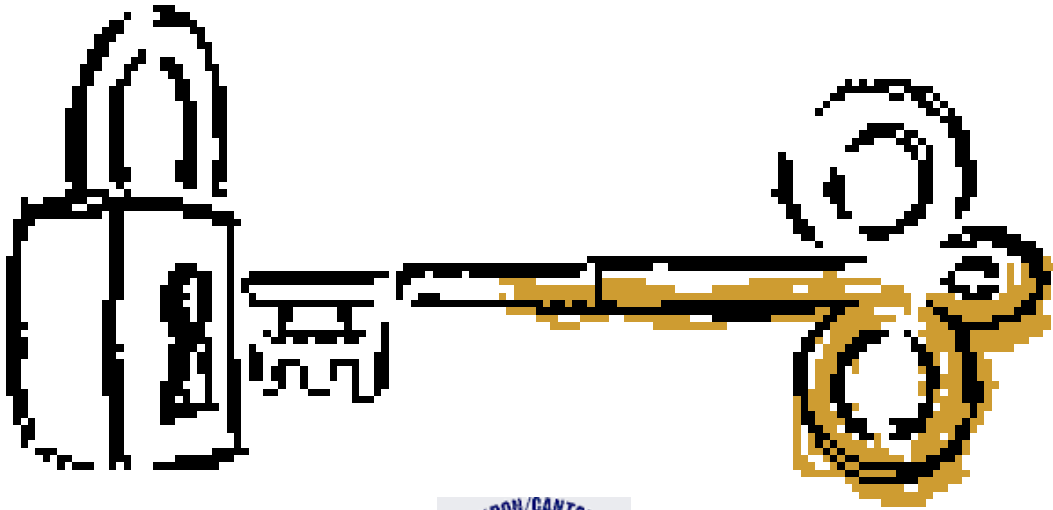
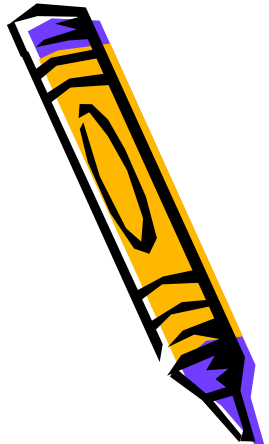
And John says...

Celebrations and anniversaries are acceptable, but while Dr. Maloney may be tops in her patients' eyes, "premier" is promotional and should be avoided.



10/19/2021

THANK YOU!



10/19/2021

