



NEW YORK
PUBLIC
RADIO

COPY GUIDELINES



ON-AIR | STREAM | NETWORK

REQUIREMENTS:

- Clearly Identify the sponsor
- Contain value-neutral, non-promotional descriptions of goods and services
- Abide by FCC Standards
- Final spot length includes 2 seconds of opening language
 - "WNYC/WQXR is supported by"
 - WNYC :15 sec spots
 - WQXR :15 & :30 sec spots
- All pronouncers should be in IPA style. Pronouncers expedite our recording process and guarantee a prompt start time
 - Pronunciation Examples
 - Jean Cocteau [zhahn-kok-to]
 - Sufjan [Soof-yawn]
 - Errol Morris [ER-uhl]

OPTIONAL:

- Bona fide and established corporate slogan (that identifies but does not promote)
- Web address, without "www"

CANNOT INCLUDE:

- Call to action language
- Qualitative, comparative, or superlative language
- Advantages of the product or services mentioned
- Price, discount, or sales (cannot use "free")
- Repetition of the sponsor's name, phone number or web address
- Mention of awards, pull quotes
- NYPR does not accept Political sponsors
- NYPR may accept sponsorship from organizations whose purpose is advocacy (e.g. ACLU) but the message must describe the organization, products or mission in a neutral way. The copy may not advocate for a particular issue.

VOICE TALENT:

- WNYC On-Air & Stream: Raquel Razan
- WQXR On-Air & Stream: Haneen Arafat Murphy

EXAMPLE:

- WNYC/WQXR is supported by BAM, presenting 887. Director Robert LePage's childhood is chronicled in this tech-saturated solo work. March 16th through March 26th. Tickets at BAM dot org.

** Standards & Practices reserves the right to reject copy if it compromises NYPR's brand identity and values.

ON-AIR | STREAM | NETWORK

PRODUCTION TURNAROUND:

- WNYC on-air – copy must be finalized 2 business days before campaign launch
- WQXR on air (live & produced) – copy must be finalized 3 business days before campaign launch
- WNYC/WQXR Stream - copy must be finalized 2 business days before campaign launch
- WQXR Enhanced spots – copy and music must be finalized 10 business days before launch
- Network Radio
 - Copy must be submitted 5 business days prior to campaign launch
 - Radiolab network copy must be submitted 10 business days prior to the campaign launch

WQXR

PRODUCED ON-AIR SPOTS:

- Final spot length :30 sec.
- ONLY music from the show/ event/ performance will be accepted. Sponsor must own rights
- All Music Beds are subject to approval by NYPR

COPY GUIDELINES FOR NON-PROFITS:

- One substantiated quote per spot, exclusively from a notable publication.
- Award mentions (winners & nominees)
- Eloquent descriptors may be used to showcase the performance/ event/ product being promoted, but not the Sponsor.
- All copy points are subject to review. NYPR's Standards & Practices reserves the right to reject copy if it compromises NYPR's brand identity and values.

DIGITAL STREAM:

- Abide by the Digital Copy Guidelines
- Timing: 15 seconds (standard) | 30 seconds (for a premium rate)
- WQXR Host Read spot available at a premium rate

PODCAST

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 - Pronunciation Examples
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 - Errol Morris [ER-uhl]

OPTIONAL:

- Bona fide and established corporate slogan (that identifies but does not promote)
- Web address, without “www”
- Mention Discount or Promo Code. Code may only reference the name of the show.

CANNOT INCLUDE:

- Qualitative, comparative or superlative language
- Advantages of the product or services mentioned
- Reference to price
- Repetition of the sponsor’s name, phone number or web address
- NYPR does not accept Political sponsors.
- NYPR may accept sponsorship from organizations whose purpose is advocacy (e.g. ACLU) but the message must describe the organization, products or mission in a neutral way. The copy may not advocate for a particular issue

VOICE TALENT:

- In-House Voice: Haneen Arafat Murphy
- Host Read spot available at a premium rate for select show

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PODCAST

PRODUCTION TURNAROUND:

- In-House spots – 2 business days
- Host Read spots – 10 business days

COPY UPDATES:

- For long-term campaigns, copy can be updated or “refreshed” once per month.
- Re-records are accepted & expedited for mispronunciation or for discrepancies in the copy.
- Re-record requests for tone/ energy must be vetted by our Copy Team on a case-by-case basis.
- For Tune-In campaigns we accept up to 3 scrips in the schedule.

TIMING

- Standard PreRoll: 15 sec
- Standard MidRoll: 30 sec
- Standard PostRoll: up to 30 sec
- Premium PreRoll: 30 sec
- Premium MidRoll: 60 sec
- Premium PostRoll: up to 60 sec

PRODUCTION TURNAROUND:

- In-House spots – 2 business days
- Host Read spots – 10 business days

PODCAST CODES

- All of It: ALLOFIT
- Brian Lehrer: WNYC
- Death, Sex & Money: DSM
- Dolly Parton’s America: PARTONME
- More Perfect: PERFECT
- New Yorker Podcast: NEWYORKER
- The Takeaway: TAKEAWAY
- New Yorker Radio Hour: RADIOHOUR
- On the Media: OTM
- Radiolab: RADIOLAB
- Science Friday: FRIDAY
- US of Anxiety: ANXIETY
- The Experiment: EXPERIMENT

PODCAST

APPROVED EXAMPLES:

- 15 SECONDS
 - Radiolab is supported by Olde Towne Pet Resort, offering boarding, day camp, swimming, grooming and training. Locations in Springfield, Dulles and Rockville. More at Olde Towne Pet Resort dot com.
- 30 SECONDS
 - The New Yorker Radio Hour is supported by Masterworks. With inflation jumping from 5.4% to 6.8% to 8.5%, it is important to own physical things. Masterworks is a fintech platform that allows you to invest in art, a real asset class Bank of America recommends as a “hedge against inflation.” Learn why over 400,000 people joined Masterworks to invest in art at Masterworks.io promo code New Yorker Radio Hour. See important Regulation A disclosures at masterworks.io/disclaimer. That’s Masterworks.io promo code RADIOHOUR
- 60 SECONDS
 - Science Friday is supported by LinkedIn. Let’s talk about what is “professional” today. On LinkedIn, important conversations are happening around what it means to be a professional. Right now, LinkedIn members are talking about things like needing more flexibility around where we work, how we work, and even taking time away from work to focus on family or mental health. · Because those things should not stunt career development and growth. Instead, they should enhance it as we show up on our own terms. Members are even putting what’s most important to them into their job titles, with things like: Career Coach-slash-activist-slash-mom. Professional is ours to define. And our authentic self is our professional self. So if your LinkedIn doesn’t reflect who you really are, update your job title. Post your truth. Show the world the authentic, professional you. And join the conversations redefining “professional” on LinkedIn. LinkedIn. Welcome, professionals.

REJECTED EXAMPLES:

- Example of Advocacy/Political Agenda Language (rejected)
 - Science Friday is supported by Purpose Campaigns and the People’s Climate March in DC. Join the movement on April 29th in DC or at any of the Sister Marches across the globe. Together we can Resist. We can Build. We can Rise. Text RESIST to 21333 to RSVP to a March near you today!
- Example of Advocacy Language (rejected)
 - Radiolab is supported by Tobacco Free Ca. Who knew that cigarette butts were toxic? That they can pollute our streets, our waterways, our playgrounds. That there would be about 4.5 trillion of them poisoning our environment. Come clean, Big Tobacco. For the dirty truth behind cigarette butts go to tobaccofreeca.com/Radiolab.
- Example of rewrite (approved)
 - Radiolab is supported by the California Tobacco Control Program. The California Department of Public Health is the longest-running comprehensive tobacco control program in the nation dedicated to the health and well-being of the people in California. For more information, visit tobaccofreeca.com/Radiolab.

PODCAST | Client Produced Spots

GUIDELINES

- WNYC Studios opening is required.
"WNYC Studios/ Name of Show is supported by..."
- Transcription from audio is subject to NYPR Copy Guidelines.
- Music Beds are allowed only if the sponsor owns the rights.
*We do not accept any jarring sounds in the music bed as it compromises the listener's experience.
- If the spot is rejected, we can are able to record the copy with out VO talent and add the music bed if applicable.
- Integrated Loudness = -16LUFS
- True Peak= -2 dBFS
- 16-bit/ 44.1kHz WAV
- MP3 and WAV files accepted, 1MB max file size

WQXR | On-Air Enhanced Spots

- Only available for non-profit cultural organizations.
- Non-Profit Copy Guidelines apply.
- :30 second produced spot.
- Voiced by a WQXR Host.
- May incorporate music bed only if the music is from the performance/ event being promoted. Sponsor must own the rights.

**** NON-PROFIT | Copy Guidelines:**

- One substantiated quote per spot, exclusively from a notable publication.
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