

## "Let's Talk the FCC & Copy," Presentation to the Radio Heritage Group and the Middle Market Underwriting Group at the Public Media Development and Marketing Conference (PMDMC)

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Contact

Brad Deutsch discussed key issues in public radio underwriting vis-à-vis FCC rules and station policies. He covered specific aspects of copy and scripts that can often be problematic, including guarantees, recruitment underwriting, for-profit promotion and fundraising language.

Visit the PMDMC website for more information about the conference.