

**“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)**

Speaking Engagement  
July 10, 2018  
Chicago, IL

**Contact**

Brad C. Deutsch

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.