

Public Service Announcements must meet the following criteria:

- 1.** Announcements are only accepted from charitable, non-profit organizations. Exceptions must be approved by KPSQ and the event must be of obvious benefit to the community.
- 2.** Content should be of direct relevance to listeners in KPSQ-FM's broadcast area.
- 3.** Announcements promoting the purchase of tickets to an event must come from organizations duly qualified to fundraise for the non-profit organization.
- 4.** Announcements for fund-raisers at commercial establishments will not be accepted, even if a portion of the funds are donated to charity.
- 5.** Announcements from churches or for church-sponsored organizations or events should be nondenominational, promote the well-being of the entire community and be open to the general public.
- 6.** In order to confirm your non-profit status, we may ask you for the following information before we agree to run your announcement:
 - Your agency's tax-exempt identification number
 - A brief description of what services the organization provides to the community
 - How long has the organization been in existence
 - How the organization is funded

We reserve the right to refuse any request.

Writing a Good PSA:

- **Keep it Short!**
20 - 30 seconds (about 50 - 80 words). Long PSA's are less likely to be chosen by on-air staff due to time constraints and incompatibility with show format.
- **Keep it Fluid!**
Generally, PSA's will be read by volunteer producers directly off the original submission, leaving no time for impromptu sentence composition.
- **Provide pronunciation** (pro-NUN-see-A-shun)
of difficult words and names. Field-specific, foreign, or technical words can be difficult to figure out on the fly.
- **State only Facts**
PSA's can only contain value-neutral wording. FCC regulations do not allow words such as "Best", "Interesting", "Fun", "Entertaining", and "High Quality" because they are all statements of opinion, and can only be used in quotations such as "The Local News has called the 'Annual Wine Tasting' the Best Entertainment!", assuming it has been published.
- **Don't include 'Calls to Action'**
As a public radio station, KPSQ cannot directly command or urge listeners to carry out an action. Instead of "Come on Down", "Stop By", or "Check out", try "You are Invited to.." or other neutral wording.
- **Don't mention Price or Cost**
As a public radio station, KPSQ cannot mention prices. "Ticket information is

available at 420-4334" is preferable to "Tickets are Available for \$5" or "Parking is \$42" or even "Seniors are Half Price".

- **Include Contact Information and necessary dates and times.**

People need to know, right?

- **Don't submit Press Releases, Brochures, etc.**

Due to the volume of PSA's received by KPSQ, we lack the resources necessary to convert press releases, brochures, calendars, and posters into ready-to-air Public Service Announcements. We will happily edit PSA's which conform to formatting guidelines for length, diction, and clarity. Condensing these informational resources into brief PSA's according to guidelines ensures a better chance of air time.

A Few Sample PSAs

This one is about 70 words and runs 30 seconds

School children in Fayetteville will help feed their hungry neighbors in the 2nd annual Harvest Food Drive from September 30th to October 11th. Students at participating schools will fill bags and barrels with food for distribution through the food bank. Favorites items are canned fruit, vegetables, meats, tuna, soups, peanut butter, pasta, rice and beans. To donate food, or find out how you can help, call the food bank at 555-5555.

This one is 60 words and runs 25 seconds

Spend a day with Monet. Make an impression as a volunteer at the Museum of Art during the largest European Impressionism show ever presented in the southeast. Volunteers are needed for day and evening shifts and can see the exhibition the same day. The show is on view now through May 16. To sign up, call 479 555 5555.

This one is only 50 words and runs about 20 seconds

During April, the Gardens Science Center greenhouse will feature Lantana variety "Miss Huff." While supplies last, each visitor may take a plant home. Except for April 11, these Victorian greenhouses will be open to the public on Sundays from 1 to 5 p.m. The number for more information is 555 5555.