

### **Submitting a Radio PSA (public service announcement) or Event Announcement**

PSA's & Event Information may be submitted to KNBA Radio for consideration of air time. Selected materials *may* be read live by the stations On-Air Hosts primarily during the 6am – 6pm weekday programming hours. Material placed in a 'Free Rotation' is prioritized by KNBA Mission goals, non-profit vs for profit broadcast license limitations and target Audience interest as determined by the Director of Programming. PSA/Event information will be edited by KNBA staff to be no longer than :15 seconds when read live. PSA's/Events should be submitted 2 to 4 weeks before a date specific activity.

Through this format, Public Service Announcements are free to submit, but submission does not guarantee that an announcement *will* receive air time and KNBA will not provide affidavits of air time.

### **Guaranteed Air Time for a Message**

Organizations wishing to have a message aired during a specific hour (*day-part*) or a set number of times (*rotation*) should ask for the Director of Corporate Support to see a rate sheet for *Enhanced Public Service Announcements* or Underwriting Messages.

(907)793-3500 or email [lcleland@knba.org](mailto:lcleland@knba.org)

### **Writing a Public Service Announcement**

**From:** (Name of Organization)

**Contact:** (name of person in organization, with phone number, that the PUBLIC can contact)

**Air Dates:** (list the preferred dates to be aired)

**Body:** *The body of your PSA message should briefly incorporate the who, what, where and when, information. Include relevant contact information and phone numbers.*

Very Important, make sure you specify if your organization is a non-profit organization that serves the public. In another sentence, describe the service available to the public through your organization.

Sorry, no PSA announcements for political fundraising, political campaigning, demonstrations or general services/membership of Religious Organizations.

If you need more information on submitting PSA copy, contact Director of Programming & Operations, Loren Dixon at [feedback@knba.org](mailto:feedback@knba.org) // (907)793-3500