

96.5 KOIT RADIO
PSA GUIDELINES

Following are a few tips and guidelines for submitting Public Service Announcements (PSAs). We receive hundreds of PSA requests each week; we have a limited inventory of announcements, so we cannot guarantee that a PSA will run on the air. However, in order to give your message a better chance of getting on the air, we suggest that you keep the following guidelines in mind when considering sending us PSAs.

1. PSAs may be submitted by email, mail or fax directly to each station. BEAR IN MIND THE TARGET AUDIENCE OF THE RADIO STATION, and submit the PSAs only to the station(s) with the appropriate listeners you wish to reach.
2. The station's public affairs staff writes all PSAs, so it is not necessary to script them out for us. Just send the information with all pertinent details. Make certain that you include a CONTACT PHONE NUMBER. We do not read addresses or list websites in PSAs.
3. PSAs are aired for and will mention ONLY non-profit groups that are licensed through the Secretary of State's office and have a registered 501-C3 #.
4. If the event is sponsored by a business, no mention will be made in the PSA of anything other than the non-profit group. *(For example, a March of Dimes "Bid For Bachelors" auction at the Hyatt Regency Hotel that is sponsored by Macy's will be announced simply as a "Bid For Bachelors" event in San Francisco benefiting March of Dimes).*
5. Information for PSAs that are promoting a specific event (i.e. a run, a dinner, etc.) should be submitted at least 8 weeks prior to the event date.
6. Email is the preferred method of sending PSAs.

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THANK YOU FOR YOUR COOPERATION.
WE ARE PLEASED TO PROVIDE THIS PUBLIC SERVICE
TO THE COMMUNITY AND LOOK FORWARD TO HEARING FROM YOU!