

Guidelines for a PSA

- Write a twenty-five second (:25) PSA (public service announcement) and add these two (2) tags:
I'm _____, Thanks PSK for caring.
I'm _____, Thanks WFNR for caring.
The total including the tagline should not exceed 30 seconds.
- Be sure to include some type of contact information like a web address or phone number. Basically your PSA should be a What, Where, and When.
- Please try to get your announcement recorded **at least two (2) weeks in advance** to have ample time for it to be heard.
- PSA's will air on **WPSK-FM 107.1 FM and 103.5 FM**
WFNR-AM 710 AM
- Public Service Announcements are aired **free of charge** and must benefit a non-profit organization. Announcements air as frequently as time and commercial inventory will allow. Churches do not receive free airtime unless the benefit or event is for an outside of the Church mission event such as Relay for Life. Churches are welcome to buy advertising by calling Cindy Rollison at 540-731-6029.
- For example:
Hi, I'm Scott Stevens, join me this Friday for a car wash and bake sale to benefit the Cancer Society. Stop by the Radio Station parking lot between 9am and 5pm to get a clean car and a snack for the ride home, all to benefit the Cancer Society. For more information, call me at 731-6006, or e-mail scott.stevens@cumulus.com. I'm Scott Stevens, Thanks PSK for caring!
- This will take about five (5) minutes of your time to record. Contact me to make an appointment and feel free to contact me with any questions.

Thanks

Scott Stevens

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