

Public Service Announcement Submission Guidelines

- 1 Submissions are accepted from Non-Profit and Public-Sponsored organizations and events.
- 2 Submissions must be received at least 2 weeks in advance.
- 3 Announcements are limited to a maximum of 1 minute (approximately 16 sentences).
- 4 PSA information should include the following information: (Who, What, When, Where and Why)
 - Name of organization
 - Contact information for organization
 - i Name
 - ii Phone number
 - iii email address
 - Name of event
 - Date and time of event
 - Location of event, including address
 - Brief description of the event
 - Internet and Social Networking contact information.
 - i Organization Web Site
 - ii Facebook/Twitter/Blog
- 4 Include concise contact information, that will read and be remembered easily.
 - Limit to one name and phone number for contact
- 5 Include phonetic pronunciation, especially with names.
- 6 PSA submissions for the following types of events are accepted for review from Non-Profit and Public-Sponsored organizations:
 - General organizational information
 - Art & Entertainment events
 - Meetings
 - Workshops & Seminars
 - Lessons & Classes
- 7 PSA content should be of direct relevance to listeners of KZME broadcast area.
- 8 Announcements from churches or church-sponsored organizations or events should be :
 - Nondenominational
 - Promote the well-being of the entire community
 - Open to the general public

- 9 In order to confirm non-profit status, KZME may ask for the following information before accepting a PSA:
 - Organization tax ID number
 - Brief description of organization's services
 - How long in existence
 - How organization is funded
- 10 PSA spots are **not** purchased, they are selected at the discretion of KZME PSA Production Team.
- 11 No announcements for political fundraising allowed.
- 12 No editorial comments allowed.
 - PSA must not imply that KZME is taking any position
- 13 No prices may be mentioned.
 - Reference to organization's web site for pricing information is allowed
 - Reference to organization's phone number for pricing information is allowed.
- 14 Public Service Announcements **may** contain:
 - Name of organization/event
 - Organization's address and phone number
 - Brand or trade name of the organization's event or service
 - Organization's slogan, as long as it is not promotional
 - Length of time organization has been in business
 - Value-neutral description of an event or service provided by the organization
- 15 Public Service Announcements **may not** contain:
 - Language that is promotional in nature
 - Comparative or qualitative language
 - Non-identifying verbosity
 - Any reference to cost, discounts, or financial incentives (including "free")
 - Calls to action
 - Inducements to buy, sell, or lease
- 16 KZME may refuse to broadcast **any** announcement for **any** reason.
- 17 KZME reserves the right to edit all PSA spots for content and for length.
- 18 KZME is not responsible for announcements that are submitted with incomplete or inaccurate information.
- 19 FCC requires PSA spots to contain information that is beneficial to the community.

- "Free Airing of Public Notice"

20 Restrictions on Public Service Announcements:

- KZME and MetroEast reserve the right to decline Public Service Announcements from any person, organization, business or corporation. In general, KZME and MetroEast will not knowingly accept Public Service Announcements from individuals, organizations, businesses, or corporations that:
 - i Discriminate on the basis of race, color, gender, sexual orientation, national origin, age, religion, marital status, or physical or mental disability
 - ii Tolerate or engage in sexual harassment
 - iii Engage in unfair labor practices
 - iv Produce or distribute materials promoting or endorsing discrimination, sexual harassment, or unfair labor practices
 - v Are judged by KZME to be engaged in activities that are socially irresponsible and/or not congruent with KZME's mission statement
 - vi Politically partisan organizations and individuals with partisan messages
 - vii Churches promoting worship services, although not lectures, etc.
 - viii Any organization promoting items that are illegal or of dubious moral stature