

KAWC AND BORDER RADIO PUBLIC SERVICE ANNOUNCEMENTS POLICY

All public service announcements (PSAs) aired on KAWC/KAWP 88.9 FM or KOFA Border Radio 94.7 FM/1320 AM must meet federal and local rules and regulations. We will not air PSAs that do not meet these guidelines and standards.

Schedule

If your organization requires a schedule for an announcement, you may purchase underwriting at \$10-30 per spot aired. Underwriting announcements are read by staff and run at the time contracted. Contact the KAWC/KOFA Development Team for more underwriting information.

All PSAs are aired at the station's discretion, which means placement is not guaranteed.

Who is eligible for PSAs

Only bona fide nonprofits are allowed to air PSAs on KAWC. Additionally, even if a nonprofit is eligible for PSA service from KAWC, it cannot be a solicitation for funds, a solicitation for volunteers to solicit funds, or for promoting a "members only" event. KAWC does not mention event sponsors within the body of any PSA. PSAs are not accepted for commercial or for-profit entities unless they partner with a nonprofit organization.

Submission

Submit PSAs at least three weeks before the event is scheduled by email to info@kawc.org.

Restrictions

KAWC does not air PSAs for silent auctions, yard sales, partisan political activities, membership-only events, car washes, or lost animals.

Pricing information

You cannot mention prices or refer to discounts or sales. Words such as "free," "sale," "discount," and other references to prices and values are not allowed. If an event is free, you may say it's open to the public.

Value neutral descriptions

You cannot qualify a product, service, or event as something that may be more or better than another event, service, or product. The FCC disallows public broadcast outlets from comparative language in describing products, services, or events.

Promoting local organization fundraisers

KAWC will not promote an organization's fundraising event unless it can be promoted strictly as an event. For example, a concert to raise money for a service organization can be promoted as a concert with a brief statement like "...proceeds benefit Such and Such organization."

Calls to Action

The FCC disallows calls to action on public broadcasting stations.