



**Kohala Radio**

*www.knkr.org*

## Guidelines for Public Service Announcements (PSAs) and KNKR On-Air Community Calendar

*Revised 3-25-2016*

### Public Service Announcements

As a community service, KNKR (a non-commercial broadcast outlet) provides PSAs for individuals and organizations, except for-profit businesses (see separate Underwriting Policy and Rate Sheet); wishing to promote events, meetings, seminars, arts and entertainment activities, or for requesting volunteers. PSAs are intended to promote events that benefit North Kohala residents.

PSAs, Public Service Announcements, are pre-recorded and live on-air announcements. KNKR has strict guidelines about content and cannot offer any guarantee of time or frequency of broadcast. This is a free service. PSAs are considered on a first come, first served, space available basis. Event specific PSAs will be added to KNKR's On-Air Community Calendar, if applicable.

KNKR does not air PSAs for sponsored religious activities, political activities, solicitation for funds, asking for volunteers to solicit funds, or membership-only events. KNKR does not air PSAs for events that are not open to the general public or that are regularly scheduled events.

KNKR will air PSAs such as:

- Cultural, educational, environmental, civic, pet, weather recovery, and health related events that, in our judgment, have an affinity with our community.
- Fundraising events (to the extent of FCC regulations) which, in our judgment, have an affinity with our community.
- Religious events, and other non-religious events at churches, synagogues, and other religious venues, or temporary relocation of services that are NOT ordinary regular activities.
- Concerts, recitals, classes, lectures, and other secular events presented by churches and religious organizations

KNKR reserves the right to decline any PSA request and reserves the right to edit all PSAs for time and/or content. PSAs can run from 10 to 90 seconds.

**KNKR requests that PSAs be voiced by a representative of the organization submitting the PSA to foster a more personal community connection; however, KNKR on air volunteers will do the voice over if required.** If you elect to record your own PSA, when your final PSA script has been approved, you will be given a choice of available recording times at our studios. KNKR will then do the final editing to get your PSA ready to air.

**Who is eligible for PSAs on KNKR?**

All individuals and organizations, except *for-profit* businesses. At no time will a PSA be accepted from any for-profit business.

**How to Submit a Public Service Announcement (PSA)**

(On-Air Community Calendar Items can be submitted as a stand-alone item if your organization doesn't also want to have a PSA or it is not applicable.)

PSA/Community Calendar requests may be submitted by email to:  
news@knkr.org

Or by mail to:

PSA/COMMUNITY CALENDAR

KNKR 96.1 FM

P.O. Box 190778

Hawi, HI 96719

Please do not telephone or fax your PSA.

Please include your name, organization, telephone number, email address, and script. PSAs should be submitted in finished written form, not as bullet points or a press release. This means up to 90 seconds of spoken copy (140-225 words) to be read aloud at a normal pace.

PSAs should be submitted a minimum of four weeks in advance of the event. The more lead-time we have the better chance of your PSA getting airtime. PSAs submitted 10 days or less before the scheduled date of the event may not be considered.

Please allow at least 3 days for a response regarding PSAs.

You will then get a choice of available recording times, and you must get your script approved at least one day prior to arrival. To schedule an appointment, please use the email address above.

If there is a question as to whether an announcement is compliant, please contact the Director of KNKR's News and Public Affairs Department at news@knkr.org.

## Tips For Great PSAs

Format your PSA with this basic information:

- Who is sponsoring the event?
- What is the event?
- When will the event be held (date/time)?
- Where will the event be held?
- Contact information
- Why is the event taking place?

People often do not remember e-mail addresses or telephone numbers. Use a website address if you have one, if not, use email address followed by telephone number.

### Additional Language/Content Guidelines:

All PSAs must end with 'Information at...' This creates a consistency of sound, an important component of KNKR's overall sound. Do not qualify information with words like 'further' or 'more'. A web site address is best with or without an email address or phone number, but may not include added language.

Information about your event may be considered for placement on KNKR's website: [www.knkr.org](http://www.knkr.org). KNKR will edit PSA content in accordance with FCC and station regulations.

What classification is your PSA and organization?

1. 100% non-profit PSA; an *informational* announcement that has no specific time event associated to it, or
2. Less than 100% non-profit PSA-Community Calendar Event; an *informational* only PSA that has a specific time date associated with it.
  - a. Less than 100% means that some money or compensation goes to a for-profit business, a performing artist, venue, or the like.
3. 100% non-profit PSA-Community Calendar Event; a *promotional* announcement that has a specific time date event associated with it.
  - a. 100% means no money or other compensation goes to any outside people, venues, for-profit businesses; all funds collected, if any, go solely to non-profit organizations.

*Promotional* PSA's can include all forms of promotional content including prices, ticket information, events, on air discussions and interviews, and almost any other information associated with the event.

### Example of a *Promotional* PSA Event:

KNKR is co-sponsoring a benefit/fundraising concert for a 100% non-profit group: The Kohala Rock and Roll Camp for Girls. The only money being 'made' is the proceeds from the benefit which go to the non-profit. KNKR will also give tickets away on the air. The band featured is not accepting any money for their performance. All food being sold at the event has been donated.

### Example of an *Promotional* PSA that meets the guidelines

Hello, I'm Jane Doe from the Kohala Rock and Roll Camp for Girls. Our annual spring concert will be Saturday, April 23rd at 6 PM at the Highland County Fairgrounds. This year we are featuring the music of ABC Band. Lawn chairs, coolers and blankets will keep you comfortable under the night sky. We will have plenty of delicious food to purchase, including XXX, YYY, & ZZZ, Tickets available at NNN for \$25.00 in advance and \$30.00 at the event. Information at [www.xyz.org](http://www.xyz.org) ([janedoe@xyz.org](mailto:janedoe@xyz.org) or call 555-555-1234).

We can use promotional language because it's a 100% non-profit group; a program host can talk about the event anyway he/she wants; the guests can also promote the heck out of it. It can be the subject of an entire show.

***Informational*** PSA's can only include strict information about the event.

### Elements that CAN NOT be included in informational PSA's:

1. Prices
2. Editorial Comments
3. Claims or Comparisons
4. Calls to Action

### Example of an Informational PSA that meets the guidelines

Hello, I'm Jane Doe from the XYZ organization. Our annual spring concert will be Saturday, April 23rd at 6 PM at the Highland County Fairgrounds. This year we are featuring the music of ABC Band. Lawn chairs, coolers and blankets will keep you comfortable under the night sky. Information at [www.xyz.org](http://www.xyz.org) ([janedoe@xyz.org](mailto:janedoe@xyz.org) or call 555-555-1234)

### Here is an example of the same PSA that is not allowable/not good form:

Hello, I'm Jane Doe from the XYZ organization, one of the leading organizations of its kind. Our fantastic, annual spring concert will be Saturday, April 23rd at 6 PM at the Highland County Fairgrounds. This year we are featuring the country's favorite artists, the award winning, ABC Band. Lawn chairs, coolers and blankets will keep you comfortable under the night sky. Information at [www.xyz.org](http://www.xyz.org) ([janedoe@xyz.org](mailto:janedoe@xyz.org) or call 555-555-1234)

The following list includes some of the words and phrases that are either comparative, price related, or calls to action, and that are not allowable on KNKR Informational PSA's. Unacceptable words and phrases listed below are in no particular order and should not be considered to be a complete list of all words and phrases that are not acceptable.

First ('first annual' is okay)	come and visit	close out
best	buy or purchase	bring
finest	don't	savings
number one	better than	your only
discount or discounted	your money	flea market
price	get your	fee
specially priced	fundraiser	low cost
free	auction	raffle
call us	silent auction	
	sale	

### **The following is not allowed in Informational PSA's**

#### **Pricing Information**

You cannot mention prices or refer to discounts or sales of any kind. You can tell listeners where tickets are available for an event. (THIS OPTION IS NOT CURRENTLY ALLOWED DUE TO CURRENT ACTIONS BY FCC) Words such as free, sale, discount, and other references to prices and values are absolutely not allowed. If an event is free you may say 'This event is open to the public.'

#### **Value Neutral Descriptions**

You cannot qualify a product, service, or event as something that may be more or better in some way than another event, service, or product. The FCC disallows public broadcast outlets from comparative language in describing products, services, or events. When describing something in value neutral terms you will be describing the actual event, product, or service exactly as it is without embellishing language.

#### **Calls to Action**

Calls to Action are the most common mistakes made in PSAs. The FCC disallows calls to action on public broadcasting stations. A Call to Action is a statement or phrase that commands or invites someone to action.