



# SIERRA RADIO NET

ON AIR. ON LINE. ON DEMAND. YOUR PERSONAL CONNECTION.

## PSA Form

### Contact Information

Name	
Street Address	
City ST ZIP Code	
Telephone	
E-Mail Address	
IRS Tax-Exemption Number:	

### PSA Information:

### Agreement and Signature:

I understand that all PSA time utilized by my organization will be strictly of a no-commercial nature, and that no reference will be made to any lottery or other related activity. I further certify that my organization does not conduct anypaid advertising in any other media. I understand that KSUE/KJDX will randomly rotate all PSAs.

Name (printed)	
Signature	
Date	

3015 Johnstonville Road • Susanville, CA 96130 • 530.257.2121 direct • 800.366.9162 toll free • 530.257.6955 fax



## Public Service Announcements

This document is designed to assist you, your club, your agency or other organization in the preparation and distribution of Public Service Announcements (PSAs). We have provided a simple form which can be filled out and submitted to us.

- 1) Include All Necessary Information: While this may seem like a simple thing, you would be surprised at the number of PSAs we receive which do not have a date for the event. They'll say "tonight," for example, but even if the PSA arrives via fax, we are uncertain of which night "tonight" is. Include who is invited to attend, the date and hours of the event, the place where it will be held, the type of event, why it is taking place, and a contact number for both the public and the media. Keep it short.
- 2) Identify Yourself or Organization: You should always identify yourself or organization clearly somewhere in your PSA.
- 3) Phonetic Pronunciations: Please include a phonetic pronunciation for easily confused proper names. Smith is Smith, but Smithe could be SMITH, SMYTH or SMITHEE. Without a guide, you'll either have a mispronounced name in your PSA when it's read on-the-air. The proper way to show pronunciation is -- Smithe (pron: SMYTH).
- 4) Release Date: Timing is everything. A good rule of thumb is to send your PSA 10 days in advance. And, do not include more than one event in each PSA!
- 5) Cost of Broadcast: As a general rule, we are happy to broadcast, at no charge, meeting and event notices for civic and non-profit groups. However, if you purchase advertising in other media, we cannot air your announcements free of charge. (The truth is, if you pay to put an ad in the paper or elsewhere, don't ask us then to run it free. We're a business, too.)
- 6) Time of Broadcast: All PSAs are broadcast subject to time availability. We cannot guarantee a PSA will be broadcast a specific number of times nor at any specific time.

**A note to political committees and candidates: To ensure fairness to all candidates and avoid the appearance of favoritism, we do not provide free announcements of any sort for political campaigns. Please contact us for paid political advertising.**