



CORPORATE PSA POLICY

OVERVIEW

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G98.7FM (CKFG-FM), recognizes the importance for the well-being of the community of many social, charitable and artistic activities. Therefore, it makes available to qualifying private and public organizations a limited amount of free time to assist them in promoting their public service aims and objectives. Because of the partisan nature of political organizations, their activities do not qualify for public service time.

As a free community service provided by G98.7FM (CKFG-FM), PSAs are a very effective means of promotion. Please be sure to read and follow our guidelines and policy carefully before submitting information for a PSA. All accepted, edited and re-written content will be added to or deleted from a flexible rotation of announcements made available on air G98.7FM (CKFG-FM), the internet audio stream, and/or on the G98.7FM (CKFG-FM) website.

PURPOSE/INTENT

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When sufficient airtime is available, PSA's will be aired free of charge to qualifying, registered non-profits and charitable organizations who **DO NOT** have the funding to otherwise get their public interest message out to the community. In addition, the station may, from time to time, provide public service airtime to registered non-profit & charitable organizations that have funding available to purchase advertising, but wish to achieve additional exposure through public service airtime assistance.

The station is under no obligation to broadcast every PSA delivered to or produced by the station and retains sole discretion in determining whether or not and how much PSA time is allocated.

All PSA's submitted will be considered, based on content and appropriate use, however, the station assigns the following priority level to all PSA's submitted for air. The criteria used in accepting qualifying organizations and the criteria governing acceptance of announcements from such organizations, are as follows:

PSA CONTENT

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Content of all PSA's submitted for air **MUST** meet the following guidelines:

- PSA's must serve a public interest.
- The organization sponsoring the event must be a **bona fide non-profit organization**. G98.7FM may request confirmation of nonprofit status.
- And/or promote fund-raising initiatives with (70% minimum) of gross proceeds going directly towards advancing the mission of non-profit organization. G98.7FM may request confirmation.
- And/or promote awareness initiatives for particular non-profit organization.
- And/or promote new or on-going service, program or event that is **FREE TO THE PUBLIC**.
- **Cultural, fundraising events, educational, environmental, civic, weather recovery, and health-related events** that, in our judgment, have an affinity with our community and audience.

ADDITIONAL GUIDELINES:

- To offer your organization the best possible service, PSAs should be received at G98.7FM a minimum **three weeks** prior to your event.
- Once approved, G98.7FM will air three (3) PSA commercials daily Monday to Sunday between 6AM TO 6AM for a total of 21 commercials weekly.
- PSA's will only air for one week prior to the PSA Event.
- Please be aware that we are unable to determine in advance when your PSA will air (Time Slot). Because this is a free service, we are obligated to fulfill orders for paid advertiser announcements first.
- PSAs should be for **time-specific events** as opposed to ongoing promotions. PSAs are generally kept in rotation for one week only.
- G98.7FM reserves the right to minimize the use of PSAs during high peak Sales Periods and at any time when other obligations preclude the use of PSAs.

G98.7FM will carefully consider, but may not accept, PSAs for the following:

- **Events that have narrow appeal** to a small or specialized constituency (e.g., high school reunions)
- **Political or advocacy events** that have to do with a political party, advocacy group, candidacy, or issue. An exception may be made for a forum or debate at which all major candidates or all sides of an issue are represented;
- **Religious events**, excluding concerts and other non-religious events at churches, synagogues, and other religious venues, or temporary relocation of services.
- **Routine or regular meetings** of an organization.



PSA REQUEST FORM: Page 1 of 2

*Request for PSAs must be received 3 weeks prior to your event
**All PSA request forms are to be completed in full to be considered

1. Organization: _____

2. Website: _____

3. Event Name: _____

3. Contact Name & Title: _____

4. Address, telephone numbers, fax, e-mail address:

5. Registered Not-For-Profit Number: _____

6. Percentage of proceeds going directly towards this charity/cause: _____%

7. Event date, location, and duration:

8. What is your organization's mission and objectives?

6. Have you contacted a G98.7FM employee about this project?

No Yes Who?



PSA REQUEST FORM: Page 2 of 2

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7. Description of project: objectives, targeted groups, action plan, visibility

8. Describe in what ways this project relates to the G98.7FM BRAND?

9. For what date would you need a response to this request? _____

10. Have you ever made a PSA request from G98.7FM?

No Yes When: _____

11. What is your radio-advertising budget for this project?

12. What elements of a PSA will be most beneficial to your event or program?

Submit your completed form to: PSA@G987FM.com

We're sorry but we cannot accept information by telephone; however, in the event of a genuine, community-wide emergency, we are able to take information over the phone. If you have any questions about this PSA policy, please contact G98.7FM's PSA Director @ 416.498.4987.