

## **PUBLIC SERVICE ANNOUNCEMENT GUIDELINES**

WRSA-FM MIX 96.9  
Huntsville, AL

WRSA broadcasts Public Service Announcements (PSAs) as a part of the stations mission to serve our community and our listening audience.

All public service announcements aired on WRSA Mix 96.9 or published on [www.mix969huntsville.com](http://www.mix969huntsville.com) must meet federal and local regulations. PSA's that do not meet these guidelines will not be accepted. WRSA reserves the right to refuse any requests for PSA's.

### **GENERAL PSA CRITERIA**

- Events or information must be submitted by a 501(c)3 non-profit agency or foundation.
- Events or information should have value and appeal to the Mix 96.9 listening audience and/or provide some service or benefit to the community and our listeners.
- Events should be located within the broadcast range served by WRSA-FM.
- Events or information related to candidates for political office or organizations will not be aired as public service announcements. Political advertising schedules are available.
- PSAs for events, including but not limited to family/neighborhood yard sales, bake sales, lost/found pets and the like will not be aired. If proceeds benefit a non-profit organization or agency, these will be considered.

### **PSA SCHEDULING INFORMATION**

- PSAs will be scheduled based on airtime availability and are selected at the discretion of the PSA Coordinator. Placement and frequency cannot be guaranteed. Guaranteed schedules are only available through the purchase of an advertising schedule.
- Events that are free to the public will have priority.
- PSAs should be written in a neutral language, sharing information and details about the event, including contact information. PSAs may be edited for content.

### **PSA SUBMISSIONS**

- Online PSA submissions must be made at least 2 weeks prior to the event date.
- Requests for on-air PSAs must be submitted at least 4 weeks prior to the event. All on-air PSAs will be reviewed by the PSA Coordinator and a determination will be made as to the possibility of airing. There is NO guarantee that your PSA will be aired on Mix 96.9 WRSA-FM.
- WRSA does not air pre-recorded PSAs. Approved on-air PSAs will be recorded in the WRSA studio in order to maintain consistent sound quality.
- PSA requests must be self-submitted via (a) email to [michelle@mix969huntsville.com](mailto:michelle@mix969huntsville.com); (b) mailed to WRSA-FM, 8402 Memorial Parkway SW, Huntsville, AL 35802, ATTN: PSA Request; or (c) by fax to (256) 885-9796. Requests must be received at least 4 weeks prior to the event date. All requests will be forwarded to the PSA Coordinator.
- WRSA reserves the right to decline any PSA request.
- WRSA also reserves the right to edit the content of any PSA for compliance with the FCC regulations.

### **ONLINE EVENT CALENDAR SUBMISSIONS**

- For event placement on the Mix 96.9 online calendar, details must be submitted at least two (2) weeks prior to the event via email to [michelle@mix969huntsville.com](mailto:michelle@mix969huntsville.com).
- All event details (event name, date, location, time, contact information, and the 501(c)3 non-profit organization/charity/foundation, or agency name) are required for the event to be considered.
- Events that are not sponsored by or proceeds benefit a non-profit or not-for-profit organization or agency will not be posted on the Mix 96.9 online calendar.