



ALPHAMEDIA
LIVE, LOCAL, CAMERON-BETHANY

COMMUNITY CALENDAR & 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). While PSAs are often aired free by broadcast stations, some end up in the wastebasket before they are broadcast because they are hard to read, have basic information missing, or are sent without sufficient lead time. We'll give you a few pointers:

- 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. Long, full-page PSAs are sometimes NOT read due to time constraints.
- 2) Identify Yourself or Your Organization: You should always identify yourself or organization clearly somewhere in your PSA. In many cases, this is evident from the information -- however, if it is not, you should include it somewhere on the page.
- 3) Phonetic Pronunciations: Many PSAs are skipped-over by broadcasters because names or places mentioned in them cannot be easily pronounced. Rather than sound illiterate or out-of-touch, announcers will often not read a PSA that does not include a phonetic pronunciation for easily confused proper names. Smith is Smith, but Smithe could be SMITH, SMYTH of SMITHEE. Without a guide, you'll either have a mispronounced name in your PSA when it's read on-the-air, or it won't get on-the-air at all. The proper way to show pronunciation is -- Smithe (pron: SMYTH).
- 4) Release Date: Timing is everything. If you send us a PSA far in advance of an event, it may get lost. If you send it two days beforehand, chances are it will be too late to include it. A good rule of thumb is to send your PSA three weeks in advance. And, do not include more than one event in each PSA!
- 5) If you want your event included on our website, you must send a flyer and preferably an electronic copy of that flyer (via email). Text listings MAY be included when time allows. An electronic copy of your flyer is best. Please -- no photocopies! We want you to look good too on our webpage. A bad photocopy makes your event posting on our website look bad.
- 6) 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 may not air your announcements free of charge. (There is a misconception that because the FCC governs the technical aspects of radio, that we are somehow obligated to run free advertising for public service entities. 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.) Of course, we'll run it for free if the newspaper will run it free for you 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. Community Calendar & PSA items rotate with all submitted Community Calendar and PSA items. To GUARANTEE a certain number of times your message is to air, we suggest a purchased ad schedule.



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