



Public Service Announcement Policy

We're proud of our commitment to community service. Over the past 20 years, we have donated more than \$1,200,000 of air time to community groups in the form of free public service announcements. We have also sponsored countless community-oriented and fundraising events.

Our Community Calendar is heard hourly on WKDE-AM News-Talk 1000 and 12-15 times per day on WKDE-FM – 105.5 KD Country. In addition, announcements of interest to the community are posted on our web site's Community Calendar page. The main portion of our on-air Community Calendar is Public Service Announcements.

Public Service Announcements – or PSA's – are defined as non-commercial advertisements broadcast for the public good. The main objective is to raise public awareness about specific issues.

PSA's must promote or inform listeners about programs and events provided by qualified non-profit groups, governmental agencies and churches. PSA's must not sell products or services. PSA's are aired on a time-available basis with no guarantee of minimum exposure.

The issue or event must not be promoted using any form of paid advertising elsewhere, such as paid ads in newspapers, direct mail, television and other radio stations. The reason for this is simple: all forms of media compete for the same ad dollars. It is unfair to ask us to provide free air time when you are spending money advertising the same event elsewhere.

Public Service Announcements must be submitted in writing by email, fax, US Mail or hand delivery. Please include contact information for your organization. We do not take PSA's over the phone. We are not responsible for the accuracy of the information you give us.

Management of WKDE AM-FM determines which PSA's will be aired and reserves the right to decline to air any PSA or to cancel any PSA currently running.

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