



KBCS Public Service Announcements (PSAs)

Submission Guidelines

What is a PSA?

A public service announcement (PSA) is a short message that alerts the public to important information that can enhance quality of life.

KBCS offers PSA's, at no cost, to qualified 501 (c)(3) non-profit organizations.

PSAs will not endorse fundraising activities, advance a political concern, or uphold a religious belief.

I think my organization qualifies. What's next?

1. Write your PSA copy, which will:
 - a. be no longer than 50 words
 - b. be free of qualitative or promotional language ("unjust," "award-winning," "unbeatable")
 - c. be written in third-person, and use short sentences in a conversational tone
 - d. use standard case, and ordinal numbers for dates
 - e. not mention prices or discounts of any kind (this includes mentioning something is free, as in "the event is free to the public")
 - f. not include a call-to-action ("don't miss it," "get your tickets now," "join the effort")
 - g. include a date, time, location, and contact info (preferably a web address)
 - h. avoid words that are potentially difficult-to-pronounce or read. If this is inescapable, provide a pronunciation guide to the word, in brackets.

2. Submit your PSA for consideration, by using the form here: <http://kbcsc.org/about/public-service-announcements>

KBCS will not provide feedback on copy, or information as to whether or when a PSA may have aired.

If your organization needs guaranteed placement for its message, contact Terri Akrish to ask about on-air underwriting and online opportunities: terri@kbcsc.org

Example PSAs

1. The Seattle Indian Health Board presents a concert with Native American jazz vocalist Julia Keefe [keef], Tuesday, June 15th, 7 p.m., at Seattle's Hotel Monaco. More

information is available at sihb.org [S I H B dot org].

2. Navos is a non-profit organization helping children, youth and adults living in poverty in our community recover from behavioral health issues. For more information visit navos.org [N A V O S dot org].
3. 4Culture [for culture] and King County seek an artist-in-residence to help increase public engagement with science and water quality among Latino communities. Spanish-speakers and artists with a Latin American heritage are encouraged to apply. For more information, visit 4culture.org [the number 4 culture dot org].