

---

## CONTENT TIPS for writing Public Service Announcements:

---

Please follow these guidelines closely. Doing so will improve our ability to read your Public Service Announcement on the air.

1. Include all the pertinent information: **Who, What, When, Where, Why!**
2. Use complete **sentences** (not just a list of details). Short, simple sentences are best.
3. **No editorial comments allowed:** PSAs must not imply that our radio station is taking any position.
4. Include concise **contact information** that can be both read and remembered easily (not several names and numbers, or complex URLs)
5. Don't use ALL CAPS.
6. If appropriate, add **phonetic pronunciation**, particularly with names.
7. **No prices** may be mentioned in your announcements.
8. No announcements for political fundraising or candidates are permitted.
9. The total length should be such that it can be read in **30 seconds** or less, **15 seconds or less is preferred.**
10. You may provide additional details (not to be read on the air) in the **Other Pertinent Off-Air Details** section. These details **may** be posted online.