



KPTZ ENHANCED PUBLIC SERVICE ANNOUNCEMENTS

Pilot Program Open to Area Nonprofits

Community noncommercial radio station KPTZ is rolling out the opportunity to purchase featured Enhanced Public Service Announcements (EPSAs). In compliance with FCC regulations, these campaigns are available only to 501c3 organizations.

- KPTZ EPSAs are vehicles for to air messaging about Fundraisers, Lectures, Events, Concerts, Galas, Workshops, and the local nonprofit's mission.
- KPTZ EPSAs can be produced either 30 or 60 seconds long.
- Lengthier than KPTZ's 20-second Business Underwriting spots, the added time allows for more detail. Music is permitted behind the voice.
- Produced announcements are scheduled for broadcast, which guarantees air times.
- The FCC does not place the same restrictions on promotional language as it does on standard underwriting. Language requirements are simply restricted by guidelines prohibiting reference to prices, also no "calls to action" (e.g., Buy this, Come down).
- In the pilot rollout phase, for flights beginning before September 30, 2021, KPTZ's introductory rate is \$15 each for 30-second and \$25 each for 60-second recorded announcements (minimum of 15, in either category).
- KPTZ will work with the nonprofit organization to determine the timing and frequency for scheduling the message, according to availability.

As before, area nonprofit organizations may submit Public Service Announcements to KPTZ. Those are normally read live, with no guarantee of air times and dates. Guidelines for submission are posted at kptz.org/psa.

KPTZ Contact for EPSAs: Cris Wilson underwriting@kptz.org