

WEVL PSA SUBMISSION GUIDELINES

WEVL is a small, mostly volunteer, noncommercial radio station with a limited budget and only two full-time paid employees and one part-time assistant. Due to the demands placed on our very small paid staff, we do not have time to compose or re-write press releases or public service announcements (PSAs).

We gladly accept written PSAs from 501(c)(3) non-profit organizations in standard format for on-air delivery. We cannot, however, guarantee that any PSA will be aired or that it will be aired at a specific time. WEVL reserves the right to edit or refuse all copy.

If your organization is not a 501(c)(3), we'll be glad to sell you non-promotional underwriting announcements. Non-profit organizations wanting their announcements to air at a specific time can also purchase underwriting announcements. Please see <https://wevl.org/program-underwriting> or contact Brian Craig at 901-528-0560 or briancraig@wevl.org if you're interested in this non-commercial option.

We prefer to receive PSAs by e-mail at wevl@wevl.org. PSA information cannot be taken over the telephone or by fax. We do not accept press releases.

All announcements must be cleared through the paid staff before being aired. Do not send PSAs directly to volunteer programmers or the staff may never see them.

Events that do not qualify as PSAs include:

- Events which are not open to the public.
- Bake sales, barbecues, car washes and similar fund raisers.
- Weekly or monthly meetings. Exceptions may be made when a speaker or artist of significant note will be appearing.
- School reunions.

- Events from religious organizations, unless it is a musical performance.
- Events sponsored/co-sponsored by other radio stations.
- Events hosted by for-profit entities. PSAs are reserved for the sole use of not-for-profit organizations.

Copy: The most effective announcements are always straightforward: event description, date, time, location, and website address. Do not use phrases such as, "join us for...", "come celebrate with us," "visit us...", or "you're invited to our....."

Submission: Send your copy early, preferably to be received at least two weeks prior to the event.

Timing: Time the copy by reading aloud, slowly, to 20 seconds maximum.

Schedule Date: Provide a clear end date for the PSA, or indicate if it is good indefinitely.

Information contact: Please use a website or physical address. Phone numbers will not be aired unless they are easy to remember. (Example: 377-CARE or similar)

Example of a PSA:

BRASS ENSEMBLE

THE CORDOVA BRASS ENSEMBLE PERFORMS WORKS INCLUDING BACH AND PAULUS ON WEDNESDAY, NOVEMBER THE TWELFTH AT EIGHT P.M. AT THE CORDOVA COMMUNITY CENTER. THE NUMBER FOR INFORMATION IS 754-HORN.

Timing: :15