

Good Shepherd Catholic Radio

Public Service Announcement Policies and Guidelines

Good Shepherd Catholic Radio is committed to broadcasting relevant Public Service Announcements as part of our mission to serve listeners in our community. Therefore, to ensure quality and consistency, the Public Service Announcement process will adhere to the following Policies and Guidelines.

Criteria:

- Events or information must be submitted by a non-profit organization or non-profit agency.
- Events or information should have appeal and value to the Good Shepherd Catholic Radio audience and provide some service and benefit to listeners in our community.
- Events should be located in the Jackson and Lansing area served by Good Shepherd Catholic Radio.
- Events or information related to candidates for office or political organizations will not be aired.

Scheduling:

- Public Service Announcements will be scheduled based on airtime availability and are selected at the discretion of the Public Service Announcement Coordinator.
- Placement and frequency cannot be guaranteed. Guaranteed schedules are only available through the terms defined in Good Shepherd Catholic Radio Underwriting Agreements.
- Events that are free to the public will have priority.
- Events or information relating to Good Shepherd Catholic Radio programming or our mission will have priority.
- Public Service Announcements will not be scheduled during On-Air Fundraising campaigns.
- Public Service Announcements should be written in a natural spoken manner, sharing information and details about the event.

Submissions:

Good Shepherd Catholic Radio reserves the right to review and edit all Public Service Announcement submissions for content and structure.

Good Shepherd Catholic Radio will broadcast pre-recorded Public Service Announcements at our discretion upon review.

Requests for Public Service Announcements that are pre-recorded must be submitted 5 business days before the expected first broadcast date.

Requests for Public Service Announcements that require script development and studio recording must be submitted 10 business days before the expected first broadcast date.

Each Public Service Announcement submitted must allow for 7 on-air broadcast days before the event.

Public Service Announcements will be broadcast for a period up to one month.

Each Public Service Announcement must include the following details:

- Event Sponsor
- Event Description
- Event Location
- Event Start/End Dates
- Event Start/End Times
- Note Last Day to Register

The content of a Public Service Announcement will not be revised after it has been scheduled for broadcast. If content problems arise during the broadcast period, then the Public Service Announcement will be removed from the broadcast schedule.

If there are any questions about the Good Shepherd Catholic Radio Public Service Announcement Policies and Guidelines, please contact Good Shepherd Catholic Radio at info@gscr.org or call 517.513.3340.

***Good Shepherd Catholic Radio
Public Service Announcement Form***

Event Title: _____

Event Description: _____

Event Time & Date: _____

Venue Details: _____

Event Website: _____

Event Cost: _____

Submitted By: _____

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