

An Overview of EPSA's Publicity for Non-Profits on CoastAlaska Stations

CoastAlaska stations offer two options for qualifying non-profits that want to publicize their services or promote an upcoming event.

- 1) **Public Service Announcements (PSA's)** are broadcast on a space-available basis by volunteers and staff. This service is free of charge. However, there is no guarantee of airtime or of how quickly your information will be processed. You may send your message by fax to 907-586-5692 or e-mail to sponsorship@coastalaska.org
- 2) **Enhanced Public Service Announcements (EPSA's)** are an upgraded promotional service for non-profit organizations.
 - your announcement can be designed by you and produced at any CoastAlaska station
 - you decide the dates, programs and frequency for a guaranteed airing schedule during peak listening hours, or with specific shows you request
 - your announcement will also be rotated on air with regular PSA's
 - you may target a particular audience
 - EPSA's are 30 seconds in length
 - qualifying non-profits are those that are 501(c) 3's, or are a city, state or federal entity

EPSA Rates:

Rates follow the same fee structure as is used by our corporate sponsors. Your non-profit discount is built in to the fact that your announcements can be up to 30 seconds in length as compared to the 15 seconds offered to commercial businesses.

Production Information:

CoastAlaska stations reserve the right of approval of all copy, including script and music. A production fee may be levied based on the complexity of production and scope of the contract

To place your EPSA contact John Beiler, 907 463 6419 or e-mail sponsorship@coastalaska.org