CoastAlaska INC.
PUBLIC RADIO FOR SOUTHEAST ALASKA

KCAW, Sitka
KFSK, Petersburg
KRBD, Ketchikan
KSTK, Wrangell
KTOO, Juneau

PSA Policy and Guidelines

Non-Profit Organizations
501(c) 3 tax-exempt organizations may freely access CoastAlaska stations airwaves using free Public Service Announcements (PSA's) and other programs as made available by local stations. 501(c)(3)'s are required to furnish a copy of their IRS letter of determination or other documentation, prior to the airing of any PSA's on their behalf.

Permitted use of PSA's include:

- Promotion of goods or services
- Activities of the organization or its partner non-profit(s)
- Calls to action
- Price/Cost information
- Announcements are 30 seconds or less in length

Content:

Announcements:

- Must NOT be offensive to the general population
- Must NOT be demeaning to a group or an individual
- Must NOT advocate a point of view or course of action on a public issue. For the purpose of this policy a public issue is a matter about which there is significant difference of opinion and that is or is likely to be the subject of public debate
- Must NOT promote political or legislative agenda.
- Must NOT promote religious doctrine or ideologies
- Must NOT offend or embarrass through indelicacy of expression or presentation
- Should be presented in good taste in word, tone, and scene.
- Should be suitable for introduction into the intimacy of the home in mixed, family, or social groups of various ages

CoastAlaska stations reserve the right to refuse PSA's not deemed to serve the public interest of their community.

There is *no guarantee* of airtime or of how quickly your information will be processed.

You may send your PSA by fax to 907 586 5692 or e-mail sponsorship@coastalaska.org