



Public Service Announcement Policy

As a free community service provided by G98.7FM (**CKFG-FM**), Public Service Announcements (PSAs) provide a valuable service to not-for-profit and charitable organizations to get their message out to G98.7's broad audience. Please be sure to read and follow our guidelines and policy carefully before submitting a request for a PSA.

PURPOSE / INTENT:

When sufficient airtime is available, PSAs will be aired free of charge to qualifying, registered not-for-profit organizations and charitable organizations who **DO NOT** have the funding or an advertising budget to otherwise get their public interest message out to the community. In addition, the station may, from time to time, provide public service airtime to registered not-for-profit and charitable organizations that have funding available to purchase advertising, but wish to achieve additional exposure through public service airtime assistance.

The station is under no obligation to broadcast every PSA delivered to or produced by the station and retains sole discretion in determining whether or not and how much PSA time is allocated.

All PSAs submitted will be considered, based on content and appropriate use, however, the station assigns the following priority level to all PSAs submitted for air.

PSA CONTENT:

Content of all PSAs submitted for air **MUST** meet the following guidelines:

- Serve the public interest.
- Promote fund-raising initiatives with proceeds going directly towards advancing the mission of non-profit organization; and/or
- Promote awareness initiatives for particular not-for-profit or charitable organization; and/or
- Promote a new or on-going service, program or event that is **FREE TO THE PUBLIC.**
- **Be cultural, fundraising, educational, environmental, civic, weather recovery, or health-related organizations or events** that, in our judgment, have an affinity with our community and audience.

G98.7 FM will carefully consider, but may not accept, PSAs for the following:

- **Events that have narrow appeal** to a small or specialized constituency (e.g., high school reunions)
- **Political or advocacy events** that have to do with a political party, advocacy group, candidacy, or issue. An exception may be made for a forum or debate at which all major candidates or all sides of an issue are represented;

- **Religious events**, excluding concerts and other non-religious events at churches, synagogues, and other religious venues, or temporary relocation of services.
- **Routine or regular meetings** of an organization.

ADDITIONAL G98.7 FM PSA GUIDELINES:

- The organization sponsoring the event must be a **bona fide not-for-profit or charitable organization**. G98.7 FM may request confirmation of not-for-profit or charitable status.
- PSA requests must be submitted to G98.7 a **minimum of six weeks** prior to the desired on-air date for the PSA.
- Once approved, G98.7 FM will air three (3) PSA commercials daily Monday to Sunday between 5 am to 5 am for a total of 21 commercials weekly.
- PSAs are generally kept in rotation for one week only.
- G98.7 will make every effort to run the PSA schedule as booked, however all PSAs are preemptable, as paid advertisers have first priority of inventory.

PSA FORMAT:

- Organization's Name
- Brief overview of organization's mandate
- Contact Information (Name, phone number, email address)
- Event Name (i.e., Bean Supper/Hunters Breakfast/Church Event) – if applicable
- Event Date, Location and Time of Event – if applicable
- Other information as deemed necessary
- Organization's web site address

Your organization may contact our PSA Director by:

E-mail: community@g987fm.com

Mail:
G98.7 FM
Attn: PSA Director
34 Kern Rd
Toronto, Ontario
M5B 1M4

All requests must be submitted in writing.

If you have any questions about this policy, please contact G98.7 FM's Director of Administration at 416-498-4987 x. 230 or jpierre@g987fm.com.