



WDCC Public Service/Community Calendar Announcement Policy

Public Service Announcements (PSAs) are college and/or community activities that are offered to non-profit (501c3), cultural, and artistic organizations; that are in or near the Lee, Chatham, Harnett, and Moore county areas. Information should be sent at least two weeks prior to the event. If using email, please attach as a Word doc.

Announcements may or may not be aired depending upon the event and broadcast time and/or staff availability. WDCC reserves the right to decide whether the announcement will air as a PSA or be included in the Community Calendar. Announcements (secular only) are broadcast randomly throughout the week.

Follow the prescribed layout and double-check every detail on the checklist below. PSAs that do not meet these requirements will not be considered for broadcast.

- Timing - Time the copy by reading aloud, slowly, to **20 seconds maximum**.
- Schedule Date - Provide a clear end date for the PSA (date of the event).
- Prices - If the event is free, please mention this. If it is not free, do not list ticket prices. If the event is a benefit or involves donations, just describe the event — do not refer to donations, auctions, or benefits, etc.
- Language – The FCC prohibits the use of comparative language (“The best.. finest...leading”) and/or call-to-action verb phrases (example: do not use the word “call..” or phrases such as, “join us for...,” “come celebrate...,” “visit...,” or “you’re invited to...”).
- Cultural Events - For arts events, always include program highlights (bands, composers, artists, authors, or works, for example).
- Closing - End your copy with: “the number (or website) for information is ...” Or, “the number (or website) for tickets is ...” (*a phone number or website is required.*)