



KFAI PUBLIC SERVICE ANNOUNCEMENTS

KFAI recognizes that public service announcements are valuable to listeners, organizations and the community as a whole. Therefore the station offers a limited amount of free time to qualifying public and private organizations for such announcements. Because of the partisan nature of political organizations, their activities do not qualify for public service time.

The criteria used in accepting qualifying organizations and the criteria governing acceptance of announcements from such organizations, are as follows:

ELIGIBILITY

1. Private organizations

Examples of acceptable private organizations are charitable organizations, service clubs, publicly supported arts organizations, etc. To be eligible, these organizations must conduct activities that are generally perceived as serving KFAI's audience as a whole.

2. Public organizations

Examples of acceptable public organizations are departments or agencies of the federal, state or municipal governments, dealing with traffic safety, fire prevention, energy conservation, alcoholism and drug abuse, recreational and artistic activities, election information, etc.

CONTENT OF ANNOUNCEMENTS

1. KFAI does not provide free time to broadcast messages that 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. Public service announcements that attempt to influence listener or viewer attitudes on a public issue will not be accepted.
2. Announcements must deal with public service activities of the organization and not with activities that serve only their private interests.
3. Promotion of religious doctrines or ideologies is not acceptable.
4. Persons holding political office and senior government officials may not be named or appear in public service announcements.
5. The organizations on whose behalf a public service announcement is broadcast must be identified.
6. Announcements must:
 - Be submitted in writing at least *3 weeks in advance*. No pre-recorded PSAs will be accepted.
 - Be no longer than 30 seconds when read.

*KFAI reserves the right to edit announcements.

SCHEDULING

1. The scheduling of public service announcements is entirely at the discretion of the KFAI.
2. Some organizations eligible for public service announcements may also purchase time in the form of underwriting announcements. The amount purchased will have no influence on the number of free announcements scheduled.

Please Submit Proposed PSAs to:

KFAI, PSA Dept., 1808 Riverside Avenue, Minneapolis, MN 55454

If your announcement is in a language other than English, please direct the announcement to the appropriate program(s).

For announcements in Hmong, please direct your announcements to:

Haiv Hmong Radio, CHAT Radio: Hmong Arts & Culture, Hmong Wameng and Hmong American Reachout c/o KFAI

For announcements in Spanish, please direct your announcements to:

Sabados Alegres c/o KFAI

For announcements in Vietnamese, please direct your announcements to:

Vietnam-Minnesota Radio c/o KFAI

For announcements in Amharic, please direct your announcements to:

Voice of Ethiopia c/o KFAI

For announcements in Somali, please direct your announcements to:

Somali Voices and Somali Community Link c/o KFAI

For announcements in Tigrean, please direct your announcements to:

Eritrean Community Radio c/o KFAI

For announcements in Oromo, please direct your announcements to:

Voice of Oromia c/o KFAI

For announcements in Cambodian or Khmer, please direct your announcements to:

Khmers in Minnesota c/o KFAI

For announcements in Tagalog, please direct your announcements to

Filipino American National News c/o KFAI