Public Service Announcement Guidelines

WEKU broadcasts Public Service Announcements (PSAs) as part of our mission to serve our listeners and community.

PSA Criteria:

- Events or information must be submitted by a not-for-profit organization or non-profit agency.
- Events or information should have appeal and value to WEKU’s audience and/or provide some service or benefit to the community, listeners and/or members.
- Events should be located in the geographic region served by WEKU's service area of Central and Eastern Kentucky.
- Events or information related to candidates for office or political organizations will not be aired.

PSA Scheduling Information:

- **PSAs may be scheduled based on airtime availability and are selected at the discretion of the station. Placement and frequency cannot be guaranteed.** Guaranteed schedules are only available through the purchase of a corporate support agreement. More information on Underwriting is available at [https://www.weku.org/corporate-support](https://www.weku.org/corporate-support)
- Events or information relating to WEKU programming and/or mission will have priority.
- PSAs will not be scheduled during on-air membership campaigns.
- PSAs should be written in a neutral language, sharing information and details about the event.

PSA Submission Information:

- WEKU does not air pre-recorded PSAs.
- PSA requests must be self-submitted by entering the event information on WEKU's [online calendar](https://www.weku.org/online-calendar) at least 2 weeks before the event date. We recommend 3-4 weeks notice for events from May to September. (Due to the volume of PSA information we receive, we are unable to accept submissions via telephone, email or mail.)

Questions? Please contact us at weku@eku.edu