



MEDIA KIT

For Enhanced Public Service Announcements (EPSAs)

Be a part of KPTZ!

Our achievements in broadcasting are made possible by the support of our community.

It's a win-win opportunity. By supporting the station you help provide volunteer powered, listener supported, community radio 24/7, while simultaneously **increasing awareness for your nonprofit organization through on-air messages that identify and inform listeners about your mission.**

Why radio?

At home, in transit, in town, or deep in the country – radio is an immediate, unique, and universally effective communications technology.

Introduction to Enhanced Public Service Announcements

Noncommercial community radio station KPTZ offers the opportunity to purchase Enhanced Public Service Announcements (EPSAs). In compliance with FCC regulations, these featured campaigns are available to qualified nonprofit organizations.

- **KPTZ EPSAs are vehicles to air organization driven messaging** about Fundraisers, Lectures, Events, Concerts, Galas, Workshops, and your local nonprofit's Mission.
- **KPTZ EPSAs are recorded and produced**, either 30 or 60 seconds long.
- **Longer than KPTZ's 20-second Business Underwriting spots**, the added time allows for more detail. Background music is included.
- **Recorded announcements are scheduled for broadcast**, at guaranteed air times.
- **The FCC does not place the same restrictions on promotional language** as it does on standard underwriting. Language requirements are simply restricted by guidelines prohibiting reference to prices, also no "calls to action" (e.g., Buy this, Come down).
- **KPTZ will work with your nonprofit organization** to determine the timing and frequency for scheduling the message, optimizing availability.

KPTZ Audience Tie Ins — Values and Demographics

KPTZ is a community radio station. Our audience composition reflects our listeners, donors and volunteers who are of diverse ages and backgrounds, different beliefs and political persuasions.

KPTZ's listenership represents a cross section of life in our community.

Thanks to our current donor base and volunteers, we know our supporters to be creative, bright achievers and opinion leaders. They are community-minded individuals, who tune in for information, arts and culture. In addition, KPTZ's broadcast signal reaches the many visitors to the area. **With our 24/7 online streaming, we have listeners across the country and around the globe, extending KPTZ's voice far beyond the region.**

On KPTZ your nonprofit organization will not have to compete for the attention of a listener already bombarded by a long stream of advertisements. **Your message will be heard, in an uncluttered audio presentation.**

KPTZ is the first noncommercial, full power radio station serving the northeast Olympic Peninsula, with a potential broadcast audience exceeding 50,000 listeners. The station's 91.9FM signal reaches many communities:

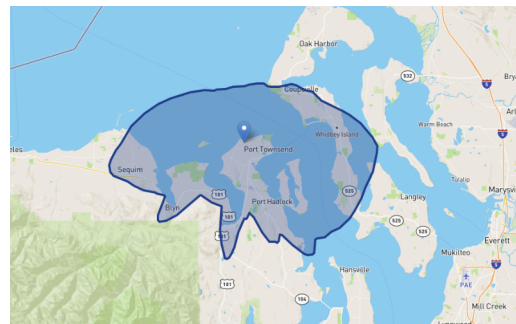
East: Whidbey Island, Edmonds, Lynnwood and parts of Seattle

West: Discovery Bay and Sequim, Port Angeles, and beyond

South: Chimacum, Port Ludlow, Coyle, Quilcene and into Kitsap

North: San Juan Islands, Vancouver and Victoria, BC

AND worldwide, thanks to our online streaming capability!



EPSA Price Options

Rate is \$25 each for 30-second spots and \$40 each for 60-second spots

(Minimum 15 spots, in either category). Payments are due prior to scheduled air times.

As always, area nonprofits are welcome to submit Public Service Announcements to KPTZ. Those are normally read live, with no guarantee of air times and dates. Guidelines for submission are available at kptz.org/psa.

KPTZ EPSA Script Guidelines

KPTZ's marketing coordinator will help you construct your message, adhering to KPTZ guidelines. Your message will be heard and well received by the station's loyal listeners.

When you are talking to attentive people, there is no need to make strong claims – just give them the pertinent facts, and the presentation is much like a thoughtful conversation between people.

What announcement content is recommended?

- Name of organization and description
- Location, business hours, website address
- Names and descriptions of organization mission and services
- Organization message, e.g., fundraisers, lectures, events, concerts, workshops

What announcement content is not recommended?

For messaging on KPTZ to be compliant with station guidelines and successful in reaching our audience, we do not use the following language in our EPSAs:

- Personal pronouns referring to the organization (e.g., we, ours)
- Calls to action or inducements: "Come in today, take a test drive"
- Price information, also references such as affordable, discount, or free

Example of a 30-second EPSA spot

KPTZ receives support from the Jamestown S'Klallam Tribe, a self-reliant, progressive 21st century sovereign nation dedicated to serving Tribal citizens, protecting treaty resources, and preserving historical and cultural identity. Offering healthcare, community wellness and economic development for the entire North Olympic Peninsula. Information at jamestowntribe.org (music bed added to 30 second length)

Example of 60-second EPSA spot

Support for KPTZ comes from Centrum, purveyors of "Creativity in Community." Centrum is pleased to present the 2021 Creative Aging Conference, in partnership with the Frye Art Museum. This will be a virtual program from 9 to 3 pm on Friday December 10th. Designed for learners from diverse disciplines, a global panel of experts will discuss building a life of compassion and empathy. The conference will focus on how we care for ourselves, each other, and the natural world. Speakers from multiple disciplines and life experiences will offer perspectives on the ways we seek and build connections across time, culture, and language. Guests include the director of Stanford University's Center for Compassion and Altruism Research, a National Geographic photojournalist, food and music experts, and a member of the Lummi Nation. Creative Aging Conference details at centrum.org

Terms and Conditions

KPTZ accepts cash, checks, and credit card payments. Full payment is due at signing of contract. For convenience, monthly installment payments may be arranged by request.

- KPTZ's EPSA Contract is intended to serve as billing notice; invoices issued only by request.
- Agreement terms are executed upon Contract signing unless otherwise arranged.
- EPSA spots are recorded and produced by KPTZ volunteers.
- KPTZ maintains the responsibility to edit and approve EPSA scripts for compliance with station guidelines.