



MEDIA KIT

For Enhanced Public Service Announcements (EPSAs)

OUR STATION

KPTZ is a volunteer run, community-based non-profit radio station. Our programs engage and inspire our listeners with diverse music, community news, educational segments, emergency information and nationally syndicated shows. Through outreach, our station is a gathering place for all who share a vision of creating the kind of community that makes the Olympic Peninsula a remarkable place to live.

OUR AUDIENCE

KPTZ listeners are an eclectic group of well educated, creative, socially active, achievers, and opinion leaders. They come from diverse backgrounds, age groups, beliefs, and political persuasions. They are community-minded individuals, who tune in and pay attention. They number over 50,000 from the N.E. Olympic Peninsula and beyond.

INTRODUCTION TO ENHANCED PUBLIC SERVICE ANNOUNCEMENTS

Noncommercial community radio station KPTZ offers the opportunity to purchase Enhanced Public Service Announcements (EPSAs). In compliance with Federal Communications Commission specifications, these featured campaigns are available only to *bona fide* nonprofit organizations.

- EPSAs are vehicles to air organization-driven messaging about fundraisers, lectures, events, concerts, galas, workshops, and your nonprofit's mission.
- EPSAs are recorded and produced, either 30 or 60 seconds long.
- Lengthier than KPTZ's 20-second Business Underwriting spots, the added time allows for more detail. Background music is included.
- Recorded announcements are scheduled to be broadcast at guaranteed air times.
- Radio reaches a broad audience. Listeners tune in at home, at work and while driving. EPSAs are held in higher regard and recognized as broadcasting needed to raise the audience's awareness about an important issue.
- We target the placement of your on-air spots around specific music programs, community interest and news segments, time of day and/or the host of a show.

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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, however there is no guarantee of air times and dates.*

EPSA SCRIPT GUIDELINES

We will construct your message, adhering to FCC and KPTZ best practice guidelines. These will be heard and well-received by our loyal station listeners. There is no need to make strong claims, just give pertinent facts, and the presentation is much like a thoughtful conversation between people.

EXAMPLES OF EPSA SCRIPTS

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 can be added to a 30 second length).

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.

MESSAGE CONTENT

Content that is recommended

- Name of organization and description
- Location, organization hours, website address
- Names and descriptions of organization mission and services

Content that is prohibited

- First person pronouns referring to the organization (i.e., we, ours, my)
- Calls to action or inducements (Come in today)
- Price information, including any references (affordable, discount, or free)

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