

601 – PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

POLICY

- PSAs must:
 - Adhere to the Regulations for Programming and On-Air Conduct¹;
 - Reflect CFRU's mandate, including providing alternatives to commercial and public media;
 - Be approved by at least two (2) CFRU staff members before they are aired;
 - Include available physical accessibility information (or, if this information is not available, PSAs must include reference to a contact person for questions and concerns related to accessibility).

- All PSAs that CFRU approves for not-for-profit or charity-based organizations or events, or for University of Guelph events connected to the University institution or academic departments, will be produced and aired at no cost.

- In order to ensure efficient use of resources and production time, PSAs require 14 days minimum on-air, unless previous agreements have been made.

- PSAs should not exceed 60 seconds in length and must have a minimum audio quality of 128kbps mp3 constant bit rate.

- Any PSAs that encourage participation or attendance in protests or rallies that do not hold appropriate city permits, or events that staff suspect could include activities that violate laws or bylaws, must clearly indicate the group organizing the event.

- CFRU prohibits airing of any PSA that:
 - Promotes religious services and other events understood as forums for the act of public worship or proselytizing;
 - Make unproven or scientifically unverifiable claims for improving the physical, mental, or psychological/spiritual health of listeners;
 - Promotes political parties, or individual candidates for politicized positions;
 - Are submitted by a non-governmental third party in support of a specific politicized government position;
 - Invite listeners to disobey laws.

- Proposed PSAs that include healing and health claims will be addressed by staff members on a case-by-case basis and staff will decide whether or not to approve each individual PSA.

¹ See Regulations for Programming and On-Air Conduct

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GUIDELINES

- CFRU staff members will use their best judgment in line with CFRU's mandate in deciding whether or not to approve PSAs.
- As CFRU is an alternative and independent media outlet with an emphasis on supporting voices and issues affecting local communities, we strive to ensure positions and perspectives that are under-represented in mainstream media outlets receive fair representation on our airwaves.
- The more notice CFRU has of PSA requests (ideally several weeks or even months), the greater the potential impact and reach of the PSA in the community.
- An ideal PSA script will be between 30-45 seconds to allow for maximum listener impact.
- When appropriate and possible, in exchange for producing an event PSA, CFRU will seek the opportunity for station outreach at the event (e.g. at least two CFRU volunteers and/or staff members will be able to attend at no cost, and be allowed to bring promotional materials).
- CFRU programmers are expected to play all PSAs that come into rotation during the time of their broadcast whether or not they personally support or agree with the content because CFRU has a transparent emphasis on supporting under-represented voices and issues affecting local communities. Programmers who have concerns about PSAs may raise them in private with staff members.
- Programmers are also welcome to play additional, approved PSAs that relate to the content of their program(s). All current station-approved PSAs will be made available in a clearly marked folder on the Volunteer Server/Network.
- PSAs promoting single-day events may air in rotation for up to 4 weeks.
- PSAs promoting an organization, initiative or group (having no date-specific information) may air in rotation for up to six (6) months, at which time the Outreach Coordinator can encourage updates or a new recording, or renew the PSA.
- When an event includes potentially sensitive or controversial topics (e.g. religious, spiritual, including health-claims, positions against current governments and laws, etc.) PSAs should avoid statements such as "Join us", "Come on out", etc., as these are imperative statements.