



MEDIA KIT

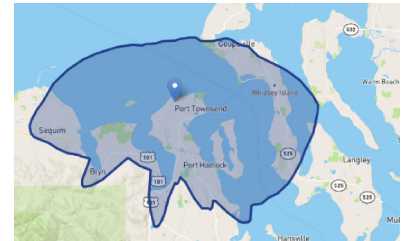
For Enhanced Public Service Announcements (EPSAs)

OUR STATION

KPTZ is a volunteer-run, nonprofit community-based radio station. Our programs engage and inspire listeners through local news, curated music, interviews, nationally produced shows, and emergency response. Our 91.9FM signal is a gathering place for all who share the vision to create the quality of community that makes the Olympic Peninsula a remarkable home, and connects us all.

OUR AUDIENCE

KPTZ listeners are a broad group, composed of well-educated, creative, socially active achievers and opinion leaders. They represent diverse backgrounds and are community-minded individuals who tune in and listen closely. Over 50,000 people reside in our local listening area ~ from Vancouver, BC to Kitsap County, and spanning from Seattle to Port Angeles ~ plus global outreach via the continuous worldwide live stream.



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 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.

LISTEN LIVE AT 91.9FM OR KPTZ.ORG EMAIL ROBYN@KPTZ.ORG

MEDIA KIT



EPSAs page 2

PRICE OPTIONS

Rate is \$25 each for 30-second EPSAs and \$40 each for 60-second EPSAs (minimum 15 announcements, in either category). Payment is due prior to scheduled air times.

Note: As always, area nonprofits are also welcome to submit Public Service Announcements to air on KPTZ. Those are normally read live, however there is no guarantee of dates of air times.

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.

SCRIPT EXAMPLES

30-second EPSA

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

60-second EPSA

Support for KPTZ comes from Centrum, purveyors of “Creativity in Community.” Centrum is pleased to present the 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 Lummi Nation member. Details at Centrum.org.

Recommended content

- Name of organization and event description
- Location, hours, contact info, website address
- Descriptions of organization mission and services
- Organizational message, e.g., fundraisers, lectures, events, concerts, workshops

Excluded content

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

LISTEN LIVE AT 91.9FM OR KPTZ.ORG EMAIL ROBYN@KPTZ.ORG