

PSAs Public service announcements

As a local commercial broadcaster, RTN 51 WBIF-TV is proud to serve the Central Louisiana community by donating thousands of dollars of broadcast time to local, state and national public agencies and charities.

The broadcasting of public services announcements (PSA's) is one of the most important aspects of our work. The PSA's that we broadcast may be divided into two categories:

- 1. PSA's promotion RTN 51 sponsored events and campaigns;
- 2. PSA's produced and submitted by public agencies and charities

Our policy is to provide public service broadcast time only to bona fide governmental agencies and organizations and charities which have been certified as not-for-profit by the Internal Revenue Service under the 501 © 3 code. We reserve the right to determine which public service announcements will be selected for broadcast.

Guidelines for Submitting Agency-Produced PSA's

RTN 51 accepts pre-produced PSA's from qualifying organizations on an asneeded

basis. Pre-produced PSA's may be submitted for upcoming events or campaigns or on-going campaigns or messages

RTN 51 will assign broadcast priority to all PSA's submitted as follows:

- First Priority: "Dated" PSA's for local events and campaigns;
- Second Priority: PSA's for local agencies and charities;
- Third Priority: Any PSA submitted by State-level agencies and charities.

To be cleared for broadcast, PSA's must:

- Be submitted with proof of sponsoring agency's not-for-profit status;
- Be received with a letter document providing evidence of need;
- Be delivered at least five (5) weeks prior to first broadcast;
- Be submitted in BETA-SP tape format;
- Meet RTN 51 broadcasting quality standards;
- Conform with standard commercial lengths (10, 15, 20, 30, or 60 seconds)
- Not contain issue-oriented material which may be viewed as controversial and promotes specific religious, moral or political views;

Do not submit master tapes, RTN 51 cannot return PSA tapes.

RTN 51 can not provide broadcast scheduling reports for PSA's. If these are important to your organization, consider securing a private broadcast monitoring service.

PSA's and supportive documentation should be delivered to:

Public Service Director

RTN 51

Suite 200

2211 Thomas Dr.

Panama City Beach, FL 32408