

**Kootenay Co-op Radio  
Public Service Announcement Policy  
January, 2000**

**Definitions:**

**Public Service Announcement: An on-air message which promotes the services and community events of non-profit organizations**

**Non-Profit Organization: An association or group of individuals whose mandate is to provide services or to organize events that are designed to benefit the community, and that are not-for-profit.**

Kootenay Co-op Radio offers non-profit organizations of the West Kootenays an opportunity to promote their services and community events through the airing of Public Service Announcements.

It is recognized that some non-profits have advertising budgets for events they hold, and Kootenay Co-op Radio reserves the right to not accept PSA's if it is felt that the non-profit is using us for "free advertising". This judgment call is at the discretion of the designated KCR volunteer, as instructed by the Board of Directors, and is subject to Station Manager approval.

General guidelines for PSA's are as follows:

1. The non-profit must operate in the West Kootenays
2. The event promoted is not designed to make a profit for individuals.
3. The non-profit must provide a designated KCR Volunteer with a short script of the message they would like aired, and include the name and phone number of a contact person.
4. It is understood that KCR programmers are provided with PSA's to read, but there is no guarantee that they will in fact be aired.