

# How can **WUVT** help your organization?

Get the word out about your organization with a **Public Service Announcement** on WUVT.

## What is a "Public Service Announcement"?

A *Public Service Announcement*, or PSA, is a short message about a student or community group or group's event. PSAs help WUVT listeners learn a bit about your organization/event and can point them in the direction (website, phone number, email, office, etc) for more information.

## How often are PSAs heard on WUVT?

Unlike commercial radio stations that sell airtime, or relegate PSAs to times of the day when few people are listening, WUVT airs PSAs twice an hour. Every hour, at :15 and :45 past the hour, our DJs will read or play a pre-recorded PSA from a choice of several available in-studio.

## OK, so how much does it cost?

Zero. Zip. Nada. Rien. PSAs are available to student and nonprofit organizations throughout the Virginia Tech and New River Valley communities, free of charge. After all, WUVT's duty is to serve the community.

## So how can I get WUVT to air my PSA?

You'll first need to decide on a date for your PSA to begin airing, and a date for it to end. Then *at least* two (2) weeks before your air date, fill out and submit a Public Service Announcement form (attached, or available outside WUVT's offices at 350 Squires Student Center.)

To submit your PSA form, please bring it by the WUVT office, Monday-Friday 9 AM-5 PM, or email it to our Public Relations Director (contact info on the "Staff" section of [www.wuvt.vt.edu](http://www.wuvt.vt.edu)). Then simply keep an ear on WUVT to hear your PSA reach the masses!

**Please Note:** WUVT reserves the right to edit or refuse PSAs on the basis of content or length. Some things you **CAN'T** submit PSAs for include:

- For-profit events/organizations. (If **ALL** proceeds go to a nonprofit, then it is OK.)
- Shows or concerts (WUVT has a separate form just for concerts!)
- Any political events or organizations. (Federal election laws and the IRS dictate what WUVT can air with regards to politics.)

## PSA writing tips

Keep in mind that PSAs are meant to be read aloud, so you'll need to write for the ear, not for the eye. Here are some tips to help you write a stellar PSA:

- Use simpler words and phrases.
- Open with a sentence briefly describing your organization/event's purpose.
- Remember to mention specifics: **WHO, WHAT, WHERE, WHEN, WHY**
- Spell out numbers! (Ex: 77 = "Seventy-Seven")
- Once you've written your PSA, hold it a foot away and read it aloud. If you stumble over any part of it, you'll need to re-work that section.
- Keep it short - your PSA has to fit on an index card.

## What if I'm not a student organization or non-profit?

Unfortunately, due to WUVT's non-commercial, non profit status, we cannot promote for-profit businesses or events. However, we can offer underwriting. Underwriting is an on-air acknowledgement of a group's financial support for an hour of programming. For more information, contact the WUVT business office at (540) 231-9880 or College Media Solutions (WUVT's sales department) at (540) 961-9860.

## About WUVT

Founded in 1948, WUVT is a student-run, non-commercial community radio station on the campus of Virginia Tech dedicated to promoting music and education. With a 3,000 Watt signal, WUVT reaches all throughout the New River Valley. In Spring 2009, WUVT's signal will increase to 6,500 Watts, allowing WUVT to reach even more of Southwest Virginia. WUVT is part of Educational Media Company at Virginia Tech, Inc., which also includes VTTV, the Silhouette, the Collegiate Times, SPPS, the Bugle, and College Media Solutions. WUVT is available on air at 90.7 FM and online at [www.wuvt.vt.edu](http://www.wuvt.vt.edu).

## Here are a few examples of well-written Public Service Announcements

This is how your PSA will appear to a DJ who reads it. It will be printed on an index card in all in capital letters. The “begin” and “end” dates will be displayed on the card in addition to who submitted the PSA.

To get the most out of your PSA and to avoid editing by WUVT, please ensure that your message fits within 30-60 words (about the size of an index card) and is clear and easy to read aloud. (*Tip: Hold your PSA about a foot in front of you and read it aloud. If you stumble, rework your text until it flows easily.*)

Begin: 1/16/07

End: 1/16/08

Org: American Red Cross

YOU CAN GIVE THE GIFT OF LIFE! THE AMERICAN RED CROSS IS HOSTING SEVERAL BLOOD DRIVES IN YOUR AREA OF THE NEW RIVER VALLEY ALL THROUGHOUT THIS MONTH. TO FIND OUT MORE ABOUT HOW YOU CAN GIVE BLOOD, GIVE THE RED CROSS A CALL AT 1-800-GIVE-LIFE.

This PSA is a good example of a message that is short and to the point.

This PSA:

- **Doesn't overwhelm the listener with information.** It provides a few details and directs the listener elsewhere to find out more.
- **Uses short sentences and easy words** making it easy for a DJ to read on-air.

Begin: 9/30/08

End: 10/10/08

Org: VT Environmental Coalition

ON OCTOBER 10TH THROUGH THE 12TH, V-T'S ENVIRONMENTAL COALITION WILL BE HOSTING **VIRGINIA POWER SHIFT 2008**. ONE THOUSAND YOUTH ACTIVISTS FROM VIRGINIA UNIVERSITIES WILL CONVERGE ON THE TECH CAMPUS TO HEAR FROM SPEAKERS LIKE DR. JAMES HANSEN AND TO BE EMPOWERED TO BUILD A SUSTAINABLE COMMONWEALTH THROUGH EDUCATION, GRASSROOTS POLITICAL ACTION AND CAMPUS TRAINING. FOR MORE INFORMATION, VISIT **WWW.VAPOWERSHIFT.ORG**.

This PSA is a good example of a message that is a bit longer yet still keeps to the point.

This PSA:

- **Provides the listener with just enough information.** It provides details about the event without going into explicit detail. It mentions the **who, what, where, when, and why** of the event.
- **Spells out numbers and acronyms.** Spelling out numbers (*one thousand*) and acronyms/abbreviations (*V-T's*) make the PSA easier for the DJ to read and reduce mistakes.

# **WUVT Public Service Announcement Form**

We reserve the right to edit or refuse public service announcements. Editing may be used on announcements that exceed the time limit, promote a for-profit event, or contain inappropriate content.

Please complete this form and return it to WUVT ***at least two [2] weeks prior to the "begin" date listed below.*** This form can be returned **in person** to the Public Relations Director's mailbox in **350 Squires Student Center**, **by email** (the Public Relations Director's contact information can be found at the "Staff" section of [www.wuvt.vt.edu](http://www.wuvt.vt.edu)), or **by postal mail** to :

**WUVT Public Relations Director  
350 Squires Student Center (0546)  
Virginia Tech  
Blacksburg, VA 24061**

For more information, please refer to our Public Service Announcement packet on our website, [www.wuvt.vt.edu](http://www.wuvt.vt.edu).

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**Organization** \_\_\_\_\_

**Contact Person** \_\_\_\_\_

**Website Address** \_\_\_\_\_

**E-Mail Address** \_\_\_\_\_

**Begin Date** \_\_\_\_\_

**End Date** \_\_\_\_\_

**Message** *(MUST be 60 words or fewer; we prefer fewer than 30)*