

KPFK Radio 90.7 FM
Radio Powered by the People

Guidelines for Producing Promotional Radio Spots
for the John Anson Ford Amphitheatre 2010 Summer Season

Radio Spot vs. Public Service Announcement

The Promotional Radio Spot (also known as a *radio spot* or simply a *promo*) is that promotional announcement you hear on the radio which invites and piques the interest of the radio listener to participate in a performance or other type of public or private event which is of interest or educational in nature. Sometimes you hear the term *PSA* or *Public Service Announcement* used to describe this kind of radio spot, but it is, in fact, different. A PSA is an announcement designed to deliver general information to the public which is of general benefit to the community at large, while a promo or radio spot is designed to promote a specific event. The PSA informs about a specific issue related to the public good; the promotional radio spot promotes a specific event of interest.

Example of a PSA:

30 Seconds:

“On June 12, 2009, analog broadcasting will end for full-power TV stations. If you watch free over-the-air TV with a broadcast antenna and don't have a digital TV, you'll have to get a digital-to-analog converter box for your analog TV. For more information on the digital television transition, including information on a government coupon program for converter boxes, go to www.dtv.gov, or call 1-888-CALL-FCC.

This message is brought to you by (local organization) and (station). “

KPFK Radio is more than Public Radio, it's Pacifica Radio

Pacifica Radio KPFK 90.7 FM is not only unique for its mission statement, but for its funding model. The Pacifica model calls for radio programming that is supported by individual listeners, and listener-sponsored radio means Pacifica does not accept corporate underwriting. Our classification as Public Radio means that we are governed by FCC and IRS regulations which govern issues like Calls to Action, Political Endorsements and the selling of products and services. Since we are not commercial radio, but rather public radio, we don't run commercial advertisements encouraging a listener to buy a product, attend an event or endorse a specific issue or person. As public radio, we inform our audience about issues and events much in the style of a public service announcement – as information - but not in terms of the content of the message,

which is determined by the nature of the event and the degree to which it aligns with the Pacifica Mission.

Pacifica's Mission Statement

(a) To establish a Foundation organized and operated exclusively for educational purposes no part of the net earnings of which inures to the benefit of any member of the Foundation. [*]

(b) To establish and operate for educational purposes, in such manner that the facilities involved shall be as nearly self-sustaining as possible, one or more radio broadcasting stations licensed by the Federal Communications Commission and subject in their operation to the regulatory actions of the Commission under the Communications Act of 1934, As Amended.

(c) In radio broadcasting operations to encourage and provide outlets for the creative skills and energies of the community; to conduct classes and workshops in the writing and producing of drama; to establish awards and scholarships for creative writing; to offer performance facilities to amateur instrumentalists, choral groups, orchestral groups and music students; and to promote and aid other creative activities which will serve the cultural welfare of the community.

(d) In radio broadcasting operations to engage in any activity that shall contribute to a lasting understanding between nations and between the individuals of all nations, races, creeds and colors; to gather and disseminate information on the causes of conflict between any and all of such groups; and through any and all means compatible with the purposes of this corporation to promote the study of political and economic problems and of the causes of religious, philosophical and racial antagonisms.

(e) In radio broadcasting operations to promote the full distribution of public information; to obtain access to sources of news not commonly brought together in the same medium; and to employ such varied sources in the public presentation of accurate, objective, comprehensive news on all matters vitally affecting the community.

* Article II Subsection (a) was amended March 6, 1971, filed April 9, 1971, and corrected amendment filed May 5, 1971.

Procedure for Writing and Recording Promotional Radio Spot Copy for Ford Partners

Copy should be approximately 125 words in length, equivalent to 60 seconds of spoken English language. (Spanish-language copy, if provided, should be approximately 100 words, or equivalent to 60 seconds of spoken Spanish language). Note: Word count, or the length of the copy, and the duration of the promo depends on the delivery of the person reading the copy.

Copy should read like an announcement, and contain no Calls to Action, Prices (not even the word “Free”), or references to commercial or non-commercial entities other than the Ford, with whom KPFK has the Media Sponsorship Agreement. In addition, KPFK requests that all web traffic be driven to the KPFK website exclusively, where all the information for the Ford and it’s Summer Season can be accessed. It is requested that the phone number provided for ticket information be that of the Producer and/or the Ford.

Elements of the Promotional Radio Spot:

1. Description of event
2. Phone number corresponding to the Producer and/or the Ford
3. KPFK web address only
4. No Calls to Action
5. No prices (not even “free”)
6. No mention of other commercial or non-commercial entities other than the sponsored entity.

Recording Promo Protocol at KPFK

KPFK will provide facilities access and studio engineer for the recording and broadcast of promotional carts. This will be managed by the KPFK Production Director and will be provided by appointment. All event representatives must schedule accordingly with the Production Director (Stan Misraje: production@kpfk.org).

Please note: All written promo copy of the event and/or pre-recorded promo must be submitted for approval in advance of the recording session. KPFK reserves the right to edit a promo according to our criteria. Again, your promo should not state the price (not even “free”), nor contain Calls to Action, should include a contact telephone number and direct listeners to www.kpfk.org for further information. The promo should have the following language as a tag line at the end: "KPFK is a Media Sponsor."

To Schedule an Appointment to Record Promo

To schedule an appointment to record your promo, please contact Production Director Stan Misraje at (818) 985-2711 ext. 223 or e-mail Stan at production@kpfk.org. Promo recording appointments will take place on Tuesdays between Noon and 2pm. (Subject to studio availability.)

Timeline: KPFK airs your promo 14 days prior to the event. Therefore, please make your recording appointment at least 1-2 weeks before the initial airdate; or provide your pre-recorded promo at that time as well.

SAMPLE PROMOTIONAL RADIO SPOT #1

[BRAZILIAN FILM FESTIVAL, MARCH 12 – 15 / PROMO COPY]

The Los Angeles Brazilian Film Festival is celebrating it's second anniversary from March 12th through the 15th at the Landmark Theatre, West Los Angeles. The festival will celebrate a full range of Brazilian cinema, showcasing over 60 films from Brazil, including features, documentaries, shorts and animated films.

The Los Angeles Brazilian Film Festival will kick off with a concert featuring Spanish artist Montserrat on Wednesday, March 11th at 8pm, at the Brentwood Theatre, 10800 Pico Blvd in Los Angeles.

Details of the festival are available at KPFK.org or by phone at (310) 961-4986. That's 310-961-4986. KPFK is a media sponsor.

SAMPLE PROMOTIONAL RADIO SPOT #2

[PROMO COPY / BEYOND NOVEMBER / 1-25-09 / 120 words]

This is Michelle Shocked inviting you to help me kick off Beyond November, this Sunday, January 25th, 3 pm, at Skylight Books, 1818 North Vermont Avenue. I'll be performing along with Culture Clash, poets Imani Tollivar and Carmen Vega, and emceed by author Gary Phillips.

So what's Beyond November?

It's a party with a purpose, using performance and culture to organize people.

It's a traveling road show, to entertain, inform and inspire people to action.

It's a major festival and service event organized by the Ash Grove.

And it's happening Sunday, January 25th, 3 pm, at Skylight Books. Detailed information is available the KPFK website, KPFK.org; or by calling (323) 478-1129; that's (323) 478-1129.

KPFK is a proud media sponsor.