



DUQ 90.5 FM Public Service Announcement Guidelines

As part of DUQ's mission to serve listeners and the community, public service announcements (PSAs) are broadcast. Requests can either be mailed, faxed or emailed to the station's marketing/communications staff. (No PSA information will be taken over the telephone.)

Due to the overwhelming number of requests, unless we require more information about an event, you will not be contacted.

Mailing address:

PSA Calendar
WDUQ-FM
Duquesne University
Pittsburgh PA 15282-1204

Fax address:

PSA Calendar at 412.396.4879

Email:

psa@wduq.org (no attachments, please)

PSA requests should meet the following criteria:

- Events or information should be submitted by a not-for-profit organization or agency.
- Events or information should have appeal and value to the DUQ audience and/or provide some service or benefit to the community, listeners and/or members.
- Events should be located in the geographic region served by DUQ.
- Events should be free to the public. (Given the volume of requests, events with a fee are not scheduled as PSAs, unless part of a DUQ media sponsorship package.)
- Events or information relating to station programming or the station's mission will have priority.
- Submissions should be received at least four to six weeks before the event takes place.
- Submissions should include a public phone number for additional information.
- Events or information related to religious organizations or political organizations will not be aired.

PSA Scheduling and content:

- PSAs will be scheduled based upon air-time availability. Placement cannot be guaranteed and we cannot tell you when it will air.
- PSAs will be read "live" by DUQ's on-air hosts. No pre-recorded PSAs will air.
- PSAs will not be scheduled during DUQ on-air fundraising campaigns.
- PSAs will be 10-15 seconds in length.
- PSAs will be written in a neutral language that does not endorse, promote or call to action.

* * *