

Announcement policy guidelines for 88.3 WAFJ



General Guidelines

1. Churches with a 501C3 designation may request public service announcements. Other nonprofit 501 C (3) organizations may also request PSA's. However, since nonprofits may differ from our primary mission to serve the church community, only nonprofits that meet our policy, purposes, Statement of Faith, Biblical world-view, Christian mission, etc. are eligible. Generally speaking, organizations wishing to use this service are part of the local church and its mission.
2. WAFJ generally provides this service at no charge to churches; however, we reserve the option to apply a fee for this service and / or accept underwriting from businesses. We also reserve the right to decline or discontinue any announcements.
3. Requests for public service announcements should be made by the pastor, a church staff member or committee chairperson. In the case of a nonprofit, the request should be made by an officer of the organization or their designated representative.
4. When you record with us for the first time, we'll ask you for a copy of your organizations 501 C (3) documentation with the IRS for our records. (We'll keep this information on file).
5. Due to FCC license restrictions and rules, we can provide advertisements for schools. However, we reserve the right, at our discretion, to make the final determination whether a school is consistent with the station's policy, purposes, Statement of Faith, Biblical world-view and our Christian mission.

Recorded Announcements:

1. We offer 20 to 30 second announcements. Please write as though you're talking with ONE person. Be personal, conversational, and focused with your message. Also please avoid phrases like "God bless" and "See you there!" It's extra fluff!
2. All announcements need to be prepared before you arrive and practiced so it can be recorded (between 20 and 30 seconds). You may find it helpful to type the copy double spaced. Typically, 5-6 lines of type or about 60 to 80 words will equal twenty to thirty seconds. **The copy must be typed or submitted in writing at the time of the appointment** for approval and possible editing. Please ask listeners to go to the wafj.com family calendar for additional information about your event. Before you leave the station you'll need to enter your information in to our Family Calendar. (We provide a computer in our lobby for this purpose).
3. An appointment for production may be made by calling our office weekdays between 9AM and 5PM. Please record **at least three weeks** prior to any special event. Your announcement will run up to 3 times a day for up to 3 weeks before your event. **Recordings take place Mondays, Tuesdays, and Wednesdays between 11:00 A.M. and 1:00 P.M.**

4. Inspirational announcements are welcome and should include an introduction of the speaker, church and its city. (The goal of these announcements is to share something positive and encouraging in tone - not to teach doctrinal or theological points).

5. Special event announcements are informational in nature and include—but are not restricted to—revivals, concerts, seminars, musicals, VBS, etc.

6. Announcements produced outside of WAFJ must meet our quality standards before being considered for airplay.

7. For the best possible quality and to avoid copyright infringements, all announcements will be mixed with music and/or sound effects chosen by our Production Director from the WAFJ Production Library.

Here are a few examples:

Example 1

“Taking care of business in a faithful way can make a world of difference in career success and personal satisfaction. On April 18th at Wesley United Methodist Church in Evans, you have a chance to hear successful leaders from many areas explore the connection between Christian principles and leadership. Join us for the John Maxwell Advance Leadership Satellite Simulcast. Get more information at the Family Calendar at WAFJ dot com.

Example 2

“Hi, I’m Daniel Brady, Associate Pastor at Sweetwater Baptist Church. If your credit cards ARE your emergency fund...If your dog responds to the name “Ebay”... If you have to sell your home to put your kids through college...Or if you just want to know what God says about money, join us for Financial Peace University Sunday nights starting March 9th. Discover more information on the Family Calendar at WAFJ dot com.

Example 3

The 55 plus ministry of First Baptist North Augusta is hosting a special “Breakfast and a Movie”, Saturday, April 5th at 9 AM. This is a free event but a ticket is needed if you’d like to come Join others aged 55 and above for breakfast and movie. Check the Family Calendar at WAFJ dot com to find out more.

Example 4

“Where would your marriage rate on a scale of 1-10? The Marriage by the Book seminar can help move your marriage up the scale. Rick & Rebekah Porterfield conduct this one day seminar, Saturday May 10th from 9 AM to 4 PM at New Life Christian Center on Wrightsboro Road. Admission is free. Visit the Family Calendar at WAFJ dot com for all the details.