



Announcement Guidelines for 88.3 WAFJ

1. Churches with a 501C3 designation may request public service announcements. Other nonprofit 501 C (3) organizations may also request PSA's. Only nonprofits that meet our policy, purposes, Statement of Faith, Biblical world-view and share our Christian mission are eligible.
2. WAFJ typically provides this service at no charge to churches; however, we reserve the right to apply a fee for this service. We also reserve the right to decline or discontinue any announcements at any time.
3. Requests for public service announcements should be made by the pastor or other church staff member. 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.

Helpful tips for sharing your message

1. We offer :15 or :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! (No, your announcement does not need to include a phone number).
2. All announcements need to be written and rehearsed before you arrive. You may find it helpful to type the copy double spaced. Plan on 5-6 lines of type (or about 60 to 80 words). Your copy must be typed and submitted at your appointment for approval and possible editing. Please ask listeners to go to the wafj.com family calendar for additional information about your event. You can add that information even before your recording appointment.
3. Make your appointment by calling our office weekdays between 9AM and 5PM. Please record at least three weeks before your event. Your announcement will run as we have space available. Recording times are typically Tuesdays and Wednesdays from 10AM to 1PM.

4. Inspirational announcements are welcome and should include introducing the person speaking, their church and church's city. (The goal of these announcements is to focus on encouragement - 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, and the like.

6. Announcements recorded outside of WAFJ must be :15 or :30 in length and meet our quality standards to be considered for airplay. Contact kevin@wafj.com for further information.

7. To insure the highest quality, and to avoid copyright issues, all announcements will be mixed with music and/or sound effects chosen by our Production Director from the WAFJ Production Library.

Announcement 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 “E-Bay”... 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 will present 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.

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