

# SAPA TV POLICY FOR PSAs

**Eligibility:** The SAPA free PSA system is available to individuals, nonprofit entities (including religious ones), and government entities. It is not available to for-profit enterprise; interested companies may instead purchase underwriting by emailing [info@sapatv.org](mailto:info@sapatv.org). The event or thing being promoted in a PSA must be held or available in SAPA TV's service area (Springfield, Weathersfield and Chester, Vermont; and Charlestown, N.H.) or in the immediate surrounding area.

**Subject matter:** The content of PSA submissions must adhere to the standards set in the SAPA rules handbook. Beyond that, the following are prohibited:

Advertising a commercial product or service. For nonprofits, exceptions are made for fundraisers (i.e., penny sales, church rummage sales) and fees for events which help defray the cost of hosting those events (i.e., business workshops, rabies clinics).

Direct solicitation of money or donations. For governmental entities, exceptions are made for the purpose of notifying that taxes or fees are due in accordance with law. For nonprofits, exceptions are made for solicitations of food, used goods, and other low-value items.

Job notices. Exceptions are made for unpaid volunteer positions.

So-called "calls to action." A call to action is an imperative statement requesting the viewer do something. PSAs may only present information, not compel or request a specific outcome.

Give-aways, unless the thing being given away is available in such quantities that any given viewer has a reasonable chance of receiving one.

**Formatting:** We accept PSA submissions in the form of either text we typeset or prepared slide images. Send submissions to [psa@sapatv.org](mailto:psa@sapatv.org). For best results when sending text, the headline should be no more than six words and the block text below it should be no more than 40. Although the system can handle larger amounts of text, it shrinks with more words, and is therefore harder to read.

For best results with prepared slides, the slide should be a JPEG or PNG image of 1920 pixels by 1080 pixels in a landscape format. Please do not send PDFs. If your prepared image is a portrait-format poster, we can matte it into a 1920x1080 frame with our choice of background color.

SAPA TV reserves the right to edit submissions for brevity and to fit these rules. For best results with timed events, please submit your PSAs at least five business days before your event happens.