

Gallup Public Radio / KGLP Public Service Announcement Policy (3/10/26)

1. Purpose

Gallup Public Radio / KGLP provides Public Service Announcements (PSAs) as part of its noncommercial community and educational mission to inform listeners about programs, services, events, and opportunities that benefit the communities of Gallup, McKinley County, and the surrounding Four Corners region.

PSAs are offered as a free community service and are not commercial advertising.

2. Regulatory Compliance

KGLP is licensed as a noncommercial broadcast station and operates in accordance with the regulations of the Federal Communications Commission (FCC).

In compliance with federal law governing noncommercial stations:

- PSAs must not promote for-profit goods or services.
- Announcements must avoid commercial language or promotional claims.
- Messages may not contain:
 - Calls to action (e.g., “buy,” “visit today,” “register now”)
 - Qualitative or comparative statements (e.g., “best,” “leading,” “number one”)
 - Price or discount information
 - Inducements to purchase, rent, or lease

Organizations seeking promotional messaging or guaranteed placement may be referred to underwriting opportunities consistent with FCC rules.

3. Eligibility

KGLP will generally accept PSA submissions from:

1. Nonprofit organizations (including tribal nonprofit entities)
2. Government agencies and public institutions
3. Educational organizations and schools

4. Community groups and service organizations
5. Arts and cultural organizations
6. Public health, safety, and social service providers
7. Tribal governments and programs serving Indigenous communities
8. For-profit businesses are not eligible for PSAs.

4. Content Standards

All PSAs must:

- Serve the public interest and community welfare
- Align with KGLP's mission
- Provide factual, clear information
- Include relevant event or service details (who, what, when, where)
- Be respectful of cultural diversity and community values
- Although PSAs are primarily intended to promote local events, select statewide, regional, national and/or international activities or information may be the subject of PSAs

KGLP will not air PSAs:

- For religious or political activities, members-only events, fundraisers, or events where there is an emphasis on "selling" or "bidding" including silent auctions or, yard sales
- Which supports or opposes political candidates or ballot measures
- Which contains defamatory, obscene, or unlawful content
- Which conflicts with FCC regulations or station policies
- Which advocates violence or discrimination

5. Political and Advocacy Messages

PSAs from political candidates, campaigns, or organizations whose primary purpose is influencing elections will not be accepted.

Issue-oriented announcements may be considered if they are informational in nature and consistent with FCC rules and the station's mission, subject to management review.

6. Submission Procedures

Organizations requesting PSAs should provide:

- Organization name and contact information
- Confirmation of nonprofit, governmental, or community status (if requested)
- Description of the event, service, or program
- Dates PSA should begin and end
- Script or announcement copy (if available)

Requests should be submitted at least **five (5) days** prior to the desired start date.

Submission does not guarantee broadcast.

Requests may be submitted by email to: **manager@kglp.org** or by filling out an online form at **kglp.org** on the PSAs & Events page.

7. Production and Format

- PSAs may be produced by KGLP staff or submitted pre-recorded.
- KGLP reserves the right to edit scripts for clarity, length, cultural sensitivity, and FCC compliance.
- PSA length is 15-17 seconds.
- Station staff or approved volunteers may provide voice recordings.

8. Scheduling and Airtime

PSAs are scheduled at the discretion of KGLP staff based on:

- Community need and relevance
- Available airtime
- Timeliness of information
- Balance among organizations
- Station programming priorities

*No organization is guaranteed specific airtimes or frequency.

9. Priority Categories

Priority consideration may be given to:

- Emergency preparedness or alerts
- Public health and safety information
- Educational opportunities
- Community services for underserved populations
- Cultural events and heritage programs
- Local nonprofit initiatives
- Station partnerships and collaborations

10. Tribal and Cultural Respect

KGLP recognizes that it serves communities that include sovereign Tribal Nations and diverse cultural traditions.

PSAs referencing Tribal programs, ceremonies, or cultural events should be presented respectfully and accurately. KGLP reserves the right to consult with community representatives when appropriate.

11. Liability

Organizations submitting PSAs are responsible for the accuracy of information provided and agree to hold harmless Gallup Public Radio / KGLP, its staff, volunteers, and governing board from claims arising from PSA content.

12. Right of Refusal

KGLP reserves the right to refuse, edit, or discontinue any PSA at its sole discretion to ensure compliance with FCC regulations, station mission, and community standards.

13. Relationship to Underwriting

PSAs are distinct from underwriting announcements.

Organizations seeking:

- Guaranteed placement
- Promotional messaging
- Business acknowledgments
- Marketing exposure

may be referred to KGLP underwriting opportunities consistent with FCC noncommercial broadcasting rules.

14. Policy Authority and Review

This policy supersedes any previous PSA policies of Gallup Public Radio / KGLP.

The policy may be revised by station management with approval of the governing Board as necessary to maintain regulatory compliance and best practices.