



WNEP Public Service Announcement & Sponsorship Guidelines for Non-Profit Organizations

WNEP is Proud to Serve our community through partnerships with local non-profit organizations. The News Station donates *millions of dollars of in-kind advertising* annually to help our partners promote their fundraisers and events. Our on-air talent and other staff members also donate their time at no charge to assist organizations meet their goals.

Because our resources are limited, and therefore, valuable, and because WNEP commits to assist with so many events every year, we ask that all our media partners take a look at and adhere to these simple guidelines. By doing so, we can avoid any confusion, and be sure that we are meeting each other's expectations and deadlines.

LEVEL OF INVOLVEMENT

WNEP provides several opportunities, beyond the production of a PSA campaign, to assist you with publicity for your event. ***You may find that the exposure you receive from these sources meets the requirements for your event.***

-PSBB: WNEP's online Public Service Bulletin Board is a great way to communicate your event. Go to wnep.com and click on the PSBB halfway down the home page and follow the easy directions for entering your event. This is where we get the information for the on-air Public Service Bulletin Board which runs twice daily in the morning during Newswatch 16.

-Good Things Are Happening in Your Neighborhood with Noreen Clark: Noreen Clark produces 2 "In Your Neighborhood" PSAs every week. To have Noreen publicize your event, contact her at noreen.clark@wnep.com. Please be aware that Noreen receives many requests for help, and that she produces her PSAs weeks in advance of the event.

-Good Morning Pennsylvania: These PSAs run weekday mornings during Good Morning America. If you would like to highlight your organization in a GMPA, please contact shannon.roche@wnep.com. Please be aware that Shannon receives many requests for help, and that she produces her PSAs weeks in advance of the event.

-Leckey Live: A great way to get the word out to everyone in the area is to appear on the highest rated morning news in the country! Ryan Leckey is always looking for fun,

visual lively groups to highlight in his “Leckey Live” segments. Please contact Ryan directly at ryan.leckey@wnep.com.

-Coverage on Newswatch 16: WNEP covers events happening around the area every day. Please send your news releases to our newsroom to newstip@wnep.com.

EXCLUSIVITY

WNEP is by far the highest rated television station in NEPA, and in fact, consistently ranks among the highest rated stations in country. By partnering with The News Station, your organization will receive the best possible exposure. We are proud of the value we are able to bring to the table, and therefore, ***if we agree on a full PSA media partnership, we insist that WNEP be the only local television included in your event.***

Please feel free to seek the assistance of any radio and print partners you choose. But if WNEP is committing its limited on-air inventory and personalities to an event, we ask for television exclusivity.

We have found through experience that well-meaning team members often attempt to leverage publicity with multiple television partners. To avoid confusion and embarrassment for all parties, if we agree on a partnership, we ask that this exclusivity is ***clearly communicated*** to all members of the event committee, staff members, board members, advertising agencies, and newspaper and radio partners.

Only under extremely rare circumstances is an exception to this ever made, and for an exception to be made it must first be approved by WNEP management.

THE BASICS

In order to have time to produce your publicity, it is important to make contact with WNEP well in advance of your event. Please contact **Laurie LaMaster at 570-207-2463** or at laurie.lamaster@wnep.com as soon as planning for your event begins. We will discuss with you your project deadlines at this time. ***Please be aware that deadlines for copy and elements may be weeks, and sometimes, months in advance of your event.***

Please do not assume that if WNEP has sponsored your event in the past, we will be able to do so again. WNEP’s promotion and staffing priorities are subject to change from year to year.

If WNEP agrees to produce a PSA (Public Service Announcement) for your event or fundraiser, we will assign a “producer” to your project. For most projects, **PSA Producer Frank Gerardi** will become your contact person, but due to work loads, your PSA may be assigned to another WNEP Writer/Producer. In order to write, shoot and edit your spot, we will need to know some basic information first.

When is the event? What time? Where? Is there a deadline or RSVP for registration? Who should our viewers contact? Does the event have a name? Does the event have a logo? Is there a “tag line” you are using across all media?

Are you requesting a WNEP personality to emcee the event? Please communicate this information immediately to Laurie LaMaster. It is sometimes possible to include this personality in the PSA if we are able to identify that person early. ***Before including a WNEP personality in print, radio or outdoor advertising, please receive approval from Laurie LaMaster.***

If you are using an advertising agency they can be a good resource for logos, backgrounds copy and other elements. Please make sure that WNEP is aware of the agency you are using.

GUIDELINES FOR CORPORATE SPONSORSHIP LOGOS IN PSAs

WNEP recognizes the need of organizations to seek additional funding from corporate sponsors. We kindly ask that you limit the number of sponsors that need to be included in the PSA. Television advertising is very different than print advertising. Television PSAs are normally only 30 seconds long, and many times, are only 15 seconds long. It is actually counterproductive to put too many logos on the screen at one time. Most company's logos do not translate well to television, and look even worse when "squeezed down" to fit on the screen. Remember...your event information...the who, what, when, where and contact information...will also be on the screen. Too much competing information gets lost on the screen and doesn't get through to the viewer.

As a simple guideline, if you have any more than 5 logos on the screen at one time it becomes quite cluttered. Feel free to sell as many sponsorships to your event as you wish, but ***please use discretion when promising them space in your spot.*** (You may want to make inclusion in the TV spot a special perk for your "presenting" sponsors.)

WHAT CAN WNEP EXPECT TO RECEIVE FOR THEIR INVOLVMENT?

As your exclusive television partner, WNEP insists on being included in all print, radio and outdoor advertising for your event. We also request inclusion in any other materials created, including, but not limited to: program books, signage, banners, table signage, etc. Please include this information when making your request to WNEP, and communicate production deadlines to Laurie LaMaster.

Are you selling tickets to your event? Will WNEP receive tickets? Many times, WNEP is included in the mailing list for events, and several invitations will go to individuals around the building. ***To eliminate confusion, please communicate to Laurie LaMaster how many tickets WNEP will receive for their in-kind donation.*** We will RSVP the names of attending personnel according to your deadlines.

HOW MUCH PROMOTION WILL YOUR EVENT RECEIVE?

Every event is different, so every event has different publicity needs. It all depends on several factors including: how much available inventory WNEP has at the time of your event; what other events we are promoting at the same time; how broad the appeal of your event is; how many people will attend your event; and the amount of reciprocal advertising WNEP will receive. WNEP is committed to helping our community partners meet their goals. Whenever possible, we will run your PSA in all dayparts, including Newswatch 16. You will be provided upon request a summary of when your PSAs ran

on WNEP after the end of the run. Because PSAs run in unsold inventory, it is not possible to give you a schedule of your PSA run in advance.

COVERAGE OF YOUR EVENT ON NEWSWATCH 16

WNEP makes every effort to send a photographer, and sometimes a reporter, to the events of our media partners. ***Please be aware that News covers events based on the “news of the day” and is sometimes restricted by staffing issues.***

EVENT PROMOTION CHECKLIST

- Have you spoken to Laurie LaMaster to confirm WNEP’s sponsorship of your event?
- Does WNEP have your “copy points”? The Who, What, When, Where, Why?
- Do you have presenting sponsors? Does WNEP have their logos?
- Is there footage from past events? Do you have pictures, logos or other materials?
- Do you know the producer assigned to create your PSA?
- Have you communicated to your committee and board WNEP’s exclusive involvement?***
- Have you shared with Laurie LaMaster your deadlines for copy for programs, print, etc?
- Will WNEP receive tickets to your event? How many? What is the deadline for RSVP?
- Are you requesting the involvement of a WNEP personality? Will they be included in your print, radio and outdoor advertising?

CONTACTS

Laurie LaMaster, Director of Promotion & Marketing:

570-207-2463

laurie.lamaster@wnep.com

NewsWatch 16

570-346-7474

newstip@wnep.com

Ryan Leckey

570-346-7474

ryan.leckey@wnep.com

Noreen Clark

570-346-7474

noreen.clark@wnep.com

Good Morning PA

Shannon Roche

shannon.roche@wnep.com

Frank Gerardi, WNEP PSA Producer

570-346-7474

frank.gerardi@wnep.com