

## **Get Your Message on HIS RADIO**

*There are four options available for getting your information on-the-air or online. If your organization is non-profit, it is required that we have proof on file that you are recognized as a non-profit organization and in good standing in the state. Christian Schools and Colleges promoting enrollment and/or Open House as, well as ministry organizations which offer fee-based services must use option #1.*

**Please note:** His Radio is a fragrance free workplace. Thank you for not wearing cologne when you come for your appointment.

**\*\*Option #1:** *Enhanced services for non-profit organizations are available for increased on-air exposure for a nominal fee. All announcements air Mon-Sun 5:30am-12 midnight.*

**\*\*Option #2:** *Underwriting opportunities for retail businesses are also available for the same fee. This is not a commercial, but only for name recognition and "branding" your business. For more information, contact our office and ask for Sally Leonard*

*When using Options 1 & 2, you will need to fax or email your prepared 28-29 second script, which should be typed on your organizations letterhead, in advance to [sally@agapemarketingsolutions.com](mailto:sally@agapemarketingsolutions.com)*

*Also, we ask that you bring your original with you at the time of your appointment.*

**\*\*Option #3:** *Some announcements are offered at no charge for churches and non-profit organizations, PENDING AVAILABILITY. Space is limited and fills up quickly. Please call 5 to 6 weeks in advance of your event to insure an appointment for recording. Your announcement will air 2 to 3 weeks AS TIME ALLOWS. It will also appear on Hisradio.com in the Family Calendar. Due to limited available space, yard sales, bake sales, bazaars, etc. cannot be aired.*

**NOTE: if you are the person performing or speaking at the event, the host of the event must be the one to work directly with His Radio.**

*You may choose one of the following:*

- A) *To record at the His Radio studios, call our office to make an appointment to come to record your message. We will need you to fax or email your prepared 28-29 second script, which should be typed on your organizations letterhead, at least 24 hours prior to your appointment to [Susan.Haymes@HisRadio.net](mailto:Susan.Haymes@HisRadio.net) or [Denise.Beam@HisRadio.net](mailto:Denise.Beam@HisRadio.net) (\*See below) We also ask that you bring the original copy with you at the time of your appointment.*

**\*\*\* Small children are not allowed in the production room. Please do not bring them with you unless you bring another adult to supervise in the lobby while you are recording.**

- B) *Send to us a "voice only" (no background Music) 28-29 second message on a MP3 (320) format 5 to 6 weeks in advance of your event. Email it to [Denise.Beam@Hisradio.net](mailto:Denise.Beam@Hisradio.net) or [Susan.Haymes@hisradio.net](mailto:Susan.Haymes@hisradio.net). Please include a copy of your script (\*See below), printed on your organization's letterhead. All of our announcements are produced with the highest quality standards. We reserve the*

right to refuse any announcements submitted to us on the basis of content or quality.

**\*\*Some pointers relating to Option 1, 2 & 3 as you write your script:**

- Remember you are talking to an individual
- Do not ask questions in your script
- Radio is a person-to-person communication
- Be conversational and real
- Speak with enthusiasm
- 30% of our listeners do not yet claim a personal relationship with Christ.
- Information about your website is helpful
- Do not give phone numbers.
- Only one voice is allowed (no skits)
- If you are selling tickets for your event, ticket/admission prices can only be given for non-profit organizations and must be limited to only one price. For profit organizations may say, "Ticket information is available at..." It is the policy of His Radio to follow all FCC rules and procedures relating to underwriting support from for-profit businesses, therefore, pricing, qualitative information and call-for action cannot be included.
- "Door Prizes" and other raffle, lottery-type phrases are prohibited.

**\*Important: Area radio station air talents are prohibited from voicing spots for His Radio.**

**Option #4:** If time does not allow you to record the announcement yourself, check out [Hisradio.com](http://Hisradio.com) to submit your event on our Family Calendar. Please note that this **will not be aired** on His Radio but it will go on the His Radio Family Calendar.

Please be sure to call us with your questions, and thanks for allowing us to serve you in this way!

His Radio  
2420 Wade Hampton Blvd.  
Greenville, SC 29615  
Phone 864-292-6040 / 800-849-8930  
Fax 864-292-8428

Revised 8.27.18