

Frequently Asked Questions Using the AmeriCorps: Be the Greater Good Public Service Announcement as Match

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Corporation for National and Community Service (CNCS) grantees may take advantage of the opportunity to perform local outreach to television stations to secure airtime for the *AmeriCorps: Be the Greater Good* public service announcement (PSA). The FAQs below provides guidance on claiming this PSA airtime as match.

1. What costs are allowable?

Allowable costs must be reasonable and necessary to meet the goals and objectives of the grant. If the costs or value of the airtime is reasonable, necessary, and properly documented, you can value it as match. You must include a budget line item for airtime to promote AmeriCorps and recruit members.

2. What supporting documentation should I keep to claim the costs and justify the value of the airtime?

If you pay for the airtime directly, your supporting documentation should include a contract for the service, an invoice from the media outlet when completed, and general ledger entries showing the bills were paid.

3. What documentation do I need if the production costs are donated and the media outlet runs the PSA?

If you request that local media outlets air the PSAs, you should maintain the following:

- A copy of the request you made to the outlet, asking that they run the PSA
- A list of all outlets you asked to run the PSA
- A document from the media outlet listing when and how many times the PSA was run and the value of that airtime
- Monitoring Website (URL to come).

4. If CNCS requests that the PSA is aired on stations in my area, may I include the value of that airtime on my grant?

Grantees cannot claim the value of air time as match if the PSA was aired at CNCS's request. However, if you also contacted the local stations requesting they air the PSAs, you may count the value of the airtime as match. For supporting documentation, ensure you maintain copies of communications with the stations about the PSAs.