

Sponsorship and Advertising Policy

How we work with sponsors while keeping the show independent

PSCG welcomes sponsors whose products and services support EMS and public safety. This policy protects listeners, guests and sponsors by keeping advertising clearly labeled and separate from editorial content.

Who may sponsor

We prefer organizations that serve EMS, fire, 911 and public safety, such as equipment and technology companies, education and training providers, billing and software vendors, insurers, associations and mission-aligned nonprofits. PSCG reviews every sponsor and may decline any sponsor at its discretion.

What we do not accept

- Tobacco, vaping, cannabis, alcohol, firearms retail, gambling or adult content.
- Political campaigns, candidates, parties or political action committees.
- Products making unsupported medical, clinical or safety claims.
- Offers that are misleading, deceptive or that conflict with patient safety.
- Organizations in active litigation or a dispute with PSCG, or advertising that targets a named competitor.

How sponsorship is labeled

- Every sponsored message is identified as sponsored, for example "This episode is sponsored by..."
- Sponsor reads are kept separate from interviews. If the host personally uses a sponsor's product, any endorsement reflects honest experience, consistent with the FTC Endorsement Guides (ftc.gov).
- Show notes list episode sponsors.

Editorial independence

- Sponsors do not choose or approve guests, questions, topics or edits, and do not preview episodes.
- Sponsoring the podcast does not buy a guest appearance or favorable coverage. Sponsor representatives may be invited as guests only on editorial merit, and the relationship will be disclosed.
- Sponsor relationships do not affect PSCG consulting recommendations to clients.

Public sector sensitivity

Many listeners and guests are public employees. Sponsor messages may not imply that any public agency, official or guest endorses the sponsor, and sponsors may not contact guests through the podcast for sales purposes without the guest's consent.

Approvals, changes and cancellation

- PSCG approves all ad copy, audio and graphics before they run, and may edit for length, accuracy and tone.
- Sponsorship terms, pricing, deliverables and cancellation are set out in a written sponsorship agreement.
- PSCG may pause or end a sponsorship that no longer meets this policy.

> Interested in sponsoring? See the Media Kit and complete the Sponsor Inquiry form: https://thepscgroup.net/podcasts/sponsor-inquiry/ or email info@thepscgroup.net.