

***‘Your Voice in the Valley’***

**2YAS**

Yass Community Radio Assn. Inc.

**Policy No. 19**

**Community Service Announcements.**

**Background.**

One of the reasons for the establishment of Yass Community Radio Association Inc. was to support local organisations, especially those with a community focus.

**Purpose.**

The purpose of this policy is to ensure that those community announcements, which are information which is of benefit to members of that community organisation, or if it has a monetary benefit, that benefit accrues to the local community, are not charged a fee for the service. If an announcement does not meet this criterion, it is not a community service announcement and is included in the paid sponsorship listing. The sole exception to this, at this time, is the occasional, private, household garage sale which will be treated as a Community Service Announcement.

**Policy.**

1. Yass Community Radio Association Inc does not charge for Community Service Announcements.
2. All community service announcements, including those which arrive as recorded announcements are to be approved by the Community Liaison & Promotions Officer or a designated alternative.
3. The required form is to be completed prior to any community service announcement being produced and put to air.
4. Community service announcements that are to be read by presenters should also be approved by the Community Liaison & Promotions Officer or a designated alternative.

**Scheduling.**

Some Community Service Announcements deserve to be scheduled to ensure that they are played sufficiently. Our Code of Practice, training or membership drives, programme meeting announcements, national or state campaigns are some of these. The decision to schedule is made by the Community Liaison and Promotions Manager or designated alternative. Non-scheduled CSA’s should be in a separate file i.e. ‘Audio Files to be played’ from where presenters can obtain them and put to air as they choose.

**Authorisation**

This policy was adopted by the Board of Yass community Radio Association Incorporated, at its meeting held on .

**…………………………. …………………………………**

Secretary President



*‘Your Voice in our Valley’*

**Yass Community Radio Assn Inc. P O Box 51 Yass NSW 2582. Mob 0477 648 947**

**Studio Phone 62265266 Studio Fax 62265277. Email : mail@yassfm.org**

*Supply as much of the information requested below as you can and return to Yass fm.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Organisation Name | |  | Contact person |  |
| Telephone (b / h) | | Best times | Fax |  |
| Mobile | | Email | Phone (evenings) |  |
| Postal Address | |  | | |
| Actual Location | |  | | |
| I ………..………………………..………………….. (please print), am authorised to represent the organisation listed on this announcement request. I have provided accurate information to Yass fm for use in the announcement..……………………………………………….(signature)  Position in organisation……………………………. Date:……./……./……… | | | | |
| **Promo Details** | Please insert (or attach) your basic message. Include slogans, and point form works well. Our script writers will use this information to write the promo. It is best to keep it simple. A maximum of 50 words can be used in a 30 second announcement. | | | |
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| TARGET AUDIENCE: | | | | |
| STYLE: LIGHT HEAVY HUMOROUS | | | | |
| MUSIC PREFERENCES : ROCK POP COUNTRY CLASSICAL | | | | |
| NO OF VOICES : MALE FEMALE MIXED | | | | |
| SCHEDULING PREFERENCES: | | | | |

**PRODUCTION**

|  |  |  |
| --- | --- | --- |
| DATE | BACKING TRACK USED: | |
| DISK USED: | TRACK NO. | VOICE USED |

**SCHEDULING**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Schedule Created |  | | | Comments | | | |
| Commence Date |  | | |
| Cease Date |  | | |
| Name of Promo |  | | |
| Timings | Mon | Tues | Wed | Thur | Fri | Sat | Sun |
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