

POLICY – COMMUNITY SERVICE ANNOUNCEMENT

Purpose of Policy

The purpose of this policy is to provide guidance to ensure station personnel understand the scope of Community Service Announcement(s) (CSA)

Background

Radio Eastern continually aims to provide a comprehensive information sharing program for the local community. The regular broadcasting of Community Service Announcements is a readily accessible means of achieving this aim without requiring significant financial or human resources. Radio Eastern listeners are served with a consistent local information service not provided by other broadcasters.

Policy

Radio Eastern shall provide an information sharing service only to “not for profit” community organisations.

Community organisations shall make CSA requests and supply message content in writing to Radio Eastern not less than seven days prior to read start date.

An individual CSA shall generally have an “on air life” or one to three weeks and be a maximum of 30 seconds read time.

A maximum of four CSAs shall be aired in any one hour.

Radio Eastern shall endeavour to broadcast CSA information in a timely manner.

This Policy is supported by the following Procedure(s);

Procedure Name	Folder	Tag	Rev. Number	Rev. Date	Revision by
Community Service Announcement					