

## **POLICY – COMMUNITY SERVICE ANNOUNCEMENT**

### **Purpose of Policy**

The purpose of this policy for Eastern Community Broadcaster Inc hereafter referred to as Radio Eastern fm, is to provide guidance to ensure station personnel understand the scope of Community Service Announcement(s) (CSA)

### **Background**

Radio Eastern fm 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 fm 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 fm not less than 14 days prior to read start date.

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

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

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

This Policy is supported by the following Community Service Announcement Procedure

Policy reviewed and updated: 06-03-2025