

PROCEDURE - Community Service Announcement

Purpose of Procedure

The purpose of this procedure of Eastern Community Broadcasters Inc. hereafter referred to as Radio Eastern fm, is to provide guidance to writing style and content.

Background

This procedure is based on an evolved technique so as to deliver information in a concise and easy to read, hence, listen to product.

Procedure

1. CSAs shall be approved by the Radio Eastern fm Community Services Coordinator(s) and/or Office Manager.
2. CSA content shall be supplied by the requesting organisation.
3. Radio Eastern fm shall be the sole arbitrator of the CSA final content
4. CSAs shall be numbered, dated and referenced to the requesting organisation.
5. Generally, depending on the nature of the CSA message, CSA's detail will contain organisation / event name, venue of meeting / event, starting and finishing date and times, purpose of group / reason for event, who is in attendance / performing / is invited / will benefit, if any cost involved, and where the money goes, a contact name and telephone number with a website or email address.
6. A maximum of one CSA shall be read in any one station break.
7. CSAs for events may be accepted from external sources and aired if approved by the Programme Sub-Committee review group.

This Procedure is supported by the following Community Service Announcement Policy(cies)

Procedure reviewed and updated: 06-03-2025