



GUIDELINES FOR COMMUNITY SERVICE ANNOUNCEMENTS

Community Group Members have approximately three weekly announcements aired promoting the organisation generally, based on the information which is provided to us. This announcement is produced and voiced to a professional standard without charge. Details may also be supplied of important special events occurring through the year which will be publicised as well. Such additional announcements can publicise only one event at a time. Due to program scheduling, **three clear weeks' notice** is required for the preparation and production of announcements.

Announcements need to be as close as possible to 20 seconds. As a rule of thumb, Community Groups should ensure that any proposed copy is no longer than 60 words. We advise that any copy submitted may be edited. Our preference is that we are provided with bullet points for us to write the copy. We need a contact name and phone number for listener enquiries for inclusion in the copy. If you have a website that's even better. As the announcements are written and recorded to a professional standard, we need **not less than three clear weeks' notice** of change of copy. Any "time sensitive" announcements would be read "live" on air because it is impracticable to record announcements which are, by their nature, short term for special events occurring in the following several weeks.

We suggest that a "main" CSA for organisations in which we promote the general features of the group. This would be recorded and form the basic CSA. We would then write one of the time sensitive announcements referred to earlier from time to time, in which we would promote specific events.

We also advise that up to sixteen CSAs are read/played during each of the five live-to-air shifts each day and these are scheduled in groups of 3.

Please address any correspondence regarding CSAs to,
Co-ordinator, Community Service Announcements
Golden Days Radio, PO Box 287,
Glen Huntly Vic 3163 or better still
send us an email: mail@goldendaysradio.com
