



**todayscountry94one**

**94.1FM .... where country lives**

## **COMMUNITY SERVICE ANNOUNCEMENTS**

Community Service Announcements (CSAs) are announcements of benefit and / or interest to the community that are not considered to be advertisements and for which no payment or fee is accepted.

- A. CSAs are acted on promptly by the appointed person. Presenters announce the CSAs during their programs providing a variety of voices delivering the messages to our listeners.
- B. The station will accept CSAs i) in recorded format; ii) must not be more than 30 seconds in length; iii) have a tag as a Station Community Service announcement; iv) must fit same criteria being a benefit and / or of interest to the community and v) are for not for profit organisations.

CSAs are received by mail and via the internet. If via the internet it is either an email from the not-for-profit organisation or the completion of the online form on the [www.todayscountry94one.com](http://www.todayscountry94one.com) website.

The process once the details of the CSA are received is

1. All CSAs ultimately come into the [admin@todayscountry94one.com](mailto:admin@todayscountry94one.com) email address where they are read and then sent on to the nominated person for scripting
2. The scripting is written on to a template that restricts the number of words and includes the essential CSA wording announcement or recorded messages no more than 30 seconds. It also includes a grid to record the date and initials of the presenter so that a record of announcements is kept for inclusion in station statistics
3. Dates are included at the top of the CSA indicating when it is to be broadcast from and the final date for inclusion in broadcasting. The removal date is also included
4. All CSAs are limited to less than 30 seconds and the script is to be followed by presenters without embellishment or changing
5. The template provides a tight format which includes the font size for the text
6. Once scripted and proof read the finished CSA is saved to the CSA folder for the appropriate year and then two copies are printed
7. One copy is marked for Studio A and the other for Studio B
8. The copy is then placed in the appropriate studio folder which is then utilised by presenters during their broadcasts
9. On the date for removal the CSA sheet from each studio is placed in the CSA tray in the outer office for inclusion in the station statistics



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10. Presenters must record the date and initial in the grid at the bottom each time they make the announcement as it forms part of the essential station statistics
11. A volunteer maintains the statistics details and produces monthly reports for the Board and they are also used when applying for licence renewal and grant applications