



## **Community Service Announcements** **Guidelines**

CSAs are short messages that promote a charitable cause, activity, special church service or event that is considered of service to the community.

At 92.3 FM we are strongly committed to see our Community connected with hope, and be informed of local community activities, events and services - so we set aside time in which we produce and broadcast CSAs free of charge. We may also promote it on our Facebook page too, which also appears on our website at [www.923.com.au](http://www.923.com.au) .

Making it easier for us to air, broadcast or publish your announcement is a must! We have some guidelines below, which we'd encourage you to read through before filling in the CSA Application and Request Forms. Thank you!

1. Get in early! We need at least 3 week's notice before airing a CSA. Our station is run by hard-working volunteers who have limited time and who take care in producing quality announcements.
2. Carefully fill in the template with your details, including the name of the event, name of sponsors and a contact name along with a phone number and email address.

Include in the event details:

Who is holding the event.

What sort of event is planned.

Where is it to be held.

When will it be held (date and times)

Why the event is happening.

Also include other relevant information, e.g. ticket prices, parking, transport available.

3. Keep it short, sweet and clear.  
That means 5, 10 or 20 second lengths.

Write your CSAs with this word count in mind:

5 seconds = about 12-15 words.

10 seconds = 25 words.

20 seconds = 40 words.

30 seconds = 60 words.

Our CSAs would usually be between 20 - 30 seconds.

4. Please consider our Vision Statement as follows as it will be used in consideration for the CSA of the Event, Activity etc that you are promoting.

**To Connect Communities Across the Tablelands through Radio Content that upholds Christian Values, is Engaging, Positive, Family Friendly and Community Focused!**

The airtime for your CSA may be free for you, but its production is not! Our volunteers give of their valuable time and travel to record and edit your CSA. Running 92.3FM also has its costs. Please keep this in mind that we also are a Not-for-Profit Community Radio Station that relies on your financial support! ☺

### **Community Service Announcements - Application Request**

There is no charge for airing a CSA for a not-for-profit organisation providing a service to our community.

We may request proof of your not-for-profit status.

92.3FM reserves the right to decline requests for a CSA.

To facilitate the administration and production of a CSA, we require all details to be provided at least **3 weeks** before your announcement goes to air.

#### **Please tell us about your Organisation:**

**Organisation Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Their Position:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Street Address:** \_\_\_\_\_

**Postal Address:** \_\_\_\_\_

**Tell us about your Organisation's Aims, Objectives & Activities:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

#### **CSA - Request Details. Please choose only ONE of the following options:**

**Option 1:** CSA is to be an ongoing announcement - and the above details will be valid for the next six months.

**Option 2:** CSA is a one-off announcement for the following event (for up to 2 weeks):

**Name of Event:** \_\_\_\_\_

**Date/Time of Event:** \_\_\_\_\_

**Cost of Entry:** \_\_\_\_\_

**Brief Description of Event:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please attach a copy of any publicity material or leaflet of your event/cause/activity. You also give us permission to publish this on Facebook and our website (if we decide to publish it), unless you advise otherwise.

**Organiser/Contact Person:** \_\_\_\_\_

**Contact Details:** \_\_\_\_\_

**Signature of Authorised Person:** \_\_\_\_\_

**Name:** \_\_\_\_\_ **Position:** \_\_\_\_\_