

**POLICY: `COMMUNITY SERVICE ANNOUNCEMENTS (CSA's)**

**DATE REVIEWED:** \_\_\_\_\_

**RATIFIED BY THE BOARD ON:** \_\_\_\_\_

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**Community Service Announcements Broadcasting CSAs - is one of GulfFM's license conditions as a community radio station.**

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**Free CSA's allow access to broadcasting for worthwhile public events and causes, which either are not supported by funds for publicity (eg. a school fete, a rally), or where the funds raised by the relevant organisation go largely to direct support (eg. Red Cross, Amnesty International).**

**All programs must include at least one Community Service**

**Announcement appropriate to their audience. You can find them in the Community Service Announcements live-read folder in the on-air studio. You are welcome to make your own CSA's but you must make sure they are legitimate and comply with our Community Broadcasting Code of Practice and our Sponsorship Guidelines. CSA's to be vetted by the Secretary prior to airing.**

**What IS ALLOWED as a free CSA?**

- ✓ The organisation involved is not-for-profit.
- ✓ The event or service is free or almost free.
- ✓ Campaigns or events in keeping with the guiding principles of Community Radio and GulfFM.
- ✓ Policies and objectives- eg health, social justice, reconciliation.
- ✓ About community-based activities, issues and events.

**What IS NOT a free CSA?**

Sometimes it's hard to tell. Someone claiming 'it's for our community service announcements' doesn't necessarily mean it's eligible or even appropriate. If in doubt ask someone from Programming. Some so-called 'community' events are actually run by commercial organisations, trying to get free advertising. From time to time commercial enterprises send us 'community announcements' that really need to be referred to our Programming for potential sponsorship. If they are read as community announcements we run the risk of breaching our license conditions with regards to advertising and sponsorship.