

**POLICY: PRODUCTION**

**DATE REVIEWED: 9<sup>TH</sup> OCTOBER 2018**

**RATIFIED BY THE BOARD ON:**

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*Purpose/Rationale*

**This document is intended to provide GULF FM with clear guidelines for GULF FM's approach towards the production of all station identification, show promotion, community service and sponsorship announcements.**

*Objectives*

**The objectives of this policy statement are to:**

- 1. Ensure that the overall sound of the station embodies the principles and ethos of GULF FM as a community broadcaster**
  
- 2. Ensure GULF FM volunteers involved in production are aware of GULF FM's approach to production**

*Policy Statement*

**1. GULF FM's overall sound will:**

- i. Engage, rather than talk down to the listening audience;**
- ii. Maintain a fresh approach in all areas of production;**
- iii. Produce material that is appropriate for our target audience of listeners.**

**2. Sounds from outside the station, including voices and jingles, will be considered.**

**3. GULF FM reserves the right for the final say on all production matters.**

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