



## **SWEEPERS POLICY**

In order to achieve improved uniformity across our organisation, we believe some guidelines are necessary for sweeper scripts/production and playlist inserts. We identified several types of sweepers:

- Call Signs – max 8 seconds;
- Artist – max 15 seconds;
- Welcome to Town – max 20 seconds;
- Code of Practice – max 30 seconds;
- Cross-Promotion Programs – max 30 seconds;
- Community Group/Business – max 40 seconds; and
- Event – max 1 minute.

Guidelines for each appear below.

**Call Signs** – short and sweet advising station name and frequency – maximum of 8 seconds.

**Artist** – to introduce their songs on playlist – maximum of 15 seconds. To be inclusive of all 3 sites, so “You’re on Indigo FM with ...” or variations of. Definitely no reference to frequencies 87.6, 88.0 etc or only 1 or 2 of our 3 sites. All 3 towns is OK – Yackandandah, Beechworth and Rutherglen but not really necessary.

**Welcome to Town** – promotional/tourism in nature – maximum of 20 seconds.

**Code of Practice** – a sweeper advising that “our programming regulations and policies are guided by the Australian Narrowcast Radio Association (ANRA) Code of Practice. This is desirable rather than compulsory. Any listener requiring a copy of the code of practice can then search for it on the internet or send an email to [info@indigofmradio.com](mailto:info@indigofmradio.com)” – or words to that effect – maximum of 30 seconds.

**Cross-Promotion Programs** – snapshot of an upcoming program, direction to Indigo FM podcasts or Facebook page, text line, email address etc – maximum of 30 seconds.

**Community Group/Business (not Sponsorship)** – a Community Group or Business member is asked to provide basic info about their organisation for a script of about 30 seconds. When preparing script, we tail it with the words “...another proud supporter of Indigo FM”. This



sweeper is to not exceed 40 seconds and will remain current for at least six months, so will not be updated regularly as in promotion of an event, sale etc.

**Events (not Sponsorship)** – Community/Tourism Event (Business category) members collaborate with us on a script of around 50 seconds for an upcoming event providing date/s, venue/s, featured activities, contact details for further info, ticketing info. These may be topped/tailed with music.

A variety of voices are encouraged as is re-voicing regular/annual sweepers every 6 months.

A set number of inserts into playlist should also be developed for each category. We recommend the following:

- Call Signs – on average one per 30 minutes;
- Artist – with playlist songs – max of 2 songs per artist on playlist;
- Welcome to Town – on average one per 4 hours;
- Code of Practice – on average one per 48 hours;
- Cross-Promotion Programs – on average one per 4 hours;
- Community Group/Business – on average one per 12 hours per group/business; and
- Event – on average one per 6 hours.

The actual number of inserts to playlist is calculated at each site taking into account playlist size and number of live program hours per week, so calculating over how many days playlist rotates over. This way we ensure for example, that all Business Members receive same number of inserts for approximately same length sweeper.