



A sustainable and accessible local voice that reflects and enriches the diversity of our community

## **SWEEPERS POLICY**

In order to achieve improved uniformity across our organisation, some guidelines are to be applied in the production of announcements (sweepers). We have identified the following categories of sweeper:

- Call signs - max 8 seconds;
- Artist - max 15 seconds;
- Welcome to Town - max 20 seconds;
- Cross-Promotion - 30 seconds;
- Community/Business Supporter - max 40 seconds;
- Event - max 75 seconds

Guidelines for each appear below:

**Call signs** - short, sweet advising station name and frequency - max 8 seconds.

**Artist** - to introduce their songs on playlist - max 15 seconds. To be inclusive of all sites, so "You're on Indigo FM with ..." or variations of. Need to be generic (definitely no reference to frequencies or towns) as we use these across all sites.

**Welcome to Town** - Promotional/Tourism in nature. - max 20 seconds.

**Cross-Promotion** - Snapshot of an upcoming program, direction to our podcasts or Facebook page, text line, email address etc - max 30 seconds;

**Community/Business Supporter (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 all such sweepers with "...another proud supporter of Indigo FM". This sweeper is not to exceed 40 seconds and will remain current for at least six months so will not be updated in the event of a promotion, sale etc - max 40 seconds.

**Event (not Sponsorship)** - Community Event 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 etc. These are usually topped/tailed with intro/outro music - max 75 seconds.

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## General

- A variety of voices is encouraged, as is re-voicing annual sweepers every 2 years.
- A number of inserts into the playlist for each category has been developed. We recommend:
  - Call signs - on average one every 30 minutes
  - Artist - with songs on playlist - max 2 songs per artist
  - Welcome to Town - on average one every 4 hours
  - Cross-Promotion - on average one every 4 hours
  - Community/Business Supporter - on average one per 12 hours per group/business
  - Event - on average one every 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 of sweeper.