



## Guidelines for 105.7 Sun FM Public Service and Promotion Support

105.7 Sun FM (CICF) in Vernon and Astral Radio are proud to support worthy community and charitable initiatives that contribute to make our world a better place. We are flattered when asked to support or sponsor an event or to use our influence with our audience to help a cause or a special event.

We will do as much as we can, but there are limits to what we can do. We hope this will provide some guidance on what to expect from us and to guide you in the most efficient way to share information with us.

### Public Service

Charitable and non-profit organizations, including community sports leagues, service clubs, social clubs and societies are all eligible to receive some public service support from Sun FM in one or more of the following ways:

### Short Term

For special time-sensitive events such as a fund-raiser, a sign-up campaign or a “walk or run”, submit the information to us in a brief, bullet point style by email, fax or post. Please summarize your event in 100 to 150 words. Event programs and a high level of detail are not friendly to radio. We recommend you put the detail in a website – and give us as much substance in a concise manner. Remember to tell us the “What, Where, When, Why and How”. E-mail to Gail Hogan, our kind and gentle receptionist at [ghogan@astral.com](mailto:ghogan@astral.com). Alternatively, fax the information to 250-542-2083. Regular mail also works! Our address is 2800 – 31 Street, Vernon, BC, V1T 5H4.

Gail will see that the key information on your event is shared with our announcers, who will include the content in brief ad-lib public service messages. We call these “liners”.

How much exposure you will receive will be a variable with the number of events or causes in our public service rotation at any given time. Some periods are extremely busy (May, June, December), and other times are

comparatively quiet. (January, February). On average, most organizations can expect between 7 and 10 “liners” in a week. Sorry, we are unable to provide a schedule or times for PSA “liners”

We will also post a summary of your event on our website, [www.thesunonline.ca](http://www.thesunonline.ca), under the “Events” tab. This will be posted for a period of one to two weeks ahead of the event. If you have a website or other link (including an email link to request more information), include this with your submission. If you have a logo, submit this as well in a low-resolution JPG format (20-50K is fine) and we will publish the graphic along with the event posting. Sorry, but we cannot accommodate posters and large format graphics. In some cases, we can accommodate a PDF download, such as a registration or sign-up form.

Depending on the nature of the event or the cause, our announcers MAY include some of the information in their web blogs, Facebook or Twitter postings. Typically, the content we include in social media will be material we consider to be the most relevant to our audience.

If you feel PSA “liners” and web postings are not adequate to achieve your objectives, then you should consider a paid advertising campaign. See the guidelines for paid advertising elsewhere in this document.

### Radio Interviews

We are frequently asked to conduct interviews to help promote an event or activity. Sun FM is a music based radio station. Long form spoken word or talk elements are not a fit for us. If you feel your event or cause merits an interview segment, please contact Brian Martin ([bmartin@astral.com](mailto:bmartin@astral.com)). The determining factor in deciding whether an interview segment is appropriate will be the relevance of the content to our audience. Will our listeners be entertained, usefully informed or engaged during the interview? If the answer is yes, a brief 60 to 90-second segment may be acceptable. If the content is a re-hash of an annual event and there is nothing relevant or new that may interest much of our audience, we will not schedule an interview. Most interview segments will be pre-recorded.



## **Ticket Give-aways**

Sun FM listeners love to play our contests, both on-air and on-line, with an opportunity to win prizes – including tickets to events. To arrange for ticket give-aways, please contact Gail Hogan at 250-545-9222, or by email to [ghogan@astral.com](mailto:ghogan@astral.com). We do not give away single tickets. (Who wants to attend an event on their own?). The most effective method to leverage ticket give-aways to promote an event is to supply Sun FM with five pairs, which generally results in one pair a day used as contesting prizes over five days. Sun FM will select the most appropriate range of days, times and contesting. We do not accept discount coupons or two-for-one give-aways which require a contestant to make a purchase.

## **Long Term PSA Messaging**

For long range awareness and branding campaigns of a public service nature, the decision as to whether we support the campaign and to what degree will be made by General Manager Gord Leighton and our Assistant Brand Manager Brian Martin. Send your requests in this category to Gail, or Gord ([gleighton@astral.com](mailto:gleighton@astral.com)) or to Brian Martin ([bmartin@astral.com](mailto:bmartin@astral.com)) and we will consider your request. Allow a full calendar week for us to get back to you.

## **Are you a charity or community organization buying advertising?**

Sun FM is a commercial business. Our livelihood and a return on investment to our shareholders is anchored in the sale of advertising, typically consisting of 30 and 60-second ads on radio, banner or box ads on our websites and web promotions. Astral is a publically traded Company with a strong social conscience. We will help in as many ways as we can in the context of fair and equitable allocation of advertising budgets.

Most of the charities and community groups we support know and understand that it is difficult and unreasonable to invest money in purchased advertising in one medium and then expect us to donate our product at no charge. We do not expect 100% of an allocated cash budget to flow to us and we quickly acknowledge that regardless of

the event, a cash ad budget for most not-for-profit organizations will be minimal. In many cases, we will be pleased to accept a nominal gratuity, if the amount is in harmony and equitable with the cash investment in other media.

If you do have an event that merits an investment in purchased advertising and if you are a registered charity or a not-for-profit community organization, we offer a 50% discount to published ad rates. Events where a purchased ad schedule is not only wise but necessary would be one-time events where a large number of people participate, a concert or benefit dance with paid admissions, a ticket raffle or lottery, etc.

## **Commercial Businesses – Supporting a Cause or a Corporate Fundraiser**

More and more businesses are adopting a worthy cause or project for the community good as part of their communication strategy, PR / Goodwill objectives or simply to be seen as a good citizen.

Major advertisers on Sun FM who hold annual events such as Wendy's Dreamlift Day, McDonald's McHappy Day and Tim Horton's Camp Day will receive strong support from Sun FM. We will often partner with these businesses in unique ways to help make the event a success, including "live" broadcasts from their place of business. Will Sun FM do the same for your business? The answer depends on these variables: Is the business a regular advertiser on Sun FM? Is the expected outcome of the event strongly focused on the charitable or community purpose of the event, or is it a nominal "50-cents a purchase" donation? To determine the level of support from Sun FM for your business-sponsored event, please contact any of the Sun FM Account Executives or General Manager Gord Leighton.

In many cases, Sun FM will offer an attractive discount to a commercial advertiser who wishes to buy an advertising schedule to promote an event. Discounts or value-added elements will vary, but may include a 20% to 30% discount or a bonus or no-charge schedule to "top-up" a paid schedule.



### Sun FM ON Air Personalities

Not surprisingly, our on-air personalities receive an endless number of invitations to act as an Emcee at an event, to appear on-site to glad-hand guests, or to do some “on-the-spot” live reports.

The Sun FM team is always flattered when invitations are extended. Staff members often struggle to find ways to accommodate worthy causes within an already busy schedule. By definition, our announcers are unable to respond to most invitations. Please understand that if an air personality declines your invitation, it is because our announcers are busy people with a private life and family obligations.

If you wish to extend an invitation to one of our on-air team members to act as an Emcee or to act as a judge or panelist in an event, please extend an honorarium. Our staff is not trading the spirit of volunteering and community support for money. But very often, attending an event and acting in an official capacity requires a direct cash outlay by the personality for any number of things ranging from child-care expense to dry cleaning. The banquet meal served as a comp to the personality, while appreciated, is insufficient in most cases. Sun FM recommends you provide a pair of comp tickets so the personality may be accompanied by a spouse or guest in addition to an honorarium in the \$150 range. Honorariums are given directly to the personality and are not paid to Sun FM.

### Sun FM Sponsorship

Sun FM will periodically agree to lend our name and logo as a sponsor of an event or special project. When we do, we become a major media partner with the promoter or organizer of the event. Each sponsorship proposal is considered on its own merits. There are a number of criteria we use to adjudicate an event to make a decision on sponsorship.

These criteria include:

- The nature or “fit” of the event to our format and to our audience demographics. Whatever the event, there must be a match.
- What reciprocal marketing and promotional opportunities will be available for Sun FM?
- Ticket give-aways, including complimentary tickets and passes for our staff are frequently included in a sponsorship agreement – but are not always required.
- Exclusivity is vital. Just as Coca-Cola and Pepsi do not share sponsorship of an event, neither does Sun FM. We are comfortable sharing sponsorships with companion media sponsors, such as newspaper or television, but we must be exclusive in category for radio.
- Is there an advertising budget for the event, and what share of budget is allocated to Sun FM?

Requests for event sponsorship require at least a two week lead time. Decisions are made by the Sun FM Team. Sponsorships must be supported by a written agreement that sets out the obligations and commitments of both parties.

### Use of the Sun FM and / or Astral Logo

Our logos are our brands. They may only be used with written permission. They are protected by copyright and trademark. Where Sun FM agrees to lend its name and logo to an event or a cause we will supply our consent in writing and will provide the most recent version of the logo and corporate guidelines for its use. Please do NOT assume that a logo from a previous year event is current!

For further information on any of these guidelines, please contact Gord Leighton, General Manager at 105.7 Sun FM Vernon – at 250-545-9222, or by email to [gleaston@astral.com](mailto:gleaston@astral.com)