

Community Events Calendar Policy

Non-profit organizations may include their events free of charge on our Community Events Calendar, airing noon and 6pm Monday through Friday.

Our general guidelines are:

1. The non-profit must operate in the Shuswap
2. The event promoted is not designed to make a profit for individuals
3. The non-profit must provide contact information for the person who has authority to make changes to the script and:
 - The date and time and place of the event
 - A brief description of the event
 - Which non-profit is benefitting from the event
 - Any admission fees
 - The name/info where the public can find more information on the event
4. VSBS reserves the right to edit scripts of pre-produced audio for length, bias, content or broadcast rules.
5. Voice of the Shuswap reserves the right to not accept PSAs if it is felt that the non-profit is using us for “free advertising”. Because the viability of our radio station relies on financial success, we hope to create an understanding of the mutual benefit of offering a reduced-rate fee for PSAs. If a specific quantity or date range of spots is requested by the non-profit, these will be charged at a rate of 20% less than the standard commercial sponsorship rates.

Send your event request to: events@voiceoftheshuswap.ca