

Guidelines for Advertising in UWI ON STAGE

1. Familiarise yourself with the Stations we presently have contracts with.
As of June 13th 2005 M & C have contracts with:
 - Hott 93.5 FM
 - I 95.5 FM
 - 96.1 FMThe above stations may change based on which has the highest listener-ship at any given point in time.
2. Read each contract to determine whether UWI has thirty (30) second spots, one (1) minute spots or two (2) minute spots. In addition determine the frequency of each of the spots.
3. Scripts for thirty (30) second, one (1) minute or two (2) minute radio ads are to be written by the Communications Coordinator or the Marketing & Communications Assistant or someone else determined by the Communications Coordinator.
4. When preparing radio scripts, the Department/Unit/Office being featured should approve the information used. This would minimize that amount of changes that may need to be made.
5. The radio station that does the recording for UWI on Stage (currently 93.5) should be contacted one (1) week prior to the date we wish to record the ad. This is necessary because the studio may not always be available when we wish to record.
6. The recording of the 'UWI On Stage' ads should be done two (2) – three (3) days prior to the day we wish to start airing the ads on stations. This is to cater for: incorrect recordings, changes that may need to be made and for delivery of the ads to other radio stations.
7. Ad Scripts should be faxed or emailed to the contact person at the radio station prior to recording, so that the person being recorded may have a chance to familiarise him or herself with the script before recording begins. If the script contains any ambiguous terms or pronunciations, you should call the station to give them the correct pronunciation/explanation.
8. It is customary for either the Communications Co-coordinator or a Marketing and Communications Assistant to be present at the studio when ads are being recorded to assist with any script reconfiguration, which may be necessary to ease the recording process.
9. After the ad has been recorded, it is our duty to get the recorded copies on CDs (usually done by Hott 93.5), and have them delivered to the other stations with whom we also have contracts (currently I 95.5 & 96.1). The Hott 93 representative has facilitated us with respect to the dropping off of recordings to other radio stations, however this may not always be possible.
10. After the CDs have been delivered, the Marketing & Communications assistant will call the other recipient stations and confirm their receipt of the recordings on CD.
11. The Marketing and Communications Assistant, with guidance from the Communications Coordinator should email the station's contact person if we wish to air ads in a manner not outlined in the contract. An example of one possible situation: If the recording is late and the event being advertised is fast approaching, we may need to double-up on lost airings.
12. Radio ads should be monitored so that when events have passed the relevant ads can be stopped. This is done by emailing or calling the radio station directly. Hott 93 – Kim Martin, 771-3079, 625-8426; I 95.5 – Mr. Ian Lee Sing or Kwesi Dyer, 628-4955, 684-7119; & 96.1 – Candi Acosta, 786-6007, 628-9696.