



INVERELL COMMUNITY RADIO INC

SPONSORSHIP POLICY

BACKGROUND

Under the *Broadcasting Services Act 1992* (BSA) community broadcasters are not permitted to broadcast 'advertising'.

Sponsorship, however, is permitted and this is akin to a limited form of advertising.

The BSA outlines two key requirements of a sponsorship announcement:

- Sponsorship content will be limited to five minutes in any hour (BSA Sch 2, Part 5 clause 9 (3))
- Every sponsorship announcement will be clearly "tagged" (BSA Sch 2, Part 1, clause 2 (2)(b)).

In line with Code 6 of the Community Radio Broadcasting Codes of Practice (the Codes) **STA FM 91.9** will make sure that:

- Sponsorship will not be a factor in determining access to broadcasting time,
- Editorial decisions affecting the content and style of individual programs are not influenced by program or station sponsors, and
- Editorial decisions affecting the content and style of overall station programming are not influenced by program or station sponsors.

Further information on sponsorship requirements is available – See ACMA's *Community Broadcasting Sponsorship guidelines 2008* – see www.acma.gov.au.

PURPOSE

The purpose of this policy is to ensure compliance with the BSA and the Codes and also to give clear direction on **STA FM 91.9's** ethos toward sponsorship.

POLICY

1. All sponsorship announcements will comply with the three key sponsorship conditions outlined above.
2. All sponsorship arrangements shall be recorded on a standard contract and approved by the station manager or person responsible.
3. Sponsorship will not be accepted from companies that promote tobacco or gambling. A disclaimer relating to gambling must be read out prior to any gambling related announcements.
4. Sponsorship from companies promoting alcohol may be accepted, however, the announcements must not:

- a. promote the misuse of alcohol, or
 - b. be directed towards minors.
- 5. Sponsorship will not be accepted from individuals or groups whose policies or practices are inconsistent with the general directions of **STA FM 91.9**.
- 6. Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.
- 7. Individual presenters and members are not entitled to seek sponsorship on behalf of **STA FM 91.9** without the written consent of the Management Committee.
- 8. Under no circumstances can presenters accept gifts, products or services or payments in return for promotion of a product, service or business.
- 9. **STA FM 91.9** reserves the right to refuse any paid announcements.