



SPONSORSHIP POLICY

Adopted by The Committee of Management: 22/05 /2018

1. Background:

Community radio organisations are required to comply with the Broadcasting Services Act 1992 and conditions imposed under the ACMA Broadcast License. The ACMA in association with the CBAA have developed Codes of Practice to give guidance to community radio station management. This policy is based on the example policy included as Appendix 7 of the Community Radio Broadcasting Codes of Practice.

2. Essential elements of legislation:

- Community radio is not permitted to broadcast advertising
- Community radio sponsorship must be tagged
- The maximum sponsorship is five (5) minutes in any hour

3. Associated documents:

- Casey Radio Sponsorship Contract
- Casey Radio Station Handbook and Presenters Guide as (updated from time to time)

4. Purpose

The purpose of this policy is to minimise the possibility of breaches of the Act by Casey Radio and to give consistent guidance to volunteers.

5. Policy

- Casey Radio will not broadcast sponsorship more than five (5) minutes in any hour.
- All sponsorship will be tagged with one of the following: station sponsor, Casey Radio Sponsor, or sponsored by.
- All sponsorship arrangements will comply with the following key elements (as set out in Code 6 – Music Policy):
 - a) sponsorship will not be a factor in determining access to broadcasting time
 - b) editorial decisions affecting the content and style of individual programs are not influenced by programs or station sponsors, and
 - c) editorial decisions affecting the content and style of overall station programming are not influenced by program or station sponsors
- No commercial business or activity may be promoted on air unless they are sponsors of Casey Radio under contract.
- All sponsorship arrangements shall be recorded on a standard sponsorship contract and signed by the Secretary and President.
- The Committee of Management will be advised monthly of any sponsorship changes.

6. Preclusions

Sponsorships must not be accepted from registered political parties or from companies that do **not** support the family-friendly ethics and programming of the station.

- Sponsorship that promotes tobacco or gambling, or pharmaceutical products will not be accepted.
- 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

- In the event of a sponsorship proposal raising concerns, the proposal will be passed onto the Committee of Management for a final decision.

7. Production

- Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed. It is noted that this provision may need to be relaxed in some circumstances.
- All announcements must be approved by the Production Manager prior to going to air.

8. Sales

- Individual presenters and members are not permitted to seek sponsorship on behalf of Casey Radio without the delegated authority of Casey Radio .
- Under no circumstances should presenters accept gifts, products or services or payment in return for promotion of a product, service or business.
- Sponsorship rates will be those set down within the sponsorship rate schedule adopted by the Committee of Management, or as otherwise determined by the Committee of Management in association with the Community Engagement Officer, and which may be updated from time to time.
- Any contra payment arrangement must be placed before the Committee of Management for approval.
- Sponsorships in excess of \$5,000 must be approved by the Committee of Management.
- Casey Radio reserves the right to refuse any paid announcement.

9. Procedures to ensure consistent implementation of this policy

- Presenters must not preclude any sponsorship announcement pre-loaded into Zetta from playing.
- All communication relating to the sponsorship (including emails, proposals) must be provided to the Secretary or saved in an agreed location.
- Sponsorship will not commence until a signed sponsorship contract is completed and in the hands of the Committee of Management (Secretary). If distance factors prevent a timely completion of arrangements, sponsor e-mails accepting the arrangement may be accepted.
- Wherever possible the sponsor will be provided with an opportunity to review the proposed sponsorship text or be provided with an electronic copy of the sponsorship announcement.
- A monthly register of sponsorships will be maintained by the Community Engagement Officer. This register will contain key dates, billing rates, promo commencement date and conclusion, sponsor contact details and any other information deemed necessary.
- Sponsorship announcements will be produced at a length of no greater than 30 seconds unless special provision has been made.
- The Committee Treasurer / Book-keeper will be provided with a copy of the Sponsorship Register to process sponsorship billing.
- The records referred to above should not be destroyed within five years of being created.

Any questions regarding this policy may be directed to secretary@caseyradio.com.au