

PRINT HANDICAPPED RADIO OF ACT INCORPORATED

Policy

Sponsorship

Approved 4 September 2017

Policy - Sponsorship

Background

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

Staff and Volunteers at Radio 1RPH should never confuse 'advertising' with 'Sponsorship'. Advertising involves the station's sale of air time to an advertiser. Under the terms of their licences, community broadcasters cannot 'sell' airtime in the same way as do commercial broadcasters.

Sponsorship is permitted under the BSA and this is like a limited form of advertising, and its primary purpose is to acknowledge the support of station sponsors.

The BSA outlines two key requirements of sponsorship announcements carried by community broadcasters:

- sponsorship content will be limited to a maximum of five minutes in any hour, and
- every sponsorship announcement will be clearly 'tagged' as a sponsorship announcement.

ACMA's *Community Broadcasting Sponsorship Guidelines 2008* provides further information explaining the difference between sponsorship and 'advertising', providing guidelines for sponsorship 'tags' and should be read in conjunction with this policy document. Updated electronic copies of the *Community Broadcasting Sponsorship Guidelines* may be downloaded from the Australian Communications and Media Authority (ACMA) website at www.acma.gov.au.

Purpose

The purpose of this policy is to ensure that in relation to sponsorship, Radio 1RPH complies with:

- the BSA with regard to sponsorship announcements
- the *Community Broadcasting Codes of Practice* (CoP) Code 6 Sponsorship.

Policy

Radio 1RPH 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
- editorial decisions affecting the content and style of overall station programming are not influenced by program or station sponsors.

All sponsorship arrangements are to be recorded on a standard sponsorship contract and approved by the Station Manager or nominated person responsible for sponsorship.

Sponsorship will not be accepted from companies whose primary business is to promote tobacco or gambling.

Sponsorship from companies promoting alcohol may be accepted, however the announcements must not:

- promote the misuse of alcohol
- be directed towards minors.

Sponsorship from companies promoting alcohol will be played at discretionary times (preferably evening) and shall be accompanied with a health warning, such as a community service announcement from the Salvation Army on problem drinking.

Sponsorship will not be accepted from individuals or groups whose policies or practices are inconsistent with the general directions of Radio 1RPH.

Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.

Sponsorship announcements will also comply with the general programming guidelines in Code 3, General Programming, of the CoP.

Individual presenters and members are not entitled to seek sponsorship on behalf of Radio 1RPH without the written consent of the station manager and/or Radio 1RPH committee.

Under no circumstances can presenters accept gifts, products or services or payments in return for promotion of a product, service or business.

Radio 1RPH reserves the right to refuse any paid announcement.

Wherever practicable, sponsorship announcements will be pre-recorded rather than being delivered 'live to air' by a presenter. This is to reduce the possibility that the five minutes maximum time per hour is exceeded.

Pre-recorded sponsorship announcements shall be approved by the Station Manager or nominated person responsible for sponsorship.

Wherever practicable, pre-recorded sponsorship announcements will also be approved by the sponsor authorising the sponsorship content.