



Millicent Community Access Radio

SPONSORSHIP POLICY - Code 6

1. 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 5THE-fm 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.

2. PURPOSE

To ensure compliance with the Broadcasting Services Act 1992 and the Codes of Practice.

To give clear direction on Millicent Community Access Radio Inc's 5THE-FM ethos with relation to sponsorship.

3. DEFINITIONS

Sponsor:

A Sponsor is an organisation, company or individual who pays to have their service or products promoted on air.

(Sponsorship) Announcement:

An announcement, also referred to as a promotion, is a limited form of advertising which contains general information about a sponsor and their products or services, played on air in return for payment. It is not acceptable to mention prices, or sales or discount amounts, in a sponsorship announcement.

Sponsorship Agreement:

A contract between THEfm and the Sponsor, containing full details of the conditions of the arrangement agreed by the Sponsor and the THEfm representative, and in a form approved by the Board and documented within the THEfm Sponsorship Process to be followed in conjunction with this Policy.

Tag:

The words used to recognise the sponsor at the end of their sponsorship promotion. All sponsorship announcements will be pre-recorded and tagged e.g., "Proud sponsor of 5THE-FM 107.7 Community Radio" or "Happy to be a sponsor of 5THE-FM 107.7 Community Radio". The tag may contain the sponsorship level, e.g., "Proud platinum sponsor of 5THE-FM 107.7 Community Radio".

Advertising:

Advertising is when detailed information is given on air about an organisation, company or individual, or a product or service they provide, in return for payment. Advertising is not permitted on Community radio or television. Also refer to "Inadvertent advertising".



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Inadvertent advertising:

Inadvertent advertising most commonly occurs during interviews and prize giveaways. It is when too much information is given on air about a product or service provided by an individual or business. For example, when interviewing a band/artist it is acceptable to tell the audience that their CD is available in music stores or on-line. However, it is not acceptable to mention the price of the CD and from which record stores or websites it can be purchased.

Gifts and Prizes:

Gifts and prizes might consist of goods and services offered by an organisation, company or individual as a gift to a program presenter or other volunteer or employee, with the expectation of unpaid promotion of their business or cause, either on air or through other media. For example, a local winery might offer a gift of wine to a program presenter in return for free promotion of their wine sale on air and on Facebook.

Presenters, volunteers or employees are not permitted to accept personal gifts under any circumstances.

Gifts may be accepted on behalf of 5THE-FM, but the recipient must follow the prescribed procedure per Item 4.9 in the Policy section of this document.

4. POLICY

4.1 All sponsorship announcements will comply with the three key sponsorship conditions outlined above.

4.2 All sponsorship arrangements shall be recorded on the Sponsorship Agreement, in the format approved by the 5THE-FM Board, and as documented within the 5THE-FM Sponsorship Process to be followed in conjunction with this Policy.

4.3 Sponsorship will not be accepted from companies that promote tobacco or gambling.

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

- promote irresponsible use of alcohol, or
- be directed towards minors.

4.5 Sponsorship will not be accepted from any organisation, company or individual whose policies or practices are inconsistent with the general directions of 5THE-FM.

4.6 Sponsorship announcements will be produced and presented in a style and form consistent with the general directions of 5THE-FM.

4.7 Sponsorship announcements will be scheduled for airplay to ensure obligations to the sponsor are met as per their Sponsorship Agreement.



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4.8 Individual presenters and members must refer enquiries from potential sponsors to the person responsible for sponsorships, as determined by the Board and documented within the 5THE-FM Sponsorship Process, which is to be followed in conjunction with this Policy.

4.9 Under no circumstances are presenters, volunteers or employees permitted to accept personally any gifts or payments in return for promotion of a product, service or business.

However, it is acceptable if the gift is offered to all listeners:

- to the first listener to call the station, or
- the gift is offered to a 5THE-FM subscriber whose number is drawn purely as a matter of luck from the total number of subscribers, and
- recognition of the donor is a brief one-off mention of their name and the gift, e.g. "I have a family meat pie kindly given to us by Jack from Perfect Pies, so be the first listener to call the station when the music starts again and you'll win the pie".

You must advise the Station Secretary so that the gift can be included in the Gifts Register.

4.10 5THE-FM reserves the right to refuse any paid announcement.