



**Deepwater & District Community FM Radio Inc.**

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*Glen Innes 105.9MHz, Deepwater 91.1 MHz*

21/7/14 , Amended 20/2/17, 14/3/20,

**2CBD Sponsorship Policy (Code 6.1)**

**As amended 14/3/20, 29/12/23, 19/2/24**

**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 in order 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. Following government new Coronavirus regulations in early 2020, it is appropriate to amend the current policy with amendments set out in italics.

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

**Associated policies:**

- 2CBD Sponsorship Credit Terms
- 2CBD Political Sponsorship & Elections Policy
- Station and Presenters Guide

**Purpose**

The purpose of this policy is to minimise the possibility of breaches of the Act by 2CBD and to give consistent guidance to volunteers.

**Policy**

1/ 2CBD will not broadcast sponsorship in excess of five (5) minutes in any hour.

2/ All sponsorship will be tagged with one of the following: sponsor, sponsorship, sponsored.

3/ Any announcement that has a payment component will be considered a sponsorship and be tagged accordingly.

4/ All sponsorship arrangements will comply with the following key elements (as set out in Code 6 – Music Policy):

- 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 programs or Station sponsors, and
- Editorial decisions affecting the content and style of overall Station programming are not influenced by program or station sponsors

5/ All sponsorship announcements shall be recorded on a standard contract and approved by the Management Committee. Further the Committee of Management will be advised monthly of any sponsorship changes.

6/ Sponsorship that promotes tobacco or gambling will not be accepted.

7/ 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

8/ Sponsorship will not be accepted from individuals or groups whose policies or practices are inconsistent with the ethical approach taken by 2CBD.

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

9/ 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.

10/ Individual presenters and members are not permitted to seek sponsorship on behalf of 2CBD without the delegated authority of 2CBD.

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

12/ Sponsorship rates will be those set down within the sponsorship rate schedule adopted by or as otherwise determined by the Committee of Management.

13/ Any contra payment arrangement will be placed before the Committee of Management for approval.

14/ 2CBD reserves the right to refuse any paid announcement.

## **Procedures to ensure consistent implementation of this policy**

1/ Sponsorship will not commence until a signed sponsorship contract is completed and in the hands of 2CBD. In the event that distance factors prevent a timely completion of arrangements, sponsor e-mails accepting the arrangement may be accepted.

2/ Sponsorship agreements, amendments and applicable e-mails will be filed in the Sponsorship Agreements folder.

3/ 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.

4/ A monthly register of sponsorships will be maintained by 2CBD. This register will contain key dates, billing rates, promo commencement date and conclusion, sponsor contact details and any other information deemed necessary.

5/ A daily presenter run sheet will be maintained and updated at least monthly. This run sheet will limit the number of sponsor slots to 10 x 30 second announcements, or other arrangement designed to limit sponsorship to five (5) minutes per hour.

6/ Sponsorship announcements will be produced at a length of no greater than 30 seconds unless special provision has been made on the run sheets.

7/ Ensure that playlists do not include sponsorship announcements as this may lead to duplicate sets of announcements when the program "Scheduler" is operating.

8/ News and weather sponsorship intro and trailers will be no greater than seven (7) seconds in length.

9/ Funeral announcements are deemed as public information announcements and only the words referring to the funeral director is considered sponsorship. The announcement or group of announcements should still carry the sponsor tag.

10/ The Committee Treasurer / Bookkeeper will be provided with a monthly copy of the Sponsorship Register in order to process monthly sponsorship billing.

11/ The records referred to above should not be destroyed within five (5) years of being created.