

READING RADIO SPONSORSHIP

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 three key requirements of a sponsorship announcement:

- Sponsorship content will be limited to five minutes in any hour (Broadcasting Services Act 1992 Sch 2, Part 5 clause 9 (3))
- Every sponsorship announcement will be clearly "tagged" (Broadcasting Services Act Sch 2, Part 1, clause 2 (2)b)
- There must be a bona fide financial relationship between the sponsor and the station or program.

In line with the community broadcasting code of practice (Code 6), this station will ensure that:

- sponsorship will not be a factor in determining access to broadcasting time
- the content and style of individual programs is not influenced by the sponsors of programs, and
- overall programming of community broadcasting stations is not influenced by sponsors

Further information on sponsorship requirements is available from the ACMA's document, 'Sponsorship Guidelines for Community Broadcasting Services' - .see www.acma.gov.au.

PURPOSE

The purpose of this policy is to ensure compliance with the BSA and the Codes Of Practice. It is furthermore to give clear direction on Reading Radio 4RPH ethos with relation to 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.



4. Sponsorship from companies promoting alcohol may be accepted, however the announcements must not:
 - a. promote irresponsible use of alcohol, or
 - b. be directed towards minors.
5. Sponsorship will not be accepted from person or groups whose policies or practices are inconsistent with the general directions of Reading Radio 4RPH.
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 Reading Radio 4RPH without written consent of the station manager (or board of management).
8. Under no circumstances can presenters accept gifts, products or services of payments in return for promotion of a product, service or business.
9. Reading Radio 4RPH reserves the right to refuse any paid announcement.