



Launceston Community FM Group Inc

CITY PARK RADIO

Sponsorship Policy

PREAMBLE

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:

1. Sponsorship content will be limited to five minutes in any hour (Broadcasting Services Act 1992 Sch 2, Part 5 clause 9 (3)).
2. Every sponsorship announcement will be clearly "tagged" (Broadcasting Services Act Sch 2, Part 1, clause 2 (2)b).
3. 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), City Park Radio 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 the station 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 to provide clear direction for CITY PARK RADIO in relation to sponsorship.

POLICY

1. All sponsorship announcements will comply with the three key sponsorship requirements outlined in the BSA (as listed in the preamble).
2. All sponsorship arrangements shall be recorded on a standard contract and approved by the sponsorship manager or person authorised by the management committee.
3. Sponsorship will not be accepted from companies that promote tobacco or gambling.
4. Individual or party electioneering sponsorship will not be accepted.
5. 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.
6. Sponsorship will not be accepted from person or groups whose policies or practices are inconsistent with the general directions of City Park Radio.
7. Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.
8. Individual presenters and members are not entitled to seek sponsorship on behalf of City Park Radio without prior written consent of the management committee.
9. Under no circumstances can presenters accept gifts, products or services or payments in return for promotion of a product, service or business.
10. City Park Radio reserves the right to refuse any paid announcement.