



## Policy for Sponsorship

### 1 Background

- 1.1 This policy has been prepared by the Management Committee of Eurobodalla Access Radio Incorporated (EAR Inc.), to comply with Code of 6 of the Community Radio Codes of Practice 2008 (CoP). It governs Sponsorship at radio station 2EAR FM and was approved at meeting of the Management Committee 30 April 2009.
- 1.2 Under the Broadcasting Services Act 1992 (BSA) community broadcasters are not permitted to broadcast 'advertising'.
- 1.3 Staff and Volunteers at 2EAR FM 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.
- 1.4 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.
- 1.5 The BSA outlines two key requirements of sponsorship announcements carried by Community Broadcasters:
  - a. sponsorship content will be limited to a maximum of five minutes in any hour, and
  - b. every sponsorship announcement will be clearly 'tagged' as a sponsorship announcement.
- 1.6 ACMA's *Community Broadcasting Sponsorship Guidelines 2008* at Enclosure 1 provides further detailed information explaining the difference between sponsorship and 'advertising', providing guidelines for sponsorship 'tags' and should be read in conjunction with this main body 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](http://www.acma.gov.au).

### 2 Purpose

- 2.1 The purpose of this policy is to ensure that in relation to Sponsorship, 2EAR FM complies with:
  - a. the BSA with regard to sponsorship announcements; and
  - b. Code 6 of the 2008 (CoP).

### 3 Policy

- 3.1 In line with Code 6 of the CoP, 2EAR FM will make sure that:
  - a. sponsorship will not be a factor in determining access to broadcasting time,
  - b. editorial decisions affecting the content and style of individual programs are not influenced by program or station sponsors, and
  - c. editorial decisions affecting the content and style of overall station programming are not influenced by program or station sponsors.



- 3.2 All sponsorship arrangements shall be recorded on a standard Sponsorship Contract and approved by the Station Manager or nominated person responsible for Sponsorship.
- 3.3 Sponsorship will not be accepted from companies whose primary business is to promote tobacco or gambling.
- 3.4 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.
- 3.5 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's on problem drinking.
- 3.6 Sponsorship will not be accepted from individuals or groups whose policies or practices are inconsistent with the general directions of 2EAR FM.
- 3.7 Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.
- 3.8 Sponsorship announcements shall also comply with the general programming guidelines in Code 3 of the CoP.
- 3.9 Individual presenters and members are not entitled to seek sponsorship on behalf of 2EAR FM without the written consent of the station manager and/or EAR INC committee.
- 3.10 Under no circumstances can presenters accept gifts, products or services or payments in return for promotion of a product, service or business.
- 3.11 2EAR FM reserves the right to refuse any paid announcement.
- 3.12 Wherever practicable, sponsorship announcements shall 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.
- 3.13 Re-recorded sponsorship announcements shall be approved by the Station Manager or nominated person responsible for Sponsorship
- 3.14 Wherever practicable, pre-recorded sponsorship announcements shall also be approved by the sponsor authorising the Sponsorship Content.

Enclosure 1: *Community Broadcasting Sponsorship Guidelines 2008* dated 20 June 2008, produced by ACMA (updated when necessary).