



Policies on 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 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, 96.5 Inner 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.

Purpose

The purpose of this policy is to ensure compliance with the BSA and the Codes and also to give clear direction on 96.5 Inner FM's ethos toward 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 Committee of Management or a person nominated by the Committee of Management.
3. Sponsorship announcements that promote tobacco or gambling will not be accepted or broadcast.
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.
5. Sponsorship announcements that are inconsistent with the general directions of 96.5 Inner FM will not be accepted or broadcast.



6. Sponsorship announcements will be produced and presented in a style and form consistent with the programming policies of 96.5 Inner FM.
7. Individual presenters and members are not entitled to seek sponsorship on behalf of 96.5 Inner FM without the written consent of the Committee of Management.
8. Under no circumstances can presenters accept gifts, products or services or payments in return for promotion of a product, service or business.
9. 96.5 Inner FM reserves the right to refuse any paid announcement.