

# P002 – Coast FM - Sponsorship Policy

Policy Number	Version
Drafted by	Approved by Board
Responsible Person	

## Introduction

**NOTE : If in any circumstance the following policy which has been adopted by the Board of Governance of Coastal FM Incorporated conflicts in any way with the Constitution and Rules of Coastal FM Incorporated the Constitution and Rules referred to takes precedence.**

**NOTE : Coastal FM Incorporated operates the FM Radio Station known as Coast FM, which has its main Studios at 2 Inglis Street, Wynyard. Any reference to Coastal FM Incorporated or Coast FM or vice versa therefore is a reference to either of those two entities.**

## 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 (Australian Communications and Media Authority) document, ‘Sponsorship Guidelines for Community Broadcasting Services’ - .see [www.acma.gov.au](http://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 Coast FM ethos with relation to sponsorship.

## Definitions

### 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 Coast FM.
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 Coast FM 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. Coast FM reserves the right to refuse any paid announcement.

## Procedure

Procedure Number	Version	
Drafted by	Approved by	Date
Responsible Person	Scheduled review date	