



YARRA VALLEY FM

Sponsorship policy

Purpose

Sponsorship is the most effective way of raising money to operate and develop our community radio station.

By leveraging our greatest asset - our on-air time – we can provide an effective outlet for businesses to get their message across through sponsorship announcements.

The purpose of this policy is give clear direction on the station's ethos toward sponsorship and to ensure compliance with the Broadcasting Services Act 1992 (BSA) and the Codes of Conduct.

Policy

Under the BSA, community broadcasters are not permitted to broadcast 'advertising'. However, sponsorship is permitted and this is akin to a limited form of advertising.

The BSA outlines two key requirements of a sponsorship announcement:

- Sponsorship content must be limited to an aggregate of five minutes in any one hour
- Every sponsorship announcement must be clearly tagged (“station sponsor”)

The Codes of Conduct outline two key requirements of a sponsorship announcement:

- Sponsorship will not be a factor in determining access to broadcasting time
- Editorial decisions affecting the content and style of individual programs and/or overall station programming must not be influenced by sponsors

The Committee of Management, staff and volunteers, as appropriate, will ensure that the content, scheduling and broadcast of sponsorship announcements fully comply with this policy.

Sponsorship rules and procedures

- All sponsorship arrangements shall be prepared and confirmed by exchange of emails or similar which sets out the campaign details, duration and cost and effectively acts as the contract, and must be initiated or approved by the station manager or person responsible.
- Sponsorship will not be accepted from companies that promote tobacco or gambling.
- Sponsorship promoting alcohol may be accepted, however the announcements must not promote the misuse of alcohol or be directed towards minors.
- Sponsorship will not be accepted from individuals or groups whose policies or practices are inconsistent with the general direction of the station. The station reserves the right to refuse any paid announcement.
- Presenters must not endorse or comment on any sponsorship or any business because all on-air comment made about any sponsorship is counted toward the aggregate limit of five minutes per hour. This is a binding condition of the station's community broadcasting licence.
- Sponsorship announcements are scheduled through the station's playout system to ensure that the five minutes aggregate hourly limit is not breached.
- Accordingly, presenters or producers must not omit, repeat or reschedule to a later hour any scheduled sponsorship announcement
- Individual presenters and members are not permitted to seek sponsorship on behalf of the station without prior written consent of the Committee of Management or Station Manager.
- Under no circumstances may a presenter or producer accept gifts, products, services or payments in cash or as a contra in return for the promotion of a product, service or business.
- Sponsorship of a project, program or event held by the station will not entitle any sponsor to influence any decision of the station.

Other relevant policies

Staff and volunteers are encouraged to read this policy in conjunction with other station policies.

More information

If you have a query about this policy or need more information please contact the Station Manager or Chair of Committee of Management.