

BOWEN COMMUNITY BROADCASTING ASSOCIATION INC.
95.1 GEMFM



SPONSORSHIP POLICY

Background

Under the Broadcasting Services Act 1992 community broadcasters are not permitted to broadcast “advertising”. Sponsorship however is permitted.

Further information on sponsorship requirements is available on the 95.1GEMFM website- www.951gemfm.org or www.acma.gov.au- Community Broadcasting Sponsorship Guidelines 2008

Interpretation:

The Act: The Broadcasting Services Act 1992 (BSA)

The Code: The Community Radio Broadcasting Codes of Practice 2008 (CBAA) Code 6.1

Purpose

To have in place a written sponsorship policy that reflects the licence condition in “The Act”, and to ensure compliance with the BSA and the Codes and to give clear direction on 95.1GEMFM ethos towards sponsorship.

Policy

- 95.1 GEMFM will actively seek sponsorship as a source of support for stations programs and a way of tapping into wider community networks.
- Sponsorships will need to support the aims of the station.
- Broadcasting no more than 5 minutes of sponsorship announcement in any hour.
- Tagging each announcement to acknowledge the financial and/or in-kind support of the sponsor.
- The tag must state the name of the person or organisation that has given support.
- Sponsorship will not be a factor in determining access to broadcast time.
- Editorial decisions affecting the content and style of individual programs and style of overall station programming are not influenced by program or stations sponsors.
- All station sponsorship arrangements shall be recorded on a standard form and approved by the committee.
- If there are any doubts to the suitability of an event or sponsorship campaign, then it must be approved by the management committee.
- Sponsorship will not be accepted from companies that promote tobacco, or gambling.
- Sponsorship from companies promoting alcohol may be accepted, however the announcements must not promote the misuse of alcohol or be directed towards minors.
- Sponsorship announcements will not be accepted from individuals or groups whose policies or practices are inconsistent with the general directions of 95.1GEMFM.
- Sponsorship announcements will not be accepted from registered political parties.
- Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.
- Sponsorship announcements will be factual statements about the sponsor, and will not use superlatives (eg fastest, cheapest, biggest range etc)
- Sponsorship announcements may mention prices where this information is essential and integral to the sponsor’s service (eg price of tickets for a concert etc) but will not take the form of lists of goods/services and prices.
- Each sponsorship spot is to be a maximum of 30 seconds duration.

Sponsorship Policy

- Individual presenters and members are not entitled to seek sponsorship on behalf of 95.1 GEMFM without the written consent of the committee.
- Under no circumstance can presenters accept gifts, products or services or payments in return for promotion of a product, service, or business.
- 95.1GEMFM reserves the right to veto scripts and refuse any paid announcement.