



Orange Community Broadcasters Ltd – Registered Charity

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Policy Manual Policy 5:

Sponsorship

Introduction

Under the *Broadcasting Services Act, 1992* community broadcasters are prohibited from providing ‘advertising’ but are allowed ‘sponsorship’.

What is sponsorship? A business or individual may lend their business name to the broadcaster for recognition within its broadcasts as a ‘sponsor of...’. The sponsor benefits from their business name being aligned with the station whereas an advertiser benefits from the direct promotion of one of their products by the broadcaster, whether payment is made or not.

Any sponsorship content broadcast by a community-held radio licence will not be limited in number, but is limited to, a total of five (5) minutes in any hour.

Every sponsorship announcement will be clearly ‘tagged’ with an on-air label which can be placed anywhere within the announcement. The label acknowledges that the service being broadcast, e.g. a news or weather bulletin is supported by the sponsor.

Purpose

The purpose of this policy is to ensure professionalism and consistency in promoting, selling, producing and dealing with OCB Inc. clients, the sponsors. This policy also ensures compliance with the Act and ACMA’s *Codes of Practice* and clear guidance on the station’s sponsorship ethos and processes.

In addition, and with regard to *Code 6*, OCB Inc. 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 programmes are not influenced by programme or station sponsors, and;
- c) editorial decisions affecting the content and style of overall station programming are not influenced by programme or station sponsors.

Further information on sponsorship requirements is available in ACMA’s *Community Broadcasting Sponsorship Guidelines 2008* on their website: www.acma.gov.au.

Procedure

- a) All sponsorship announcements will comply with the above sponsorship conditions.
- b) All sponsorship arrangements will be recorded on an approved contract and ratified by the delegated member of the Committee of Management. (The *Conditions and Rates* document is attached)
- c) Sponsorship will not be accepted from companies that promote tobacco or gambling.
- d) Sponsorship from companies promoting alcohol may be accepted. However, the announcements must not:
 - i) promote the misuse of alcohol, or
 - ii) be directed towards minors.
- e) Sponsorship announcements will be produced and presented in a style and format consistent with the programme in which they are to be placed and in accordance with OCB Inc. guidelines.
- f) Individual presenters and members are not entitled to seek sponsorship on behalf of OCB Ltd. without the written consent of the Committee of Management.
- g) A presenter cannot accept gifts, products or services, or payments, in return for the promotion of a product, service or business transaction.
- h) OCB Ltd. reserves the right to refuse any paid announcement.

Responsibility

The implementation of this policy is the responsibility of the Board and/or any member of the Sponsorship Subcommittee.

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