

STATION POLICY DOCUMENT



Policy on Sponsorship

OUTLINE

Under the Broadcasting Services Act 1992 Capital Community Radio is not permitted to broadcast 'advertising'. However, sponsorship is permitted. This policy document sets the requirements for compliance with the Act, and with Code 6 of the Community Broadcasting Codes of Practice. It establishes our commitment to ensure our financial arrangements are carried out in an ethical manner.

PURPOSE

The purpose of this policy is to provide the framework and establish the guidelines for the creation of productive relationships between Capital Community Radio and sponsors such as corporations, foundations, individuals and other organisations. Such relationships provide important financial support to Capital Community Radio in fulfilling its aims and objectives.

POLICY

- All sponsorship announcements shall comply with the three key requirements of the Act being":
 - Sponsorship content will be limited to five minutes in any hour
 - Every sponsorship announcement will be clearly "tagged"
 - There must be a bona fide financial relationship between the sponsor and the station or program.
- 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.
- Overall programming of Capital Community Radio will not be influenced by sponsors.
- All sponsorship arrangements shall be recorded on a standard contract and approved by the station manager or person responsible.
- Sponsorship will not be accepted from companies that promote alcohol, tobacco or gambling.
- Sponsorship will not be accepted from person or groups whose policies or practices are inconsistent with the general directions of Capital Community Radio.
- Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.

- Individual presenters and members are not entitled to seek sponsorship on behalf of Capital Community Radio without written consent of the Management Committee.
- Under no circumstances can presenters accept gifts, products or services or payments in return for promotion of a product, service or business.
- All sponsorships must be consistent with existing Capital Community Radio policies.
- Capital Community Radio reserves the right to refuse any paid announcement.