

93.3

107.3



from the mountains to the sea

2 triple b-fm

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Bellingen Community Communications Cooperative Limited Sponsorship Policy

Introduction

Under the Broadcasting Services Act 1992 (*Act*) community broadcasters are not permitted to broadcast 'advertising'. Sponsorship, however, is permitted and this is akin to a limited form of advertising. The *Act* outlines two key requirements of sponsorship announcement:

- Sponsorship content will be limited to five minutes in any one hour
- Every sponsorship announcement will be clearly "tagged"

In line with Code 6 2 bbb FM will make sure that:

- sponsorship will not be a factor in determining access to broadcasting time.
- editorial decisions affecting the content and style of individual programs are not influenced by program or station sponsors and
- editorial decisions affecting the content and style of overall station programming are not influenced by program or station sponsors.

Purpose:

To ensure that Bellingen Community Communications Cooperative Limited known as 2 bbb FM is compliant with the *Act* and the Codes and give clear direction on 2 bbb FM ethos toward sponsorship.

Policy

1. Announcements will meet the requirements of the *Act*, the Community Radio Codes of Practice and any other standards or codes.
2. All sponsorship announcements will comply with the three key sponsorship conditions outlined above.
3. All sponsorship announcements must acknowledge the financial support of a sponsor, e.g. "Station Sponsor (Business name) is a proud supporter of 2 bbb FM".
4. All sponsorship arrangements shall be recorded on a standard contract and approved by the Board or person responsible.
5. Sponsorship will not be accepted from companies that promote tobacco or gambling.

6. Sponsorship from companies promoting alcohol may be accepted, however the announcements must not:
 - a. promote the misuse of alcohol
 - b. be directed towards minors
7. Sponsorship will not be accepted from individuals or groups whose policies or practices are inconsistent with the general directions of 2 bbb FM.
8. Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.
9. Any sponsorship proposal, which involves special programming initiatives, must be approved by the Program Manager or person responsible.
10. Sponsorship Announcements will be factual statements about the sponsor and must not relate to any other Business or Company.
11. Individual presenters and members are not entitled to seek sponsorship on behalf of (2 bbb FM) without the written consent of Bellinghen Community Communications Cooperative Limited Board.
12. Under no circumstances can presenters accept gifts, products or services or payments in return for promotion of a product, service or business.
13. Scheduling and frequency of announcements must be made with regard to the programming in which they are placed by the Program Manager or person responsible.
14. Only announcements specified in the run sheets or communicated directly from the Program Manager or person responsible shall be broadcast.
15. 2 bbb FM reserves the right to refuse any paid announcement.

Board Approval Date:30th May 2014

