

WEST GIPPSLAND COMMUNITY RADIO INC. (A0028524C)

STATEMENT OF POLICY-EXTERNAL COMMUNICATION

RATIONALE:

All external communication needs to be consistent with the rules, policy and culture of West Gippsland Community Radio Inc.

When communicating with an outside organisation in the name of West Gippsland Community Radio, the following procedures must be followed:

MEDIA: All press releases and media comment on matters concerning West Gippsland Community Radio will be made by the President, or by a suitably qualified person nominated by the President. Letters to the Editor purporting to speak on behalf of West Gippsland Community Radio must be authorised by the President before submission for publication. Publication of photographs of presenters must also be authorised by the presenter/s concerned, particularly in the case of a minor.

ADVERTISING: This includes advertising for recruiting and fund raising purposes, as well as general promotion of the station. In each case, the advertisement must be prepared by the relevant Convenor, in consultation with the Publicity and Promotions Convenor, who will then seek final authorisation from the President before the advertisement is submitted for publication. If the advertisement will be an expensive one (more than \$150), funding approval should also be sought from the Treasurer. In the case of a very expensive advertisement (more than \$300), the proposal will need to be submitted to the Board..

SPONSORSHIP: While members are encouraged to suggest sponsorship of the station to potential clients, the approach must be made by an authorised representative of West Gippsland Community Radio. This can be done by giving the details to the Sponsorship Co-ordinator, who will then allocate the client according to any territory agreement between the representatives.

PROMOTION STANDS: When an invitation is issued to West Gippsland Community Radio to take a stand at a local event, acceptance must not be made without reference to the Board, if time permits, or Executive if only short notice is given.

The material used on these stands must be authorised by the President before being displayed.

MEETINGS, TRAINING SEMINARS: Members wishing to attend meetings of outside organisations, or training seminars being run by external bodies, must receive approval of the Board, particularly if reimbursement of registration costs is to be sought. If the time line is too short, approval may be given by Executive.

A member wishing to call a meeting of members of the community in the name of West Gippsland Community Radio, must be delegated this task by the Board, and the agenda authorised by the President, who is entitled to attend the meeting in an ex officio capacity. Meeting notices must be sent out through the Secretary.

LANDLORDS, CO-TENANTS: Only the President, or a person delegated for this purpose by the President, may communicate with the Baw Baw Shire, the owner of the Mt Worth Transmission Tower or the Executive of Drouin Play Group on matters affecting West Gippsland Community Radio's tenancies.

REGULATORY AUTHORITIES, FUNDING BODIES: Only the President, or a person delegated by the Board, may communicate with regulatory authorities or funding bodies.

UTILITIES: Only persons approved by the Board may negotiate with Utilities.

AUSTRALIAN TAX OFFICE: It is the responsibility of the Treasurer to communicate with the Australian Tax Office. If problems arise, the President must be consulted, and a report of the matter made to the Board. This principle also applies to communication with a bank, whether or not West Gippsland Community Radio holds accounts with that bank.

BUSINESSES: No member may request discounts or make offers of free air time to any business. This includes artists and their managers.

No member may make use of the name of West Gippsland Community Radio Inc. to gain any private benefit.

INTERVIEWS: The rules governing interviews are the subject of another Policy.

Relevant Documents:

West Gippsland Community Radio Inc. Rules
West Gippsland Community Radio Inc. Standing Orders
West Gippsland Community Radio Inc. Executive Duty Statements
West Gippsland Community Radio Inc. Interview Policy
West Gippsland Community Radio Inc. Sponsorship Policy
West Gippsland Community Radio Inc. Authorised Posters and Publicity Material
ACMA Sponsorship Guidelines
Australian Broadcast Law

Compliance:

West Gippsland Community Radio Inc. affirms the right of presenters to participate in discussions of policy, and the responsibility of presenters to accept and implement policy decisions.

Presenters who believe that their rights as defined by this policy have been infringed, have recourse by Complaint to the Board, and access to the Grievance Policy as specified in the Rules (Clause 7B; 1-6)

Presenters who do not comply with the responsibilities defined by this policy are subject to disciplinary action as defined in the Rules (Clause 7A; 1-10).

(Note: At this stage, we don't have a Convenor of Publicity and Promotions. If we were able to recruit such a person, much of the duty of care currently exercised by the President would be delegated to this officer).