

WEST GIPPSLAND COMMUNITY RADIO INC. (A0028524C)

STATEMENT OF POLICY – SPONSORSHIP

SALES

- Businesses may only be approached by sponsorship sales representatives who have been formally approved by resolution of the Board.
- Sponsorship sales representatives must be neatly dressed, and must positively promote the image of the station.
- Sponsorship representatives may be paid on a commission basis, or receive fuel costs as determined by resolution of the Board.
- West Gippsland Community Radio Inc. reserves the right to refuse to broadcast any paid announcement which conflicts with the station ethos.

SPONSORS:

- No sponsor may be accepted whose business does not support the family ethics and programming policy of the station. Sponsorship must not be accepted from registered political parties or from companies that promote tobacco or gambling.
- Pharmaceutical products and medical services may not be promoted on air.
- Alcohol abuse may not be encouraged on air.
- Sponsorship does not entitle the sponsor to play a role in determining the nature or content of programs, nor in determining the program structure or policy of the station.
- Sponsors of another organisation must not be promoted on air unless they are also sponsors of 3BBR-FM. This applies whether the broadcast is from the studio, broadcast or rebroadcast from an outside event.
- No commercial business or activity may be promoted on air unless they are sponsors of 3BBR-FM under contract.

RATES:

- Sponsorship Rates are set by resolution of the Board and may not be varied by sales representatives without approval of the Executive.
- All sponsorship sold is to be confirmed by use of the current standard Agreement, in triplicate.
- No contra deals are to be entered into.
- Representatives may not accept gifts or gratuities from sponsors.

COPY:

- Copy must be written, produced and recorded onto the Sponsorship MD for use on air.
- No copy may be read directly to air by presenters.
- Each copy must have a tag acknowledging sponsorship of 3BBR-FM attached and played to air with the copy.
- Persuasive language may be used, and prices, bargain sales and special offers may be promoted.
- All music used under copy must be production music, unless the sponsor owns copyright in the music. Commercially released music must not be used.

SCHEDULING:

- Only pre-recorded sponsorships may be put to air.
- No more than five minutes of sponsorship announcements may be scheduled in each broadcast hour.
- No more than two sponsorship announcements are to be scheduled at any time, except in unusual circumstances.
- Sponsorship announcements are to be played as close as possible to the scheduled time except in circumstances which render this impossible, such as power failure.

- If unusual circumstances make it impossible to play announcements at the scheduled times, they must be rescheduled, preferably on the same day.
- No presenter may elaborate upon a sponsorship announcement, or endorse the product or service described in the announcement.
- Advertorial programs are not permitted.

GIVEAWAYS:

- Giveaways are permitted, but accompanying information about the company must be limited to the bare minimum – there must be no mention of address, telephone number or the nature of the business, nor should there be any endorsement of the business.
- Giveaways must be sent to the winner from the studio, or kept at the studio for the winner to pick up.
- If the company providing the giveaway wants promotion, it must be pre-recorded and administered in the same way as any other sponsorship arrangement.

INTERVIEWS:

- If interviews with performing artists are planned, they should preferably be pre-recorded.
- It is the responsibility of the interviewer to explain to the interviewee that while forthcoming commercial performances may be listed, no direct promotion of the venue or information about purchase of tickets may be included, or to erase inappropriate material on pre-recorded interviews.
- If the forthcoming performance is a local event or festival, in aid of charity, ticket information and contact numbers may be given, but there must be no promotion of any commercial venue.
- If an artist is promoting a CD, the name may be mentioned, but no details about availability, except the contact details of the artist, may be broadcast. No commercial outlet may be promoted. 'Available in your local music store' is an appropriate phrase to use.

History:

Adopted May 2006.

For review September/October 2009.

Adopted with wording changes 2010.

Documents Related to this Policy:

Community Broadcasting Codes of Practice.

West Gippsland Community Radio Inc. Standing Orders

West Gippsland Community Radio Inc. Rules

ACMA Sponsorship Guidelines 2008.

West Gippsland Community Radio Inc. Duty Statement – Sponsorship Convenor

West Gippsland Community Radio Inc. Training Manual.

West Gippsland Community Radio Inc. Interview Policy

West Gippsland Community Radio Inc. Production Standards Policy

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).