

# Riverland Life FM – Sponsorship Policy

## BACKGROUND

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

- Sponsorship content will be limited to five minutes in any hour (BSA Sch 2, Part 5 clause 9 (3))
- Every sponsorship announcement will be clearly "tagged" (BSA Sch 2, Part 1, clause 2 (2)b)
- There must be a bona fide financial relationship between the sponsor and the station or programme.

In line with the Community Broadcasting Code of Practice\* (Code 6), the station will ensure that:

- 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 programmes, and
- Overall programming of community broadcasting stations is not influenced by sponsors.

\* <https://www.acma.gov.au/-/media/Community-Broadcasting-and-Safeguards/Regulation/pdf/Community-Radio-Broadcasting-Codes-of-Practice.PDF?la=en>

For further information on sponsorship requirements refer also to 'Community Broadcasting Sponsorship Guidelines 2008', available at: <https://www.acma.gov.au/-/media/Community-Broadcasting-and-Safeguards/Advice/pdf/Community-Broadcasting-Sponsorship-Guidelines-2008.PDF>

## PURPOSE

The purpose of this policy is to ensure compliance with the BSA, by following regulations determined by The ACMA and guidelines developed by the CBAA, and to give clear direction on Riverland Life FM's ethos with relation to sponsorship.

## POLICY

1. All sponsorship announcements will comply with the three key sponsorship conditions outlined above.
2. All sponsorship arrangements shall be recorded on a standard contract and approved by the station manager or person responsible.
3. Sponsorship will not be accepted from companies that promote tobacco or gambling.
4. Sponsorship will not be accepted for the promotion of the consumption of alcohol.
5. Sponsorship will not be accepted from persons or groups whose policies or practices are inconsistent with the values or mission of Riverland Life FM.
6. Political sponsorship including political election campaign advertising, will be allowed in keeping with BSA requirements.
6. Sponsorship announcements will be produced and presented in a style and form consistent with the station's programming standards and format.
7. Individual presenters and members are not entitled to seek sponsorship (including contra arrangements) on behalf of Riverland Life FM, without written consent of the Station Manager or Board of Management.

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8. Only the Station Manager or a member of the Board of Management authorised by the Board, may approach clients for contra deals or respond to client's requests for contra deals. Contra arrangements will be completed on the standard form and will detail the nature of the exchange.
9. Under no circumstances can presenters accept gifts, products or services or payments in return for promotion of a product, service or business. Products or services given freely to the station for no commercial return ('give-aways') are not considered to be sponsorship arrangements.
10. Riverland Life FM reserves the right to refuse any paid announcement.
11. All personnel engaged in sponsorship sales, scheduling sponsorship material for broadcast and presenting sponsor promotions on-air will be given clear guidelines with respect to the information contained in this policy and must be familiar with all current policy in relation to acknowledgments give to sponsors.
12. The Board of Management and Station Manager are responsible for overseeing sponsorship standards and sponsorship policy, and as such will make themselves familiar with current Community Broadcasting Sponsorship Guidelines, as determined by the CBAA and The ACMA.

## Commercial Interests and Radio Presenters

Commercial relationships or agreements existing between an on-air presenter and a business concern must be disclosed if and when the subject matter of the broadcast concerns or is favourable to, the party with whom the presenter has a commercial agreement. This disclosure must form part of the broadcast.

Listeners are entitled to be told of the existence of any direct commercial interest and, if the commercial interest is not disclosed, then listeners are entitled to assume that the presenter is a disinterested party.

## Commercial agreement

A commercial agreement occurs whenever two parties exchange goods or services to the favour or benefit of either party. Favour or benefit could be discounts, tickets, goods, services etc. Any such commercial agreement made on behalf of the station comes under the jurisdiction of Sponsorship policy and procedures.

'Material that promotes the licensee's products, services or activities for the broadcast of which the licensee does not receive any consideration in cash or kind' is not considered to be advertising or a sponsorship announcement. (Ref. *Broadcasting Services Act 1992*)

## Determining what constitutes Advertising

(ref. *Community Broadcasting Sponsorship Guidelines 2008*)

Material having an advertising character may be an 'incidental accompaniment' to the broadcasting of other matter, and therefore does not amount to the broadcasting of an advertisement, but only if a reference to a product, service or organisation is secondary to the subject or a minor part of the broadcast, eg, a casual reference to a product or service made in the context of a discussion about another topic. However, any reference to an entity that is a current sponsor must also include (at the time the reference is aired) an acknowledgment to that fact.

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## Competitions, prizes, gifts, and tickets

This policy affects all personnel who may be in receipt of goods given to the station, regardless of whether they participate in a station promotion, on-air sales campaign, an incentive given to the station, or other goods given to the station.

The station at all times will be totally transparent in all of its dealings regarding goods which are given to the station.

## Benefits

On-air campaigns where there is a direct benefit only to announcers are discouraged. Where the Station Manager gives permission for such an arrangement to take place, any “free” goods or services received by an announcer will be clearly stated to listeners. We will not give the impression that the announcers paid for the goods or services.

## Prizes

Requests for donations of prizes for on-air competitions must be endorsed by the Station Manager or Board of Management. The competition must first be given approval by the Programme Director. At no time are clients to be approached for prizes independently of the Station Manager or the Board.

## Gifts to the Station

Gifts from businesses, sales reps, promoters, other organisations or individuals (eg musicians) such as tickets, CD's, goods and services must be logged in a gift register set up by the Station Manager. Distribution of gifts is at the sole discretion of the Station Manager (a roster system may be used).

## Product Demonstrations

In the event a client would like an announcer to sample a product or service, such as a restaurant meal, a free sample or temporary use of a product or service, the announcer may accept the offer, on the condition only that there is no expectation by the client that a solicited on-air response will be given in exchange.

## Consequences of breach

There are a number of consequences to receiving personal gifts, including personal tax liability, FBT reporting requirements and personal integrity.

Staff members who breach this policy will be considered to have misappropriated station property and will be placed on a formal warning.

## Conclusion

It is important to understand that whatever arrangements made between individuals and outside bodies, are made for the benefit of the station and the work we do. Even invitations to lunch and functions should benefit the station in some way and need to be declared.

Most arrangements should benefit our work in the following order:

- Sponsors and other financial supporters
- Listeners
- Staff, volunteers and Board members
- Others