



ABN 61 456 305 396

POLICY- SPONSORSHIP

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Reviewed by	Denise Kuchmar	Approved by COM	3/12/14
Responsible person	Chairman	Scheduled review date	31/10/15
		Actual review date	15/10/19
		Scheduled review date	30/6/21

Purpose

The purpose of this policy is to ensure PVFM is compliant with the Broadcasting Services Act and the Community Radio Codes of Practice and makes every effort to give clear direction on PVFM's attitude toward sponsorship.

Policy

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 two 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)).

In line with **Code 6** PVFM 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

In line with **Code 3** PVFM will make sure that:

- PVFM Will not broadcast material that is likely to stereotype, incite, vilify or perpetuate hatred against or attempt to demean any person or group on the basis of

ethnicity, nationality race languages gender sexuality, religion, age, physical or mental ability occupation, cultural beliefs political affiliation.

Procedure

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. The contracts will be stored in a safe and secure filing location.
3. Sponsorship will not be accepted from companies that promote tobacco, gambling or alcohol establishment.
4. Sponsorship from companies promoting alcohol may be accepted, however the announcements must not:
 - a. Promote the misuse of alcohol, or
 - b. Be directed towards minors.
5. Sponsorship will not be accepted from individuals or groups whose policies or practices are inconsistent with the Rules of Association of PVFM.
6. Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.
7. Individual presenters and members are not entitled to seek sponsorship on behalf of PVFM without receiving training on how to seek and refer sponsors to PVFM and have approval of the Committee of Management to do so.
8. Under no circumstances shall members benefit from any gifts, products or services or payments in return for promotion of a product, service or business.
9. PVFM reserves the right to refuse any paid announcement.

Related Policies

PN11 Privacy

PN20 Staff / Volunteer Recruitment

PN26 Financial Management

Related Documents

Community Broadcasting Sponsorship Guidelines 2008

PVFM Sponsorship Rate Card