



Sponsorship Policy (Code 6)

1. Background

1.1. 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 (Broadcasting Services Act 1992 Sch 2, Part 5 clause 9 (3))
- Every sponsorship announcement will be clearly "tagged" (Broadcasting Services Act Sch 2, Part 1, clause 2 (2)b)
- There must be a bona fide financial relationship between the sponsor and the station or program.

1.2 In line with the community broadcasting code of practice (Code 6), this 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 programs, and overall programming of community broadcasting stations is not influenced by sponsors
- Further information on sponsorship requirements is available from the ACMA's document, 'Sponsorship Guidelines for Community Broadcasting Services' - see www.acma.gov.au.

2. Purpose

2.1. The purpose of this policy is to ensure compliance with the BSA and the Codes Of Practice. It is furthermore to give clear direction on 2HHH Limited's (Triple H FM's) ethos with relation to sponsorship.

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3. Policy

- 3.1. All sponsorship announcements will comply with the three key sponsorship conditions outlined above.
- 3.2. All sponsorship arrangements shall be recorded on a standard contract and approved by the station manager or person responsible.
- 3.3. Sponsorship will not be accepted from companies that promote tobacco or gambling.
- 3.4. Sponsorship from companies promoting alcohol may be accepted, however the announcements must not:
 - i. promote irresponsible use of alcohol, or
 - ii. be directed towards minors.
- 3.5. Sponsorship will not be accepted from person or groups whose policies or practices are inconsistent with the general direction of the Board of Directors
- 3.6. Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.
- 3.7. Individual presenters and members are not entitled to seek sponsorship on behalf of Triple H FM without written consent of the station manager, sponsorship coordinator (or board of management).
- 3.8. Under no circumstances can presenters accept gifts, products, or services of payments in return for promotion of a product, service, or business.
- 3.9. Triple H FM reserves the right to refuse any paid announcement.

4. Interviews with Sponsors

- 4.1. Interviews with station sponsors are to be requested through the sponsorship coordinator
- 4.2. The interview must:
 - be pre-recorded and be no longer than 7 minutes.
 - treat the sponsor as a local industry expert
 - not endorse or appear to endorse the sponsor's business, products, or services, where to purchase them and their price.

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- 4.3. Once recorded, the interview must be reviewed by production and station manager for consistency with broadcast law and time restrictions.
- 4.4. If an interview exceeds the allowed time or is likely to breach broadcast law, Triple H FM reserves the right to either edit the interview or to refuse to broadcast the interview.

5. Interviews with sponsors live to air

- 5.1. Only experienced program hosts will interview sponsors live to air.
- 5.2. The station manager in consultation with the programming committee will have the authority to approve program hosts for live to air interviews.
- 5.3. Each approval is on an individual interview basis. ***That is an approval for one live to air interview is not a blanket approval.***

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