

Sponsorship (Code 6.1)



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CODE 6.1 SPONSORSHIP POLICY

**As required by Community Radio Broadcasting CODE 6
which complements the licence condition in the Act
relating to sponsorship announcements**

Approved by	Date approved	Review date
2ARM FM Management Committee	19 June 2020	19 June 2023

PURPOSE

The purpose of this policy is to ensure compliance with the Broadcasting Services Act 1992 and the Community Radio Broadcasting Codes of Practice, and to give clear direction on 2ARFM's ethos toward sponsorship.

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 two key requirements of a sponsorship announcement:

- 1) Sponsorship content will be limited to five minutes in any hour (BSA Sch 2, Part 5 clause 9 (3))
- 2) Every sponsorship announcement will be clearly "tagged" (BSA Sch 2, Part 1, clause 2 (2)(b)).

In line with Code 6 2ARFM 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.

Further information on sponsorship requirements is available ACMA's Community Broadcasting Sponsorship Guidelines 2008 - see: www.acma.gov.au.

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 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 general directions of 2ARMFM.
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 2ARMFM without the written consent of the station manager or committee.
8. Under no circumstances can presenters accept gifts, products or services or payments in return for promotion of a product, service, or business.
9. 2ARMFM reserves the right to refuse any paid announcement.

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