



CENTRAL HUNTER COMMUNITY BROADCASTERS INCORPORATED

Codes of Practice - Sponsorship Policy

Under the Broadcasting Services Act 1992 (BSA) Community Broadcasters are not permitted to broadcast Advertising. However Sponsorship is permitted and this is akin to a limited form of advertising.

The BSA outlines three key requirements of sponsorship announcements.

1. Sponsorship content will be limited to five minutes in any hour
2. Every sponsorship announcement will be clearly tagged to announce that the announcement is from a sponsor of the community radio station e.g. "proud sponsor of 2CHR"
3. There must be a bona fide financial relationship between the Sponsor and the Radio Station.

In line with the community broadcasting codes of practice 2CHR will ensure that:

- a. Sponsorship will not be a factor in determining access to broadcasting time
- b. The content and style of individual programmes is not influenced by the sponsors of programmes.
- c. Overall programming of 2CHR is not influenced by sponsors

The purpose of this policy is to ensure compliance with the Broadcasting Services Act and the Codes of Practice. It is furthermore to give clear direction on radio 2CHR's ethos with relation to sponsorship.

THE POLICY

1. All sponsorship announcements will comply with the three key sponsorship conditions outlined by the BSA.
2. All sponsorship arrangements shall be recorded on a standard contract (Sponsorship Agreement) and be approved by a nominated committee member or the Station Manager.
3. Sponsorship will not be accepted from companies that promote tobacco or gambling.
4. Sponsorship from companies that promote alcohol will not be accepted.
5. Sponsorship of 2CHR will only be offered by a duly authorized sponsorship representative using the authorized Sponsorship Agreement.
6. Individual presenters and members are not entitled to seek sponsorship on behalf of 2CHR unless they are a duly authorized Sponsorship Representative.
7. Under no circumstances can presenters accept gifts, products or services in return for promotion of a product, service or business.
8. 2CHR reserves the right to refuse any paid announcements.
9. Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed. The announcements shall not exceed 30 seconds.

10. Backing music will normally be provided by Radio 2CHR considering Copyright and Royalty compliance. Sponsors may suggest the music backing however final selection will be at the sole discretion of the 2CHR Production Group.
11. The processing cycle for an "on air" message from time of initial complete information being supplied by the Representative to the Production group shall be one week.
12. All Sponsors messages shall be approved by the nominated Committee Member or the Station Manager.
13. Payment of the Sponsorship amount as per the Sponsorship Agreement is required prior to the sponsorship announcement going to air.
14. Quarterly payments are permitted in Standard Agreements of six (6) months or more provided the details of due date(s) and payment value(s) have been included in any special note(s) for inclusion in the agreement.
15. Rates are determined and approved by the Committee of Management. Rates vary depending on Sponsor Packages associated with Agreement periods, payment requirements and class of Agreement, Rate schedules will be released from time to time.

The Codes of Practice and the Sponsorship Policy have the approval of the 2CHR (Central Hunter Community Broadcasters Inc.) Management Committee and are subject to regular review.