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OCR 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 Broadcasting Services Act 1992 outlines two key requirements of a sponsorship announcement:

1. Sponsorship content will be limited to five minutes in any hour (Broadcasting Services Act 1992, Schedule 2, Part 5, Clause 9 (3))
2. Every sponsorship announcement will be clearly “tagged” (Broadcasting Services Act 1992, Schedule 2, Part 1, Clause 2 (2) (b))

In line with Code 6 of the Community Radio Broadcasting Codes of Practice, OCR FM 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

PURPOSE

The purpose of this policy is to ensure compliance with the Broadcasting Services Act 1992, The Community Radio Broadcasting Codes of Practice and also to give clear direction on OCR FM’s ethos towards sponsorship

POLICY

1. All sponsorship announcements will comply with the three key conditions outlined above.
2. All sponsorship arrangements shall be recorded on a standard contract and approved by the person responsible. Standard contracts will also include quotes provided for special event packages
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:
 - Promote the misuse of alcohol, or
 - 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 OCR FM.
6. Sponsorship announcements will be produced and presented in a style 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 OCR FM without the written consent of the Committee of Management or its representative.
8. Under no circumstances can presenters accept gifts, products or services, or payments in return for promotion of a product or service.
9. OCR FM reserves the right to refuse any paid announcement.

ADDITIONAL INFORMATION

This policy meets the requirements under Code 6 of the Community Radio Broadcasting Codes of Practice. Details and copies of the Codes of Practice can be access from station staff or via the internet at: http://www.cbaa.org.au/News_And_Publications/Code-of-Practice/Code-of-Practice.

Details of the Australian Communications and Media Authority Sponsorship Guidelines 2008 can be located at: <https://www.acma.gov.au/publications/2008-06/guide/community-broadcasting-sponsorship-guidelines>

This policy also echoes clauses in the current constitution of OCR FM and is not intended to replace any such clauses.

The meaning of the word “Tagging” in relation to Sponsorship announcements and the like, is the recognition of financial support received from an external organization.

Examples of “tagging” are as follows:

- ✓ Proud Sponsors of OCR FM
- ✓ Proud Sponsors of this station
- ✓ Proud Members of the OCR FM Sponsorship Family

SPONSORSHIPS - BSA REQUIREMENTS FOR FREEBIES

- Free advertising, otherwise known as Freebies, are not permitted under the Broadcasting Services Act. As simple as naming paid accommodation or name a holiday or theme park, may have breached the Broadcasting Services Act.
- This applies to local events, local pubs and clubs, anywhere that you have paid money; the mention of the businesses may be a breach of the Broadcasting Services Act
- It is of no benefit to the station to promote a holiday resort or to promote any paid event.

SPONSORSHIPS

- A sponsorship is an agreement between a commercial client and OCR FM for the sale of airtime and in return, promotion of the goods and services of the client.
- Payment of a sponsorship can be made by the station receiving in kind cash, goods or services.

CONTRAS

- Payment is made to the station by the supply of goods such as equipment or for services. These services can be provided in lieu of cash.
- The organisation cannot operate purely on contras alone.

COMMERCIALS

- A commercial is what is used by commercial organisations such as commercial radio and commercial TV to promote goods and service of their clients. Under the ACMA requirements they

are not required to tag the ads as is the case for community broadcasters and have a lot more time per hour to place advertising.

COMMERCIAL CLIENTS

- It is a name of an individual, business or venture which is seen to be used as a means of raising an income for individuals or companies.
- OCR FM can have an arrangement with a commercial client as a sponsor as long as there is a contract in place.

ILLEGAL SPONSORSHIP

- An illegal sponsorship is where the name or product of a commercial venture is promoted and there is no financial arrangement between that venture and OCR FM. It is therefore deemed to be a commercial and is not permitted on Community Radio and is a breach of the BSA.
- An illegal sponsorship is also where the name or product of a commercial venture is promoted and the announcements does not have the appropriate tag

SPONSORSHIP TAGS

- All sponsorships individually must be tagged indicating a financial link between the client and the station.
- Tagging an Illegal sponsorship is still deemed to be a commercial if there is no contract between the client and OCR FM but, is still counted as part of the 5 minutes, which may cause a breach of the BSA.

SPONSORSHIP LIMITS

- Community broadcasters are restricted to 5 minutes of sponsorships each hour.
- Exceeding 5 minutes is a breach of the Broadcasting Services Act.
- 5 minute restrictions apply for every hour, what is not used in one hour can't be moved to the next hour.

The accumulation of the 5 minutes includes

- Normal sponsorships
- Any illegal promotion of goods or services i.e. commercials.
- Scripts for sponsored program openers and closers for each hour.
- Recorded opener and closers for programs indicating the sponsor' name.
- Freebies.

PROMOTION OF SPONSORED PROGRAMS

BY PRESENTERS -

- Presenters who promote programs and mention the sponsor in their back announcements must consider does that personal promotion breach the 5 minute limit.
- Presenters must consider the time that is logged and if it is in the orange take note of the time left to promote a sponsored program.
- Presenters who promote programs where the sponsor is named ***must*** tag that promotion.
- If there is some doubt about whether your announcement will breach the act - best option is - don't

- A promotion can still be achieved as long as the sponsor is not mentioned i.e. Getaway without naming sponsor
- Even if it may be a paid program, promotion of that program will not breach the act as it is deemed to be a program pointer directing the listener to a program with information for the benefit of the community
- Additional information added to an existing sponsorship constitutes as part of the sponsorship.

NOT SPONSORSHIP

- If information is provided in the context of a program informs, educates or is of a benefit to the community in some way, it is then deemed not to be a sponsorship, as long as OCR FM does not receive any cash goods or services for that information.
- It can become a sponsorship when an organisation such as a museum which provides education for the community agrees to pay for its promotion.
- Promotional material that intends to urge the listener to purchase goods or services is treated as a sponsorship and OCR FM must receive payment.

Signed *Tyson Graham*

Date 11th April 2022

This Policy is due for review within 24 months of the date shown above.