

## 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 BSA outlines three key requirements of a sponsorship announcement: -

- sponsorship content will be limited to five minutes in any hour and
- Sponsorship announcements will be clearly “tagged.”
- There must be a bona fide financial relationship between the sponsor and the station or program.

In line with the community broadcasting code of practice (*Code 6-Sponsorship*), Print Radio Tasmania will ensure that:

- sponsorship will not be a factor in determining access to broadcast time,
- the content and style of individual programs is not influenced by program or station sponsors, and
- overall station programming is not influenced by program or station sponsors.

Further information about sponsorship requirements is available in *ACMA’s Community Broadcasting Sponsorship Guidelines 2008*. (See [www.acma.gov.au](http://www.acma.gov.au).)

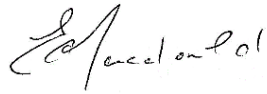
### Purpose

The purpose of this policy is to ensure compliance with the BSA and the CBAA Codes of Practice and to give clear direction on Print Radio Tasmania’s ethos with relation to sponsorship.

### Policy

1. The Program Manager will be responsible for ensuring the compliance of all sponsorship announcements with the three key sponsorship requirements outlined above.
2. All sponsorship arrangements will be recorded on a standard contract and approved by two designated members of the Management Committee.
3. Sponsorship will not be accepted from companies that promote tobacco or gaming.
4. Sponsorship from companies promoting alcohol may be accepted in limited circumstances with prior approval of the Management Committee.
5. Sponsorship will not be accepted from persons or groups whose policies or practices are inconsistent with those of Print Radio Tasmania.
6. The Program Manager will ensure that sponsorship announcements are produced and presented in a style and form consistent with the program in which they are to be placed.

7. Individual presenters, members, volunteers, and employees are not entitled to seek sponsorship on behalf of Print Radio Tasmania without the written consent of the two members of the Management Committee designated in para. 2. above.
8. Under no circumstances can presenters, members, volunteers, or employees accept gifts, products, or services of payments in return for promoting a product, service, or business.
9. Print Radio Tasmania reserves the right to refuse any paid announcement.

A handwritten signature in black ink, appearing to read "Ed Macdonald". The signature is written in a cursive style with a large initial "E".

President on behalf of the Management Committee  
Print Radio Tasmania Inc.  
August 2020