



# POLICY

## Sponsorship

Tribe FM Incorporated

6 Railway Terrace Willunga SA 5172  
PO Box 810 Willunga SA 5172  
Ph: (08) 8528 9919  
tribefm@tribefm.org.au  
tribefm.org.au

### Tribe FM Incorporated – Sponsorship

#### Purpose

The purpose of this policy is to ensure compliance with the key requirements of the Broadcasting Services Act 1992 (BSA) and the Community Radio Broadcasting Codes of Practice 2008 (the Codes) and to give clear direction on 91.1 Tribe FM's ethos toward sponsorship.

The BSA outlines two key requirements of a sponsorship announcement:

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

In line with Code 6 of the Community Radio Broadcasting Codes of Practice (the Codes) 91.1 Tribe FM will make sure that:

- Sponsorship is not 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
- Editorial decisions affecting the content and style of overall station programming are not influenced by program or station sponsors

#### Policy

1. All sponsorship announcements will comply with the requirements of the BSA and the Codes 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:
  - 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 91.1 Tribe FM.
6. "Contra" deals in the form of goods or services accepted in return for Sponsorship "airtime" may only be permitted by the Station Manager or responsible person, who will note these arrangements on the Sponsor's Contract.
7. Program sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.
8. Backing music will be provided by Tribe FM's production group considering Copyright and Royalty compliance. Sponsors may suggest the backing music however final selection will be at the sole discretion of 91.1 Tribe FM.
9. Under no circumstances can presenters accept gifts, products or services or payments in return for promotion of a product, service or business.
10. 91.1 Tribe FM reserves the right to refuse any paid announcement.

This policy is subject to the Objects of the Association as stated in the current Constitution of Tribe FM Inc. and may be reviewed and altered, as required, by the Station Manager, the person responsible, or by request from Tribe FM's Board of Management.