



PBA-FM SPONSORSHIP POLICY

Purpose

As a community radio broadcaster, PBA-FM is subject to the sponsorship conditions set down in Schedule 2 of the Broadcasting Services Act (1992), including not more than five minutes of sponsorship announcements in any one hour [Clause 9(3)], and the requirement for each sponsorship announcement to acknowledge the financial support of the sponsor [Clause 2(2)(b)(ii)].

This policy will comply with Code 6 of the Community Radio Broadcasting Codes of Practice.

Policy

1. No more than five minutes of sponsorship announcements will be broadcast in any one hour period.
2. Sponsorship announcements will acknowledge the financial or in-kind support of the sponsor, in accordance with the Broadcasting Services Act and the Community Radio Broadcasting Codes of Practice.
3. Sponsorship will not be a factor in determining access to broadcasting time.
4. The content and style of individual programmes will not be influenced by the sponsors of the programme.
5. The overall programming of PBA-FM will not be influenced by sponsors.
6. Sponsorship on PBA-FM will reflect the need to avoid and breakdown prejudice or discrimination.
7. Sponsorship announcements will comply with all other Codes of Practice as far as they are applicable.
8. Volunteers and members are encouraged to seek sponsorship on PBA-FM. However, all intended contacts must be approved by the Sales Administration Officer before any contact with a client is sought.