

**WYN FM
COMMUNITY RADIO**

SPONSORSHIP

POLICY

AND

PROCEDURES

Community Radio Broadcasting Codes of Practice

Code 6: Sponsorship:

Reviewed: May 2020

WYN-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 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 *WYN FM Community Radio* 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.

Further information on sponsorship requirements is available ACMA's [Community Broadcasting Sponsorship Guidelines 2008](#) - see: www.acma.gov.au.

Purpose

The purpose of this policy is to ensure compliance with the BSA and the Codes and also to give clear direction on *WYN FM Community Radio*'s ethos toward sponsorship.

Policy

1. All sponsorship announcements will comply with the two key sponsorship conditions outlined above.
2. All sponsorship proposals shall be submitted on the *WYN FM Sponsorship Agreement Form* (Appendix 1) and submitted to the *WYN FM Committee of Management* for consideration and possible approval.
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:
 - i. promote the misuse of alcohol, or
 - ii. 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 *WYN FM Community Radio*.
6. Sponsorship announcements will be produced and presented in a style and form consistent with the program/s in which they are to be placed.
7. The *WYN FM Sponsorship Coordinator* will approach potential sponsors on behalf of *WYN FM Community Radio*.
8. Individual presenters and members are not entitled to seek sponsorship on behalf of *WYN FM* without the written consent of the *WYN FM Committee of Management*. Any interested sponsors are to be referred to the Sponsorship Coordinator.
9. Under no circumstances can presenters accept gifts, products or services or payments in return for promotion of a product, service or business.
10. *WYN FM Committee of Management* reserves the right to refuse any paid announcement.
11. The *WYN FM Committee of Management* will determine the sponsorship rates charge by *WYN FM* for sponsorship announcements. (Appendix 2).
12. The *WYN FM Committee of Management* must approve all sponsorship proposals.
13. Sponsorship announcements must not go to air until approved by the *WYN FM Committee of Management*, and payment has been received.
14. Live reads of sponsorship announcements are not permitted under any circumstances.
15. The *WYN FM Committee of Management* can make the necessary approvals, detailed above, out of session by the following method:
 - i. all documentation requiring approval is scanned and e-mailed to all Committee members.

ii. approval will be subject to a least a quorum of Committee members approval by email

iii. if a decision is not reached it will tabled at the next Committee meeting.

16. The WYN FM Sponsorship Procedures are to be adhered to at all times.

17. No payments or commissions will be paid for sourcing sponsors.

Appendix 1 - Copy of Sponsorship Agreement

SPONSORSHIP AGREEMENT. 88.9 WYN-FM - *The Sound of the West*

BUSINESS NAME : _____

TYPE OF BUSINESS : _____

A.B.N: _____

ADDRESS : _____

PHONE NO: _____

CONTACT NAME : _____

EMAIL ADDRESS : _____

PRODUCT / SERVICE TO BE PROMOTED : _____

TYPE OF SPONSORSHIP _____
(Package Name if applicable)

INCLUDES: (for a period of _____ or for _____ announcements)

COST : \$ _____ includes GST / START DATE: _____ END DATE: _____

The Sponsor and WYN-FM agree that the sponsorship announcement must adhere to the requirements of the Australian Broadcasting Authority.

The Sponsor declares that no material contained in the sponsorship announcement constitutes a violation of any existing copyright or trademark. Should it be found that it does, then WYN-FM has the right to remove the material from air.

The Sponsor may provide WYN-FM with a script and can have the final approval of the sponsorship announcement, if requested, prior to it going to air. Alternatively, the Sponsor may provide an already produced announcement on CD, however, this announcement must be tagged by WYN-FM.

WYN-FM shall not be liable in any way for failure and/or delay with the broadcasting of a sponsorship announcement due to accident, technical equipment failure, power failure or power strike, fire, accidental error by WYN-FM or any other cause beyond the control of WYN-FM.

SIGNATURE OF SPONSOR : _____

PRINTED NAME OF SIGNATURE : _____ DATE : _____

SIGNATURE OF AUTHORISED
WYN-FM REPRESENTATIVE : _____

PRINTED NAME OF SIGNATURE : _____ DATE :

Sponsors

1. The Sponsorship Coordinator will contact potential sponsors (*in accordance with the WYN FM Sponsorship Policy*), and provide the sponsorship rates and discuss the various sponsorship options available at *WYN FM*.
2. Individual presenters and members are not entitled to seek sponsorship on behalf of *WYN FM* without the written consent of the *WYN FM Committee of Management*. Any interested sponsors are to be referred to the Sponsorship Coordinator.
3. A Sponsorship agreement form is to be completed and signed by both the potential sponsor and the Sponsorship Coordinator.
4. The Sponsorship agreement is to be tabled at the *WYN FM Committee of Management meeting* for consideration, or out of session by the following procedure:
 - i. all documentation requiring approval is scanned and e-mailed to all Committee members.
 - ii. approval will be subject to a least a quorum of Committee members approval by email.
 - iii. if a decision is not reached it will be tabled at the next Committee meeting.
5. Upon the *WYN FM Committee of Management* approving a sponsor, the Treasurer will invoice the sponsor.
6. The sponsorship announcement cannot go to air until the Treasurer has received full payment from the sponsor.
7. Sponsorship announcements will not be played until the sponsor has agreed to the times and days on which the sponsorship announcement is to go to air. Sponsors may prefer particular airtime or programs and the Sponsorship Co-ordinator will oversee this process.
8. The Treasurer will prepare the on air *Play Schedule* (Appendix 3).
9. At the end of the agreed airplay, the completed *Play Schedule* will be returned to the Treasurer
10. The Treasurer will maintain a register of all sponsors including the start and end date of the sponsors airtime.
11. The sponsorship register will be submitted to the *WYN FM Committee of Management* each month, as part of the Treasurer's monthly reports.
12. The Treasurer will keep on file, for a period of no less than seven years, the Sponsorship Agreements and corresponding completed *Play Schedule*.
13. Sponsors will be acknowledged on the WYN-FM webpage.
14. A Certificate of Appreciation will be issued to the sponsor by the Sponsorship Coordinator.

Preparation of the Sponsorship Message

1. The Sponsorship Coordinator will discuss script requirements with the sponsor. The sponsor can supply his or her own script, write a script in conjunction with the Sponsorship Coordinator, or alternatively have a member of the *WYN FM* production crew write the script.
2. The sponsorship message will not exceed 30 seconds and must include the tag 'Sponsor of WYN FM'.
3. When the script is completed, the sponsor and the WYN FM Committee of Management must approve the script.
4. The approved script is then passed on to the Production Coordinator.
5. The Production Coordinator will oversee the voicing and recording of the script, and when production is finalised, transfer the completed sponsorship message to the studio computers ready for airplay.
6. If a pre-recorded sponsorship message, is supplied by the sponsor, the recording must be reviewed by the Production Coordinator and approved as suitable for broadcast. If unsuitable the Production Coordinator will oversee the recording of suitable message.

ATTENTION: ALL ANNOUNCERS

NAME OF SPONSOR

COMMENCING: DATE

ENDING: ENDING DATE

1 SPOT PER PROGRAM

20 X 30 SEC. SPOTS BOOKED OVER A PERIOD UNTIL ALL 20 SPOTS HAVE BEEN PLAYED ONCE IN EACH PROGRAM = 1 SPOT PER PROGRAM

DO NOT REMOVE THESE SHEETS FROM THE STUDIO UNDER ANY CIRCUMSTANCES. (LAST ANNOUNCER TO PLAY THIS, PLEASE LEAVE THESE SHEETS IN THE TREASURER’S TRAY AT THE END OF YOUR PROGRAM).

| DATE | PRINT YOUR NAME | TIME PLAYED |
|------|-----------------|-------------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |
| 7 | | |
| 8 | | |
| 9 | | |
| 10 | | |
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| 13 | | |
| 14 | | |
| 15 | | |
| 16 | | |
| 17 | | |
| 18 | | |
| 19 | | |
| 20 | | |

DO NOT PLAY THIS ANNOUNCEMENT ANY MORE WHEN THE 20 PLAYS HAS BEEN SIGNED OFF AND DATED