



WAGGA WAGGA COMMUNITY MEDIA INCORPORATED (WWCMI)

SPONSORSHIP

Introduction

The *Broadcasting Services Act 1992 (the Act)* outlines the legal framework for community broadcasting and explains the role the sector plays in delivering diverse media services that reflect a sense of Australian identity, character, and cultural diversity.

The Act vests responsibility for monitoring all broadcasting services, including community broadcasting services, in the *Australian Communications and Media Authority (ACMA)*. ACMA is responsible for allocating and determining the conditions that apply to broadcasting licences, and for guiding industry groups in developing Codes of Practices.

The *Community Radio Codes of Practice (the Codes)* set out the guiding principles and policies for programming on community broadcasting stations and also outline the operational standards for stations that hold a community broadcasting licence.

This policy complies with the requirements of ACMA and *Codes of Practice* Number 6.1.

Background

Under the *Broadcasting Services Act*, community broadcasters are not permitted to broadcast 'advertising'. Sponsorship, however, is permitted and this is akin to a limited form of advertising. *The Act* outlines two key requirements of a sponsorship announcement:

1. Sponsorship content will be limited to five minutes in any hour.
2. Every sponsorship announcement will be clearly 'tagged'.

Code 6 of the Codes sets out three key sponsorship conditions, as follows.

1. Sponsorship will not be a factor in determining access to broadcasting time.
2. Editorial decisions affecting the content and style of individual programs are not influenced by program or station sponsors.
3. Editorial decisions affecting the content and style of overall station programming are not influenced by program or station sponsors.

Purpose

This policy outlines how WWCMI will comply with the Act and the Codes in providing clear direction for WWCMI's approach to securing sponsorship.

Policy

1. WWCMi will ensure that:
 - all sponsorship announcements will comply with the three key sponsorship conditions outlined above.
 - all sponsorship arrangements shall be recorded on a standard contract and approved by the station manager or person responsible.
 - sponsorship will not be accepted from companies that promote tobacco or gambling.
 - sponsorship from companies promoting alcohol may be accepted. However, the announcements must not:
 - promote the misuse of alcohol, or
 - be directed towards minors.
 - sponsorship content will be limited to five minutes in any hour.
 - every sponsorship announcement will be clearly 'tagged'.
2. WWCMi will not broadcast inappropriate material or material that contravenes the Broadcasting Act.
3. All sponsorship contracts will be signed off by the station manager.

Related WWCMi Documents

Nil.