

Rhema FM Tamworth Policy: Sponsorship & Community Announcements

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:

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

Rhema FM Tamworth will make sure that, in line with Code 6,:

- a. sponsorship will not be a factor in determining access to broadcasting time,
- b. editorial decisions affecting the content and style of individual programs are not influenced by program or station sponsors, and
- c. editorial decisions affecting the content and style of overall station programming are not influenced by program or station sponsors.

Purpose

The purpose of this policy is to ensure compliance with the BSA and the Codes and also to give clear direction on Rhema FM Tamworth's sponsorship principles.

General Principles

1. All sponsorship announcements will comply with the three key sponsorship conditions of Code 6 as outlined above.
 2. All sponsorship arrangements shall be recorded on a standard contract and approved by the station manager or person delegated.
 3. Sponsorship will not be accepted from companies whose business is contrary to Christian values, including but not limited to the promotion of tobacco, alcohol or gambling.
 4. Sponsorship will not be accepted from individuals or groups whose policies or practices are inconsistent with the Christian ethos of Rhema FM Tamworth.
 5. Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.
 6. Under no circumstances can presenters accept gifts, products or services or payments in return for promotion of a product, service or business.
 7. Rhema FM Tamworth reserves the right to refuse any community announcement or paid sponsorship.
- See also ACMA's [Community Broadcasting Sponsorship Guidelines 2008](#) at www.acma.gov.au

Sponsorship & Community Announcements

Section 1 Definition of Entities

1. Spot: a recorded segment broadcasting sponsorship or community announcement, whether produced by Rhema FM Tamworth or by another party.
2. Church: an entity identified as a Christian fellowship with a Statement of Faith and practice
3. Community or Charity: an entity which has a clear community benefit, of a not-for-profit nature
4. Business: an entity which has a for-profit purpose, including Church owned

Section 2 Verifications

1. Rhema FM Tamworth reserves the right to broadcast any spot, paid or otherwise, at its sole discretion.
2. An authorized person and telephone contact number must be provided – spots will not be processed if verification cannot be proven.
3. All material shall be consistent with Rhema FM Tamworth Articles of Faith
4. All material shall be consistent with Christian ethos and morals as decided by Rhema FM Tamworth
5. Only verified spots shall be broadcast either via scheduled programming or by on air reading

Section 3 Types of Spots

1. Sponsorship: this is a paid spot per Rhema FM Tamworth Schedule of Sponsorship fees
2. Community Announcement (CA): unpaid spots
3. Commercial activities (church based) will not be broadcast under a Community Announcement unless the Committee otherwise decides

Section 4 Length of Spots

1. Maximum length of an individual spot is 30 seconds, generally in 15 or 30 seconds
2. Community Announcements will be 1.5 minutes per segment up to 4 times a day maximum.
3. Unpaid sponsorships will run for 1 or 2 weeks, up to a maximum of 4 consecutive weeks

Section 5 Notification of Spot

1. Notification of a spot can be by email, fax or post.
2. All requests should be on the organisations letterhead or identifiable email address.

Section 6 Processing of Spots

1. All requests must be received by close of business Wednesday
2. Spots will be scripted and recorded by close of business Friday
3. Spots will be programmed to go to begin broadcasting Sunday
4. Spots may be programmed at other times at Rhema FM Tamworth's sole discretion

Section 7 Priority of Community Announcements

1. Church Partners over Church non-Partners
2. CA spots : Church over CA spots: general community
3. CA spots having a broad community focus
4. the event is limited in time e.g. single date or less than a fortnight over longer time frame

Section 8 Placement Of Spots

1. Sponsorships shall be scheduled according to current programming and availability of spots
2. Rhema FM Tamworth Committee will determine the mix and total time available for Sponsorships, limited to 5 minutes per hour ([BSA Sch 2](#), Part 5 clause 9 (3))
3. Community Announcements will have priority set according to section 7