



# Policy & Procedures

## Paradise FM 101.9

Cherry Street Ballina NSW 2478

### Sponsorship Policy

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#### Purpose:

The policy is to ensure Paradise FM, in line with the Community Broadcasting Code of Practice (code 6) and Community Broadcasting Association of Australia, will ensure all compliance requirements with the regulator in the preparation and broadcasting to the community.

#### Policy:

In line with the community broadcasting code of practice (code 6), this station shall ensure that:

- Sponsorship will not be a factor in determining access to broadcasting time.
- The content and style of individual programs is not influenced by the sponsors of programs.
- Overall programming of community broadcasting stations is not influenced by sponsors.

#### Procedure:

Sponsorship content will be limited to 5 minutes in any hour and every sponsorship announcement will be clearly “tagged”

**In addition to the above, all sponsorship shall be subject to the following conditions.**

1. All sponsorship arrangements shall be recorded on a standard contract and approved by the Station Manager.
2. All station sponsorship will be implemented through the station’s RCS Airwaves Traffic Software to ensure timing control, eliminate product clashes, and guarantee spot bookings.
3. Sponsorship will not be accepted from companies that promote tobacco or gambling
4. Sponsorship may be accepted from companies promoting alcohol; however, the announcements must not promote irresponsible use of alcohol, or be directed towards minors.

Policy: Sponsorship Policy			
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5. Sponsorship will not be accepted from persons or groups whose policies or practices are inconsistent with the general direction of Radio Station 101.9 Paradise FM (2PAR).
6. The general programming guidelines in Code 3 of the Community Radio Broadcasting Codes of Practice also apply to sponsorship announcements.
7. Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are placed.
8. Production music only shall be used as music beds for in-house production of sponsorship announcements and must be included in the 5-minute tally.
9. Where the copyright for a music bed is held by the sponsor, then the station can broadcast the jingle with the sponsor's approval.
10. Individual presenters and members are not entitled to seek sponsorship on behalf of Paradise FM without written consent from the station manager or committee of management.
11. Under no circumstances can presenters accept gifts, products, or services as payment in return for promotions of a product, service or business.
12. Station 101.9 Paradise FM (2PAR) reserves the right to refuse any paid announcement.

**Related Legislation:** Work Health and Safety Act 2012  
Health and Safety Regulations 2012

**Consulting Bodies:** Community Broadcasting Association of Australia  
Broadcasting Services Act 1992(Sch 2, Part 5 clause 9 (3)  
Broadcasting Services Act Sch 2, Part 1, clause 2 (2) b).

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