

Rhema Central Coast

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rhema.cc

94.9FM

POLICY NAME	Sponsorship Policy			POLICY NO.	13
EFFECTIVE DATE	4/8/2021	DATE OF LAST REVISION	4/8/2021	VERSION NO.	2
ADMINISTRATOR RESPONSIBLE			CONTACT INFORMATION		
APPLIES TO Apply group names to define applicable areas of staff.					
GROUP 1	All Staff	GROUP 2	All Volunteer	GROUP 3	
GROUP 4		GROUP 5		GROUP 6	

VERSION HISTORY				
VERSION	APPROVED BY	REVISION DATE	DESCRIPTION OF CHANGE	AUTHOR
2		4/8/2021	Standardisation of Layout	Peter Alarcon

APPROVAL AND REVIEW

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ADDITIONAL NOTES

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SCOPE

Describe to what and to whom this policy applies.

POLICY STATEMENT

Describe the policy and the reason for the policy.

TERMS AND DEFINITIONS

Define any acronyms, jargon, or terms that might have multiple meanings.

TERM	DEFINITION

POLICY SECTIONS

Policy intro:

GUIDELINES:

Sponsorship content will be limited to 5 minutes in any hour (Broadcasting Services Act 1992 Sch 2, Part 5 clause 9 (3)), and every sponsorship announcement will be clearly "tagged" (Broadcasting Services Act Sch 2, Part 1, clause 2 (2)b).

In line with the community broadcasting code of practice (code 4), this station will 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.

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

1. All sponsorship arrangements shall be recorded on the standard contract and approved by the General Manager.
2. Sponsorship will not be accepted from registered political parties. However, sponsorship will be accepted from political candidates and sitting members on the condition that:
 - a. An offer of equal sponsorship is made to all candidates for our local electorate
 - b. Under Schedule 2 of the Broadcasting Services Act 1992, which is administered by the Australian Communications and Media Authority (ACMA), election advertising is subject to a 'blackout' from midnight on the Wednesday before polling day to the end of polling on the Saturday. This station will comply with this ruling. Candidates will not be able to purchase sponsorship to broadcast political advertising
 - c. the number of spots is determined by the General Manager
3. Sponsorship will not be accepted from companies/ organisations/ individuals that promote tobacco, alcohol, gambling or activities that would not be generally acceptable or recognised by the majority of mainstream churches in Australia as being morally and spiritually ethical nor activities that are unacceptable to the beliefs of Christians and Christian families in Australia.
4. Sponsorship will not be accepted from person or groups whose policies or practices are inconsistent with the general directions of this station.
5. This station reserves the right to refuse any paid announcement.

EXCEPTIONS

Describe exceptions here.

RELATED POLICIES AND OTHER REFERENCES

ROLES AND RESPONSIBILITIES

List the job titles and business offices directly responsible for the policy.

ROLE	RESPONSIBILITY

CONTACTS

List contacts in the table.

SUBJECT	CONTACT	PHONE	EMAIL