

## SPONSORSHIP POLICY

1. Huon and Kingston FM shall
  - a. Adhere to and comply with the provisions of the Broadcasting Services Act 1992 (“the Act”) in relation to sponsorship restrictions.
  - b. Ensure that all volunteers shall complete training on and understand the provisions of the Act covering sponsorship.
  - c. Require all presenters to complete Training Module 1 prior to going to air.
2. An advertiser, corporation, political party, corporation, business, community organisation, religious group, individual or other entity shall financially support the station only by:
  - a. Paid sponsorship in accordance with the provisions of the Act.
  - b. A donation for the general purpose which no sponsorship, or on air acknowledgement is required.
  - c. Donation of goods or services for which a sponsorship acknowledgement is given in accordance with the Act or for which no acknowledgement is required.
3. A sponsor may sponsor a specified program provided that this complies with the Act as regards sponsorship.
4. No sponsor, organisation or individual that financially supports Huon and Kingston FM shall have the right to determine or influence
5. No sponsor, organisation or individual that financially supports Huon and Kingston FM shall have the right to or attempt to control or censor what goes to air.
6. Any attempt by a sponsor, organisation or individual that financially supports Huon and Kingston FM to determine or influence overall station programming or individual program, or to control or censor what goes to air shall immediately be reported to the station manager.
7. Huon and Kingston FM shall not sell airtime to any sponsor, advertiser, corporation, political party, corporation, business, community organisation, religious group, other entity or individual.
9. No volunteer will be required to provide sponsorship for any program or for the station as a condition of presenting a program.
10. All sponsorship announcements shall be assigned by the person authorised (“the sponsorship co-ordinator”) to do so by the station manager.
11. The sponsorship co-coordinator shall:

- a. Assign no more than five minutes of sponsorships to be broadcast in any one hour.
  - b. Direct by written notice on the log sheets that presenters must follow the log sheets exactly to ensure that they do not have to carry over any sponsorship announcements into the following hour.
  - c. Carry out regular checks to ensure compliance with the Act.
  - d. Check that all recorded overnight programs comply with the Act.
12. A sponsor may sponsor a specified program provided that it complies with the Act as regards sponsorship.
  13. Airtime is available to individuals, community groups, and community organisations free of charge.
  14. No individual presenter or volunteer is to accept any financial, in kind sponsorship or donation of goods or services for his or her program unless it complies with the Act and has been approved by the management committee.
  15. All sponsorship announcements must include the proper tag acknowledging that the sponsor financially supports Huon and Kingston FM.
  16. Any live read of a sponsorship shall carry the proper tag.
  17. Live reads shall be read in accordance with the written sponsorship message without any additional comment or inappropriate ad-lib statements.

Amended  
1 June 2008