

5MBS Sponsorship Policy

Preamble

Sponsorship is a core revenue stream for 5mbs. As a media organisation, operating in a commercial environment, the station must ensure that all aspects of sponsorship delivery and servicing meet industry expectations.

This Policy should be read in conjunction with the ACMA's Community Broadcasting Sponsorship Guidelines 2008 available online at http://www.acma.gov.au/WEB/STANDARD/pc=PC_91770

Principles

- 5mbs will ensure that sponsorship announcements are limited to 5 minutes per hour as per our community radio licence.
- Sponsorship will not be a factor in deciding who can access broadcasting time on 5mbs.
- 5mbs will ensure that editorial decisions affecting the content and style of individual programs are not influenced by program or station sponsors.
- 5mbs will ensure that editorial decisions affecting the content and style of overall station programming are not influenced by program or station sponsors.
- The general programming guidelines in Code 3 of the Community Radio Broadcasting Codes of Practice, Item 12, also apply to sponsorship announcements.
- The guidelines below aim to provide criteria for:
 - the commercial negotiations of sponsorship conditions between the station and sponsors;
 - the timing, scheduling, content, production and format of sponsorship (and other) announcements in such a way that the sound of the station is not compromised.

Contracts

The Station Manager or delegate is responsible for the nature and content of contracts between sponsors and the station. Where relevant to programming, sponsorships shall be subject to discussion between the Marketing Manager and the Station Manager when new contracts are being negotiated.

All commercial announcements must be registered with the Marketing Manager, their frequency noted and invoices and statements duly processed by the Station Manager.

Content

The nature, content, format and wording of sponsorship (and other) messages must be acceptable to 5mbs. This shall be judged by the Station Manager and the Marketing Manager if required.

Sponsor contracts and promotions are subject to negotiation and discussion between the relevant 5mbs personnel and the sponsor; and the station reserves the right to refuse material.

Tagging

Every sponsor announcement must conclude with a tag clearly identifying the client as a sponsor of 5mbs.

Production

The announcements broadcast must complement the sound of the station. This is achieved by:

- production of sponsorship messages being subject to negotiation between the station and the sponsor
- wherever possible, messages being produced by the station and not the sponsor
- volunteers producing the sponsorship announcements
- use of appropriate music and voices, including the voices of station volunteers, subject to negotiation between the Business Development Manager and sponsor
- music used in sponsorship messages being consistent with the philosophy of the station, acceptable under copyright laws and appropriate to the format of the intended program or programs.

Scheduling

As far as possible, sponsorship (and other) messages shall be placed appropriately in relation to the content of the announcement, the nature of the program and the time of day.

Timing

A sponsored announcement will be confined to 30 seconds maximum length, including music beds and acknowledgement tag. In-house announcements may be longer. The following guidelines are for the presenters broadcasting the announcements:

- messages may be clustered into groups of no greater length than two minutes per group
- when clustering announcements start (if possible) with an in-house announcement and follow this with the sponsored announcement/s
- sponsored announcements should be played between works during programs, i.e. a program should not start or finish with a sponsored announcement. Program Briefs contain information about the treatment of announcement breaks as applicable to each separate program
- recorded announcements are labelled as follows according to their content and nature:
 - \$ for sponsored announcements - and also for in house announcements (e.g. subscriber drives) which should be treated as sponsored
 - # for in-house announcements (e.g. program promos etc.)
 - ! for stings (e.g. 'I am Mark Elder and you are listening to 5MBS')

All announcements labelled \$ and # should be broadcast without fail however it is acceptable to 'drop' an announcement labelled # if the time constraints of the program do not allow its broadcast.

In the event of a failure of the Novation broadcast system, the presenter should use the printed copy available in the studio and broadcast live reads of the scheduled announcements.

Community Service Announcements

Community Service Announcements will be accepted for broadcast where resources and airtime permit, and with the following criteria used to determine which are accepted:

- relevance or link to 5MBS listening audience
- social value
- the resources of the organisation requesting the announcement.

Small arts organizations which are seeking promotion for events should be directed to Arts Diary.

Process and Consultation

If a broadcaster objects to the nature of an announcement, the issue can be raised with the Station Manager.

All scheduled sponsorship announcements are to be played in accordance with contractual obligations.

Regular consultation will take place between the Station Manager and the Business Development Manager to ensure these guidelines are followed wherever practicable.

The Board of Directors of 5MBS remains the ultimate authority for sponsorship contracts and messages.