



**Muslim
Community
Radio**

Sponsorship

Policy title: 2MFM Sponsorship

Policy under Code 6 of the CBAA Code of Practice

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Summary: This document outlines the practices put in place in compliance with the Broadcasting Services Act 1992 in relation to the sponsors of the 2mfm organisation.

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Purpose

The purpose of this policy is to ensure best practice in compliance with the Broadcasting Services Act 1992 and the Codes and also to give clear direction on the **Muslim Community Radio** ethos toward sponsorship.

Background

1. Under the 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:
 - 1.1 Sponsorship content will be limited to five minutes in any hour
 - 1.2 Every sponsorship announcement will be clearly 'tagged'.

Definition

2. For the purpose of identifying sponsorship announcements on **2mfm** the following definition approved by the ACMA has been adopted.
 - 2.1 *"A sponsorship announcement is potentially any broadcast that is intended to promote a product or service, regardless of whether payment in cash or in kind has been received by a licensee, or by any employee, agent, contractor or volunteer of the service"*.

Principles

3. In line with code 6, **2mfm** will ensure that:
 - 3.1 Sponsorship will not be a factor in determining access to broadcasting time
 - 3.2 Editorial decisions affecting the content and style of individual programs are not influenced by program or station sponsors, and
 - 3.3 Editorial decisions affecting the content and style of overall station programming are not influenced by program or station sponsors

Sponsorship Exemptions

4. The BSA permits community licenses to broadcast material that has a sponsorship character and not be calculated in the five minute per hour limit, in circumstances where it:

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- 4.1 Can be regarded as an ‘accidental or incidental accompaniment’ to a broadcast of other matter
 - 4.1.1 The ACMA considers a sponsorship statement as ‘*accidental accompaniment of another matter*’ only if, for example, the presenter mentioned it by mere chance, or casually without it being planned
 - 4.1.2 Sponsorship material may be an ‘*incidental accompaniment*’ to the broadcast of other matter only if a reference to a product, service or organization was secondary to the subject of broadcast or occurred as a minor part of the broadcast. This may include a casual reference to a product or service, where that type of casual reference is likely to occur in the context of a discussion of some other thing.
 - 4.1.3 If the broadcast of the sponsorship material is deliberate, or due to some arrangement or understanding, it would not be ‘accidental or incidental’.
 - 4.2 Is not paid for, either in cash or in the form of any kind of valuable consideration
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- 5. Under these exemptions **2mfm** may broadcast:
 - 5.1 An announcement of not more than 10 seconds duration at the beginning and the end of a program giving the name and business of the sponsor of the program
 - 5.2 **2mfm’s** identification and promotions
 - 5.3 Program promotions

POLICY of Best Practice

- 6. **2mfm’s** financial and management committees will draw up standard contracts for prospective sponsors and agents/marketer outlining sponsorship rates and commissions.
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- 7. All sponsorship announcements will comply with the three key sponsorship conditions outlined in clause 3 above.
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8. All sponsorship arrangements shall be recorded on a standard contract and approved by the Station Manager

9. Sponsorship will not be accepted from companies that promote tobacco, gambling or alcohol or from any source seeking to promote a service or product considered unacceptable to the ethics, morals, religiosity and expectations of mainstream Muslims.

10. Sponsorship will not be accepted from individuals or groups whose policies or practices are inconsistent with the general direction and Objects of **2mfm**

11. Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed and the culture of **2mfm**

12. Individual presenters and members are not entitled to seek sponsorship on behalf of **2mfm** without the written consent of the Station Manager

13. Under no circumstances can **2mfm** presenters accept gifts, products, services or payments in return for promotion of a product, service or business

14. The **Muslim Community Radio** reserves the right to refuse any paid announcement

15. **2mfm** may broadcast community information or announcements for which no consideration in money or kind has been made

16. **2mfm** is responsible for all material broadcast on its service and reserves the right to edit prepared sponsorship content

17. **2mfm** is responsible for ensuring that all material broadcast on its service, including material broadcast under sale of airtime agreement, does not breach the sponsorship codes.

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18. **2mfm** will broadcast up to 5 minutes of sponsorship announcements at any time within each one hour block. This does not require the SA blocks to be an hour apart.

For example: A sponsorship announcement (SA) block of 5 minutes may be broadcast at 7:45pm (during a high rating program), then again at 8pm, making them about 10 minutes apart. But each SA block is well within its own hour block.

19. To time sponsorship announcements, **2mfm** will count the whole announcement including the tag and music, exactly as it is broadcast
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20. To ensure that the 5 minutes limit is not exceeded within each hour block, **2mfm** will count the time spent broadcasting sponsorship announcements from the start of each hour.
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