



Policy on Sponsorship

OUTLINE

In accordance with Code 6 of the Community Broadcasting Codes of Practice, and complimenting the Licence conditions in the Broadcasting Services Act (1992), this Policy sets out the framework for which outside entities may Sponsor Kalamunda Community Radio Station – and the parameters around how said sponsors can communicate appropriate messages within broadcast.

THE POLICY

1. With reference to the Licence conditions contained within the Broadcast Services Act (1992), KCR will broadcast no more than 5 minutes of sponsorship announcements per broadcast hour.
2. Any announcement acknowledging a sponsor's financial and/or in-kind support of KCR will include the tag “Station Sponsor”.
3. Sponsorship of KCR will not be a factor in deciding who can access broadcast time – the inclusive ethos of Community Broadcasting ensures there are no “exclusive” arrangements pertaining to Sponsorship.
4. Editorial decisions affecting the style and content of individual programs, and overall Station programming, will be a matter for KCR's Management Committee - and will not be influenced by Program or Station Sponsors.
5. Individuals and organisations can only access Sponsorship of KCR through it's authorised Sponsorship Consultants, involving contractual agreement as drafted by KCR.

SPONSORSHIP MESSAGES

KCR will not broadcast any sponsor messaging that may:

1. Incite, encourage, or present for its own sake violence or brutality.
2. Mislead or alarm listeners by simulating news or events.
3. Present as desirable the use of illicit drugs, the misuse of tobacco or alcohol as well as other harmful substances.
4. Glamorise, sensationalise, or present suicide as a solution to life problems.
5. Stereotype, incite, vilify, or perpetuate hatred against, or attempt to demean any person or group, on the basis of ethnicity, nationality, race, language, gender, sexuality, religion, age, physical or mental ability, occupation, cultural belief or political affiliation.

The KCR Management Committee will grant final approval to the content contained within a Sponsor Message. This approval will be based on Community interest, context, degree of explicitness, the possibility of alarming the listener, the potential for distress or shock, prevailing indigenous laws or Community standards, and the level of social relevance. Sponsor supplied messages with backing music track must comply with the Australian Copyright Act (1968).