

NOOSA DISTRICT COMMUNITY RADIO ASSOCIATION INCORPORATED
POLICY STATEMENT 3.03 - SPONSORSHIP ANNOUNCEMENTS

1. This policy has been written to ensure clarity of understanding on the content and presentation of sponsorship announcements.
2. All sponsorship announcements must be tagged as such by using words or phrases stating that the person or organisation mentioned is a sponsor of the station, and acknowledging their support of the station's operations.
3. Sponsorship announcements must not be broadcast immediately before or after community service announcements, to avoid any suggestion that there exists a linkage between the two.
4. Sponsorship announcements may contain prices of products or services provided by the sponsor, as long as those prices are presented tastefully.
5. Sponsorship announcements will be presented singly. Two or more sponsorship announcements will not be read consecutively, except that where pre-recorded sponsorship announcements include more than one sponsor in a single pre-recorded track they will be taken as a single announcement for this purpose.
6. Sponsorship announcements must be either read or played as directed by the Sponsorship Committee, and as indicated on the sponsorship schedule supplied to presenters. Sponsorship announcements not included on the schedule are not allowed.
7. Sponsorship announcements supplied by the Sponsorship Committee are sufficient in themselves to discharge the Association's obligations to its sponsors. Additional announcements, by way of introductory or closing recognition of sponsors mentioned during a programme, are therefore not to be made. Presenters should note the potential for infringing broadcasting law if such extra recognition raises the total of sponsorship announcement time in any elapsed 60 minutes beyond the limit authorised.
8. It is the responsibility of all presenters to make themselves aware of the regulations in force from time to time governing sponsorship announcements, permitted content and duration, and to ensure that they conform at all times to the spirit and the letter of those regulations.