



3MDR Sponsorship Policy

Background

All sponsorship, paid government and community service announcements broadcast on 3MDR, will be subject to the conditions in this Policy.

Conditions:

1. Announcements will meet the requirements of the Broadcasting Services Act, the Community Radio Codes of Practice and any other standards or codes.
2. All sponsorship arrangements must have a signed contract in place, and payment received in advance of announcements being broadcast.
3. All sponsorship announcements must acknowledge the financial support of a sponsor, e.g. "Station Sponsor (Business name) is a proud supporter of 3MDR"
4. Sponsorship announcements are limited to a maximum of five minutes per hour.
5. Sponsorship Announcements will be factual statements about the sponsor and must not relate to any other Business or Company.
6. Scheduling and frequency of announcements must be made with regard to the programming in which they are placed as per 3MDR staff.
7. Only announcements specified in the run sheets or communicated directly from 3MDR staff shall be broadcast.
8. Sponsorship announcements will only be accepted from persons or groups whose policies or practices are consistent with the Policies and Guidelines of the Community Broadcasting Association Codes of Practice as practiced by 3MDR.
9. 'Contra' deals in the form of goods or services accepted in return for Sponsorship 'airtime' will only be permitted with the permission of 3MDR staff and reported to monthly Committee of Management meetings.
10. Sponsorship announcements must adhere to the Programming policy.
11. The station reserves the right to refuse any paid announcement.