



SPONSORSHIP POLICY

All sponsorship, paid government and community service announcements broadcast on CROW FM will be subject to the following conditions:

- 1. Announcements will meet the requirements of the Broadcasting Services Act, the Community Radio Codes of Practice and any other standards or codes pursuant thereto.*
- 2. All sponsorship announcements must acknowledge the financial support of a sponsor, e.g. Bob's Chickens is a sponsor of CROW FM*
- 3. Sponsorship announcements are limited to a maximum of five minutes per hour.*
- 4. Announcements must receive specific prior approval of written copy by the General Manager.*
- 5. Announcements are to be produced and presented in a style and form consistent with the program in which they are to be placed.*
- 6. Sponsorship Announcements will endeavour to avoid prejudice or discriminatory behaviour.*
- 7. Sponsorship Announcements will be factual statements about the sponsor, and will where possible avoid exaggerated superlatives (e.g. fastest, cheapest, biggest range, best tasting etc.)*
- 8. Sponsorship Announcements may mention prices where this information is essential and integral to the sponsor's service.*

9. Scheduling of announcements must be made with regard to the types of programs in which they are placed.

10. Sponsorship announcements will not be accepted from persons or groups whose policies or practices are inconsistent with the general community within the WONDAI RA1 coverage area as indicated by Station Policies.

11. Sponsorship announcements will not be accepted from non-registered political parties.

12. Any sponsorship proposal, which involves special programming, will need to be approved must be approved by the program director.

13. The station reserves the right to refuse any paid announcement if it is deemed unfit for air.

CROW FM BOARD OF MANAGMENT



P: 07 4169 0700 – E: info@crowfm.com.au

W: www.crowfm.com.au