



Policy Statement
SPONSORSHIP

Sponsorship is a vital component of the station's revenue. Without the income generated by sponsorship, RTRFM could not survive. We have entered into contractual agreements with all our sponsors and therefore it is essential that they are fulfilled. It is also important that the Australian Broadcasting Authority's legal constraint of five (5) minutes of sponsorship announcements in any one (1) hour is not breached.

1. Absolutely NO unauthorised broadcast of advertising or sponsorship material should ever be made. This includes the promotion of your own events or activities. The penalty for any deliberate breach is immediate suspension from broadcasting.
2. Sponsorship announcement times must be followed as accurately as possible. We have a legal contract with sponsors, so announcements must be broadcast at times shown or as close to the time stipulated on the computer as is practicable. Sponsors often monitor their announcements.
3. If an announcement is not available for play for any reason a brief note should be made in the Studio Diary.
4. Under NO circumstances should you attempt to ad-lib sponsorship announcements.
5. Comments must not be made about the contents or any other matter relating to sponsorship announcements on air.
6. Sponsorship or promotional announcements should NOT be introduced or referred to. In the case of sponsorship announcements this may breach the limit of four minutes in the hour.
7. Do not say "we'll be back after these messages / commercials / advertisements / carts" or "now for a few words from our sponsors". These are commercial phrases and have absolutely no place on RTRFM.

Please remember not to mention anything about the sponsor announcements or embellish in any way the sponsor's message. If you have any questions please do not hesitate to ask the Station Manager.