

RTRFM Policy 004

Programming and Presenting

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 Communications and Media 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 commercial contract with sponsors, so announcements must be broadcast at times shown, or as close to the time stipulated on the schedule as is practicable. Sponsors often monitor their announcements.
3. If an announcement is not available to be played for any reason, or if sponsorship announcements are missed, please contact the Sponsorship Managers or General Manager as soon as possible during office hours so they may be rescheduled.
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 five minutes in the hour.
7. Avoid saying phrases like "we'll be back after these messages / commercials / advertisements / carts" or "now for a few words from our sponsors". They do not fit with RTRFM's on-air voice.
8. 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 contact the General Manager.

This policy statement was approved by the General Manager and RTRFM Board in February 2026.