

2BOB RADIO 104.7FM (MANNING MEDIA CO-OP. LTD)

SPONSORSHIP POLICY

SALES

- Businesses may only be approached by sponsorship sales representatives who have been formally approved by resolution of the Manning Media Co-op Board of Management.
- Sponsorship sales representatives must be neatly dressed, and must positively promote the image of the station.
- Sponsorship representatives may be paid on commission (20 per cent of total sale excluding GST) or receive fuel costs as determined by resolution of the Board.
- Manning Media Co-op. reserves the right to refuse to broadcast any paid sponsorship announcement which conflicts with the station ethos.

SPONSORS:

- No sponsor may be accepted whose business does not support the ethics and programming policies of the station.
- Sponsorship must not be accepted from registered political parties or from companies that promote tobacco or gambling.
- Pharmaceutical products and medical services may not be promoted on air.
- Alcohol abuse may not be encouraged on air.
- Sponsorship does not entitle the sponsor to play a role in determining the nature or content of programs, nor in determining the program structure or policy of the station.
- No commercial business or activity may be promoted on air unless they are sponsors of 2 BOB and under contract.

RATES:

- Sponsorship rates are set by resolution of the Board and may not be varied by sales representatives without approval of the Board.
- All sponsorship sold is to be confirmed by use of the current sponsorship agreement.
- No contra deals are to be entered into without approval of the Board.
- Sponsorship salespersons may not accept gifts or gratuities from sponsors.

COPY:

- Copy must be written, produced and recorded for use on air.
- No copy may be read directly to air by presenters.
- Copy must be tagged with acknowledgment of sponsorship of 2BOB Radio attached and broadcast with the tag.
- Persuasive language may be used, and prices, bargain sales and special offers may be promoted.
- All music used under copy must be production music, unless the sponsor owns copyright in the music.
- Commercially released music must not be used.

SCHEDULING:

- Only pre-recorded sponsorships may be put to air.
- No more than five minutes of sponsorship announcements may be scheduled in each broadcast hour.

- No more than two consecutive sponsorship announcements are to be scheduled at any time, except in unusual circumstances.
- Sponsorship announcements are to be played as close as possible to the scheduled time except in circumstances which render this impossible, such as power failure.

Manning Media Co-operative Ltd

February 1, 2013