

NOOSA DISTRICT COMMUNITY RADIO ASSOCIATION INCORPORATED
POLICY STATEMENT 3.08 - GIVEAWAY OFFERS ON AIR

1. This policy has been written to define the station's policy on giveaway offers that may be broadcast.
2. The station is not opposed to giveaway offers in principle: however, they must be consistent with the CBAA Codes of Conduct, not constitute advertising material, and not become a form of unpaid sponsorship announcement.
3. All giveaway offers must be approved by the Sponsorship Sub-Committee before being broadcast. This includes the proposed wording of the broadcast message.
4. Giveaway offers may identify only the donor of products or services, and they must be worded in such a way that no endorsement or promotion of the donor or his/her business can be inferred.
5. The donor is to be acknowledged once only in any given programme, regardless of how frequently the giveaway itself is mentioned during that programme.
6. Where alcoholic substances are to be given away, the wording of the offer must make it clear that the prize may only be won and collected by a person over the age of 18 years. It remains the responsibility of the donor to ensure that the person collecting a prize meets this criterion. The station will give vouchers to winners and will not handle or distribute alcoholic products.
7. Both the Management Committee and the Programme Sub-Committee have the right independently of each other to veto any giveaway offer if, in their opinion, the offer, the prize, or the donor may be detrimental to the name or reputation of the station.