

**NOOSA DISTRICT COMMUNITY RADIO ASSOCIATION INCORPORATED**  
**POLICY STATEMENT 1.16 - SPONSORSHIP ACCEPTANCE AND PRESENTATION**

1. This statement defines the Association's policy towards accepting sponsorship and presenting sponsorship announcements.
2. The Association accepts the Community Broadcasting Codes of Practice (Radio), specifically  
**Code 4.1**, which ensures that sponsorship will not be a factor in determining access to broadcasting time;  
**Code 4.2**, which ensures that the content and style of individual programmes is not influenced by the sponsors of such programmes;  
**Code 4.3**, which ensures that overall programming of community broadcasting stations is not influenced by sponsors.
3. Production of sponsorship announcements is to be carried out in house whenever possible, in preference to using externally-produced material, and using a wide range of voice-over volunteers.
4. The Sponsorship Committee shall propose sponsorship rates, which shall apply subject to ratification by the Management Committee.
5. Contra deals.
  - 5.1 All contra deals must be reported by the Sponsorship Committee to the Management and Programme Committees.
  - 5.2 All contra deals totalling \$200 or more must be approved in advance by the Management Committee.
6. The Sponsorship Committee will refer to the Programme Committee any proposed announcements considered to be unethical, or likely to affect the station's independence or local image. Any disagreement between the Sponsorship and Programme Committees shall be referred to the Management Committee.
7. Sponsorship announcement duration shall conform to CBAA guidelines.
8. Every presenter has the right to request that a particular sponsorship announcement not be placed in his or her programme if that presenter has a conscientious objection to the nature of the sponsor or the announcement. The Sponsorship Committee will make every effort to accommodate such a request.
9. Presenters may elect, giving notice to the Sponsorship Committee, to do a "live read" of a particular sponsorship announcement. The Sponsorship Committee will provide the means for such a presenter to do so.
10. All members involved in obtaining sponsorship are accountable to the Management Committee through the coordinator of the Sponsorship Committee.