

POLICY DOCUMENT ON SPONSORSHIP

Golden Days Radio for Seniors Citizens Inc (3GDR) provides sponsorship announcements that comply with the Community Radio Broadcasting Codes of Practice by;

- (a) Sponsorship content will be limited to five (5) minutes in any one hour.
- (b) Every sponsorship announcement will be clearly “tagged” e.g. “xyz is a Golden Days Sponsor”.

In line with Code 6 3GDR will make sure that;

1. Sponsorship will not be a factor in determining access to broadcasting time,
2. Editorial decisions affecting the content and style of individual programs are not influenced by program station sponsors, and
3. Editorial decisions affecting the content and style of overall station programming are not influenced by program or station sponsors.

All sponsorship arrangements shall be recorded on a standard contract and approved by the station manager.

Sponsorship will not be accepted from companies that promote tobacco or gambling.

Sponsorship from companies promoting alcohol may be accepted, however the announcements must not:

- (a) Promote the misuse of alcohol, or
- (b) Be directed towards minors.

Sponsorship will not be accepted from individuals or groups whose policies or practices are inconsistent with the general direction of 3GDR.

Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.

Individual presenters and members are not entitled to seek sponsorship on behalf of 3GDR without the written consent of the Station Manager.

Under no circumstances can presenters accept gifts, products or services or payments in return for promotion of a product, service or business.

3GDR reserves the right to refuse any paid announcement.