

Sponsors and Guests Interview Guidelines

The Community Radio Codes of Practice (the Codes) set out the guiding principles and policies for programming on community broadcasting stations. They also outline the operational standards for stations that hold a community broadcasting licence.

We at community radio station VCA 88.5FM are governed by the guidelines of Community Broadcasting Association of Australia (CBA) and need to abide by these codes of practice

Current Sponsors

Current station financial sponsors of VCA 88.5FM are sponsors that have paid and contracted with the station for the promotion of their business or service. We are therefore allowed to promote the sponsors business in our interviews live on air or pre-recorded where we are allowed to mention the following:

- (A) The company or business name, which can always be announced on air by the presenter(s) and remind the listeners that they are valued station sponsor of VCA 88.5FM throughout the duration of the interview being conducted.
- (B) Address of the company or business.
- (C) Contact details including phone number and mobile number.
- (D) Email address.
- (E) Social media outlets e.g. Webpage, Facebook, Instagram & Twitter

However, under no circumstances should the presenter(s) or the guest(s) announce prices of their products if applicable.

Non-Sponsors

CBA have advised that a non-sponsor of VCA 88.5FM when being interviewed are allowed to be introduced by name and the business they work for. The non-sponsor and the presenter (s) cannot however include the following about the non-sponsor during the interview:

Address, contact numbers or social media outlets

Promotion of their business products or service

If they are not qualified to answer a question only state their opinion and advise the listeners to seek expert advice.

Interviews with subject matter experts are common to broadcasting and play a legitimate role in community broadcasting. However, care should be taken to ensure that discussions do not move from the general (for example, a DIY program that provides technical information about home improvements) to the specific (for example, the promotion of a particular product, price, service or organisation).

Below are examples of what constitutes advertising provided by the Australian Communications and Media Authority Community Broadcasting Sponsorship Guidelines 2008

Example 1

Announcer: Welcome to the Home Show. Today we are discussing the local real estate market and providing useful tips for everyone interested in buying property. We are lucky to have with us George Roy, who has worked in the real estate industry for 25 years and has spent the last 10 years at XYZ Real Estate. George, how is the local market? Is it a good time to buy?

George Roy: It sure is, as long as you do your homework first. It is so important to know the local area and do your research. Check recent sales history, find out what deals you can get with home loans and, if you are an investor, find out what the local rental market is doing. You can do this by checking the local papers and having a look in real estate windows. Or use the web—it is a great tool for home buyers.

Why is this likely to be found to not amount to advertising?

Example 1 establishes George Roy's credentials ('We are lucky to have with us George Roy, who has worked in the real estate industry for 25 years and has spent the last 10 years at XYZ Real Estate') but does not promote him or his real estate agency. The reference to Mr Roy's employer is contextual—that is, it is a relevant consideration as listeners would want to know whether he is qualified to provide advice. The discussion is about buying property generally and does not focus on individual properties, real estate agencies or a particular real estate agent. The reference to the real estate agency is an incidental accompaniment to the broadcast of other matter.

Example 2

Announcer: Welcome to the Home Show. Today we are discussing the local real estate market and providing you with useful tips if you are interested in buying property. We are lucky to have with us George Roy, from XYZ Real Estate, which is located at 1 Market Street. They are rated number one in the local area and George has recorded the best sales figures for five consecutive years. Be sure to call George on 9876 5432 whether you are buying or selling, and he'll be sure to look after you. George, what properties are you going to tell us about this week?

George Roy: Well, good morning to you and your listeners. I have some great homes to talk about this week and I'll give you all the open-day information and viewing times. The first property is at 2 Commercial Street and features ...

Why is this likely to be found to be advertising?

Example 2 promotes both Mr Roy ('... George has recorded the best sales figures for five consecutive years. Be sure to call George on 9876 5432 whether you are buying or selling and he'll be sure to look after you') and the real estate agency ('They are rated number one in the local area'). Further, the segment provides both the address and telephone number for XYZ, promotes the services it provides ('they are rated number one in the local area') and promotes properties for sale by XYZ. These references are not accidental or incidental accompaniment as they are designed to bring attention to XYZ. They are more than merely background to establish Mr Roy's qualifications or expertise.

Not For Profit Organisation

As a community radio station, it is advised and supported by the CBAA guidelines that not for profit organisations can and should be supported and promoted by all community radio stations.

As a community radio station, we encourage you therefore to interviewing not for profit groups or organisations. The interview is to try and help promote their organisation in the community.

Therefore, throughout your interview ensure the following is announced live on air.

- Name of the guest(s) you are interviewing.
- Name of the organisation that you are promoting and interviewing.
- Address where the organisation is from.
- Contact details of the organisation.
- All their social media outlets, including webpage, Facebook, Instagram and even their Twitter account if they have these to promote.

It is hoped that the not-for-profit group will in turn promote the station in the community.