

Community Radio 2XX FM Inc.  
GPO Box 812  
Canberra ACT 2601  
(02) 62300100  
www.2xxfm.org.au



## SPONSORSHIP POLICY

2XX will actively seek sponsorships as a source of support for station programs and a way of tapping into wider community networks.

Sponsorships will need to support the aims of the station:

*fostering the educational, recreational, social and cultural interests of the community of Canberra and surrounding regions and of the community of the Association by the provision of radio broadcasts and related activities, and*

*promoting participation by the community in the creation and maintenance of an alternative and innovative radio service, with particular emphasis on the following:*

- i) Music, particularly by local and other Australian artists*
- ii) Community and current affairs*
- iii) Arts*
- iv) Education*
- v) Indigenous affairs and culture*
- vi) Multicultural/community language programs*

Sponsorships of particular programs must have a connection to that program.

Sponsorship announcements must not run for more than five minutes in any hour of broadcasting. Sponsorship announcements must be 'tagged'. The tag must state the name of the person or organisation that has given support in cash or in kind to the licensee or the program.

Station programming policy shall at all times remain independent. This means that the programming policy of 2XX FM shall be conceived and implemented without reference to the needs of any specific interest group (other than offering access) including political, religious, or any business interests.

Station programming (in terms of quality and content) and scheduling shall not be undertaken to meet the needs of current or potential station sponsors.

2XX will ensure that all sponsorship agreements are honoured by program presenters.

**Authorisation**

Approved by 2XX Board, 28 September 2017

Responsible person: 2XX Board Secretary