



SPONSORSHIP POLICY

About Westsider Radio

Westsider Radio is a not-for-profit community radio station run primarily by volunteers. Running it costs money. There's rent, streaming platforms, music and broadcast licences, insurance, equipment, online hosting and storage, various software subscriptions, maintenance, and hopefully one day staff. Sponsorship helps cover those costs and keeps the station going.

For announcers, your show is a passion project. Whatever brings you here, it's not the money. Sponsorship helps make having a Westsider Radio show possible.

The key rule

All sponsorship goes through Westsider Radio as an organisation, not through individual announcers.

Why this matters

Westsider Radio chooses to follow the Community Broadcasting Association of Australia (CBAA) Codes of Practice. The Code distinguishes between two things: sponsorship announcements, which simply identify a business that has supported the station, and advertising, which promotes products or services. We run sponsorship announcements but not advertising.

For announcers

- If a business contacts you about sponsoring your show, please pass their details to station management. It makes a real difference to the station and we really appreciate it. Don't negotiate or make any commitments.
- If you're unsure about anything, check with management first.
- Do not accept money, gifts, free products, or services from a business in exchange for on-air mentions or promotion.

- Only read sponsorship announcements that have been approved and provided by the station.
- If you have a personal or business connection to a guest you're interviewing, say so on air.

How sponsorship announcements sound

Lena Daskalakis (Operations Manager, The Westsider) manages all sponsorship for Westsider Radio and advertising in The Westsider. She approves all announcements before they go to air. Announcements must be clearly tagged – for example: "*[Business name] is a sponsor of Westsider Radio.*" They must be factual and brief. No hard sell, no calls to action, no superlatives. Sponsorship cannot influence what we put on air or who we interview.

What sponsors receive

Depending on the package, sponsors may receive on-air sponsorship announcements, show-specific acknowledgements, social media posts, and advertising in The Westsider newspaper and website. Lena can provide full details.

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