



POLICY

Drafted by	J Briscoe	Approved by Board on	April 2014
Date Drafted	March 2014	Reviewed date	June 2018
		Scheduled review date	June 2021

External Communications

Purpose

To establish the policy and guidelines for Valley FM's (VFM) external communication on the basis that all external communication must be consistent with the rules, policy and culture of Valley FM 89.5.

Policy

When communicating with an outside organisation in the name of VFM 89.5 the following procedures must occur.

Media

All press releases and media comment on matters concerning VFM 89.5 will be made by the President, or by a person delegated by the President.

Letters purporting to speak on behalf of VFM 89.5 must be authorised by the President before submission for publication. Publication of photographs of presenters must also be authorised by the presenter/s concerned, particularly in the case of a minor.

Advertising

This includes advertising for recruitment and fundraising purposes, as well as general promotion of the station. In each case, the advertisement must be prepared by the relevant presenter, in consultation with the VFM Board Director responsible for Promotions and Sponsorships, who will then seek agreement and authorisation from the President before the advertisement is submitted for publication. If the advertisement costs more than \$100, funding approval should also be sought from the Treasurer. In the case of an advertisement that will cost more than \$300, the proposal must be submitted to the Board.

Sponsorship

While members are encouraged to suggest sponsorship of the station to potential clients, the approach must be made by an authorised representative e.g. President or VFM Board Director

responsible for Promotions and Sponsorships. This can be done by giving the details to this Director, who will then manage the client.

Promotional Stands

When an invitation is issued to VFM 89.5 to take a stand at a local event, acceptance must not be made without reference to the Board. Display material used on such a stand must be official VFM promotional material that is marked with the station's official branding only.

External Training Seminars

Members wishing to attend meetings of outside organisations, or training seminars being run by external bodies, are to seek Board approval prior to attendance, particularly if reimbursement of registration costs is to be sought. If the time line is too short, approval may be given by the President.

Landlord, Co-tenants, Funding Body and Regulatory Authorities

Only the President, or a person delegated for this purpose by the President, may communicate with the ACT Property Group, the owner of the building on matters affecting VFM's tenancy. Also, only the President, or delegate, may communicate with regulatory authorities or funding bodies.

Australian Tax Office (ATO) and Banking

It is solely the responsibility of the Treasurer to communicate with the ATO. If problems arise, the President must be consulted, and a report of the matter made to the Board. This principle also applies to communication with a bank, whether or not VFM 89.5 holds accounts with that bank.

Businesses

No member may make use of the name of Valley FM 89.5 to gain any private benefit or request discounts or make offers of free air time to any business. This includes artists and their managers.

ValleyFM Compliance Obligations

The Board is responsible for the development, operationalisation and review of this policy. Compliance with the policy is the responsibility of all Board Members, Presenters and Members.

Legislation Framework

Commonwealth Broadcasting Services Act 1992

References

Community Broadcasting Association of Australia (CBAA). 2008 and 2016. Community Radio Broadcasting Codes of Practice available at [CBAA Broadcasting Codes of Practice 2008/2016](#)