

## **POLICY - INTERVIEWS WITH SUBJECT MATTER EXPERTS V1.2**

### **Purpose of Policy**

The purpose of this Eastern Community Broadcasters Inc. hereafter referred to as Radio Eastern fm policy is to provide guidance to presenters, sponsors and sponsorship representatives in relation to interviews with subject matter specialists, community groups and community groups.

### **Background**

The policy is to cover a growing trend to leverage relationships with station sponsors to provide subject matter specialists as commentators on particular topics. The Committee of Management (CoM) issues this policy to ensure there is clarity of the license obligations of Radio Eastern fm, for both volunteers and the sponsors.

### **Policy**

The use of subject matter experts is permitted, however sponsorship of Radio Eastern fm does not entitle the sponsor to programme access.

The presenter is required to consider the community information sharing benefit and editorial relevance of the contribution. Importantly, where a subject matter expert is to be interviewed, and where that subject matter expert is also a station sponsor, their sponsor messages will not be played immediately before, during or after the interview.

Every effort should be made to ensure the content conveyed in the interview is general and no link shall be made to the sponsor other than the establishment of their qualifications.

Subject matter experts who are not a current Sponsor and are clearly participating in the same business category as a Sponsor shall not be interviewed on subject matters relating to that category unless existing Sponsor(s) in that category have declined an invitation to participate.

A good example of this situation is when Radio Eastern has one or more Real Estate Agents as a Sponsor then this would exclude a non-sponsor from being interviewed on any of the subject matters that may relate the real estate category unless the sponsor has declined the interview.

This Policy is supported by the Interviews With Subject Matter Experts Procedure(s):

Policy reviewed and updated: 06-03-2025