

## PROCEDURE – INTERNAL & EXTERNAL SOURCED PROMOTIONAL MATERIAL V1.1

### Purpose of Procedure

The purpose of this Eastern Community Broadcasters Inc hereafter referred to as Radio Eastern fm procedure is to provide guidance with implementing the Giveaway Promotional Material Policy

### Background

This procedure is based on the necessity to have a consistent approach as to how we present to listeners in the community at large. Whilst this may remove individual discretion, volunteers still retain the mechanism to interact with the Committee of Management (CoM) for change.

### Procedure

#### Definitions:

- **Property:** is a thing or things belonging to someone.
- **Pre-determined promotional material package;**  
A base package of items approved by the CoM for the general distribution of information relating to Radio Eastern fm.  
*Example, may include newsletter, bumper sticker, membership form, etc.*
- **Category of promotional material package:**  
The CoM may develop various category packages of pre-determined promotional material from time to time to meet marketing strategies which benefit Radio Eastern fm. These Categories are, but not limited to, the base package with defined giveaway additions.
- **Sponsor Giveaways:** property that is given to Radio Eastern fm by a Sponsor whose current or continuing contract has exceeded six (6) months or a community interview contributor.
- **Promotional material as Competition Prizes** with the exception of Sponsor Giveaways may at times only be available to financial member(s). The identity of the supplier of material with the exception of Sponsor Giveaways is only to be disclosed to a financial member after;
  1. verification by the Membership Officer or his / her authorised representative(s) confirming recipient status,
  2. advice to the recipient that the material (prize) is ready for collection.  
Note that the verification process may not occur on the day of the competition.

Intrinsic giveaway promotional packages with the exception of Sponsor Giveaways shall not be described by Presenters or Office Volunteer using the name of a supplying organisation or person in “on air” presentation or telephone conversations.

Promotional material packages shall only contain pre-determined items for distribution by Presenters or any Office Volunteer

The only additional item(s) permitted to be included by a Presenter or any Office Volunteer in a pre-determined promotional material package is the item(s) stated as the prize in any on

air competition.

Contents of Outside Broadcast promotional material package category shall be determined from time to time by the CoM.

The contents of giveaway promotional material is determined under control of the Office Manager and confirmed by the CoM. Pre-determined promotional material packages offered during a radio programme shall only be available to listeners or their representative capable attending Radio Eastern for collection. Distribution by other means can be determined on a needs basis.

This Procedure is supported by the Giveaway Promotional Material Policy

Procedure reviewed and updated: 06-03-2025