



A sustainable and accessible local voice that reflects and enriches the diversity of our community

Political Announcement and Advertising Policy

Indigo FM is responsible under the BROADCASTING SERVICES ACT 1992 Schedule 2 for any election Federal, State or local in regard to paid election advertisement that contains matters that relates to that election; commenting on or soliciting votes for a candidate or advocating support for a political party or any announcement of sponsorship by a person or party indicating that the person is a candidate, at the election. There is specific definition of many requirements in a variety of circumstances, however for consistency of action we should observe some simple practices.

Pre-Election period:

1. Only the elected MP may undertake paid advertising outside an Election period. Such advertising must be purely for the purpose of seeking community engagement to represent the views of his/her electorate on a particular issue to Parliament.
2. Only the elected MP may be interviewed outside an Election period. Such interviews must be for the purpose of improving communication to the electorate about relevant issues and also to better engage the electorate in the political process.

Any application must be approved by the CoM of Indigo FM and such interviews must only be conducted by an Indigo FM presenter approved by the CoM.

During an Election period:

1. No paid advertising of a political nature will be approved and broadcast during an Election Period.
2. All registered Candidates will be entitled to a maximum of 60 minutes of free air-time in the form of an interview with an Indigo FM presenter approved by the CoM.
3. The 60 minutes free air-time can be allocated as follows:
 - i. 60 minutes x 1 site
 - ii. 30 minutes x 2 sites
 - iii. 20 minutes x 3 sites
4. Note that a song/music break of not more than 10 minutes may be added to the free air-time. EG
 - i. 15 min interview + 6 min song + 15 min interview = 30 min interview x 2 sites
 - ii. 8 min interview + 4 min song + 8 min interview + 4 min song + 4 min interview = 20 min interview x 3 sites
5. The Programming Sub-Committee Chairperson shall have responsibility for all decisions regarding the scheduling of such interviews.

Any application must be approved and by the CoM of Indigo FM and such interviews must only be conducted by an Indigo FM presenter approved by the CoM.