

Sunraysia Community Radio Association Inc

ABN: 19 305 406 312

106.7 HOT FM Mildura

90.7 FM Robinvale, Wentworth & Ouyen
"PLAYING THE BEST SONGS OF YOUR LIFE"

PROGRAM POLICY

Program Policy

Sunraysia Community Radio Association Inc (SCRA) operates Community licence 3HOT 106.7 HOTFM and is committed to providing the people of Sunraysia with a community radio that will service the many community groups who are not adequately served by other media.

This policy will follow along the lines set out by the Community Broadcasting Association Australia (CBAA) Codes of Practice.

In accordance with the Community Broadcasting Codes of practice CODE 2:

Principles of diversity and independence

2.2 Our policies and procedures will include mechanisms to enable active participation by our community in station management, programming and general operations.

Program committee

The Program committee shall consist of 5 members made up from interested community groups within the Sunraysia community and must be a member of SCRA. Meetings will be conducted quarterly or more frequently as the need arises. All meetings to be arranged at the conclusion of the previous meeting or at the request of the Station Coordinator or general committee.

Only members of SCRA can be nominated to sit on the Program Committee with nominations called for leading up to the AGM. In the event there are insufficient nominations prior to the AGM members for the Program Committee can be called from the floor on the night of the AGM. No member of from the Committee of Management of SCRA can sit as a member of the Program Committee nor the Station Manager.

The Program Committee will appoint a Chairperson. If a member is unable to fulfil their duties and resigns from the committee the Program Committee have the authority to canvas the community to fill the vacant position once the nominated persons membership to SCRA is approved.

The responsibilities of the Program Committee shall be to:

- Conduct a full program review twice a year and report its findings to the Station Manager. The Management Committee is kept informed of the program committee's operations, including decision-making, by receiving the minutes of the program committee's meetings at board meetings.
- Develop and recommend program applications for adoption by the Management Committee and implement programming adopted policies and procedures
- Publicise that new programming ideas and initiatives are welcomed, on such platforms as the station website and on social media. The New On-Air Program Applications Form will be provided for completion from the website.
- Accept and consider programming applications made on the Procedure for Making Programming Application Form.

Policies can be established or altered only by the Committee: **Procedures** may be altered by the Station Coordinator following committee approval.

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- Discuss program proposals with applicants. In the event that the program is rejected by the Program Committee, due to non-compliance with the current Programming Policy, the applicant has recourse to further state their case in writing to the Management Committee. The Program Committee may request that a pilot or demo program be produced for further consideration. Should the application not be successful in its current form, all efforts will be made to work with the applicant to bring the proposed application into line with the Program Policy and Procedures and address any concerning issues.
- Collectively identify the programming needs and preferences of the community interest then decide the programs that best reflect the needs of the community. – see CBAA Codes of Practice
- ensure the program schedule remains diverse and reflects the needs of the community
- oversee surveys of the community interest’s programming preferences
- revise program schedules to incorporate new programs and to ensure an adequate representation of locally-produced programs
- Will conduct regular surveys of listeners and of the broader community of interest, annually if possible. Additional telephone surveys can also be held when finances permit.
- Will air programs that have high local and community content to comply with ACMA regulations and guidelines. Generalist (i.e. mainstream) programs should be aired after consultation with the Program Committee and with prior approval of Station Management. These may include special interest programs such as computers, gardening, financial advice, although the character and content of the program should always be positive and comply with our standards of operation.
- Will endeavour to include very regular (at least weekly) interviews of locals and will always be mindful of increasing its locally produced content.
- Will hold regular training courses for staff and volunteers and a school work experience program which will accommodate two placements a week. Many trainees should go on to become presenters at the station and to develop and contribute new programming.
- Will broadcast regular announcements requesting volunteers and inviting program content. It will make available information on the procedure for making program proposals, inviting individuals and community groups to provide programming, in newsletters, at church visits and newsletters, on the station website, via social media and on air etc.
- Will make the Station’s Program Guide available to listeners on the website and in printed form when requested. Program Guide should be updated after implementation of changes, and after an official survey is undertaken.
- Will limit the amount of syndicated programming in favour of locally-produced programs, particularly where individuals or community groups have expressed interest in providing programs.

The Station

106.7 HOTFM will provide a range of opportunities for interested community to have a say in programming decisions. 106.7 HOTFM have mechanisms in place inviting community groups to make program requests or to be involved as members in the selection of programs thereby encouraging community participation.

The aim is for a diverse program schedule, demonstrating a responsiveness to the current and evolving needs of the community we serve.

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HOTFM General Program Policy

1. All programs will endeavour to ensure that of the total music played throughout a program, at least 25% of this is Australian.
2. To provide a balance of:
 - Music.
 - Local current news and community events.
 - Saturday morning programming supporting local sport.
 - Broadcasting of local sports live.
 - To actively seek out opportunities to broadcast local events eg: Writers festival, Jazz and Wine festival, Lake Cullulleraine Music Festival and Carols by Candle light.
 - Ethnic programming on 4 (minimum) evenings of the week.
3. All Australian recordings that are the property of the station will be visibly identified as Australian.
4. Presenters are requested to make their show informative and engaging with the community. Remembering we are there for the Community.
5. An audit of Australian music content will be conducted on a monthly basis.
6. Presenters are encouraged to, within the confines of the sponsorship framework, promote events where local musicians are featured. Interviews with both local and further afield Australian artists is encouraged.
7. Presenters must not make representations to record companies or other music suppliers on behalf of HOT FM unless prior consent has been given by the music coordinator or committee.
8. HOT FM will not accept any form of payment in cash or in-kind, in return for providing airplay or promotion of music, except under standard sponsorship arrangements.
9. Programs that run between 6am and 7pm Monday to Friday will reflect the NEW format of easy listening. Programs such as Breakfast (6-9), the Morning Show (9-midday) and Drive (5-7) will incorporate elements of interviews relating to local issues.
10. Specialist programs that meet the needs of listening group will be aired on Saturdays and Sundays. Specialists programming includes but NOT limited to local sport, Independent artist or label, indigenous, Ethnic, certain genre or a program reflecting literature.

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11. Community groups will be encouraged to utilise the organisation as a platform to promote upcoming events and /or conduct outside broadcasts for greater community involvement.
12. A review of this policy will be taken every 12 months.

Program Selection

Program proposals received by the Program Committee will follow the guide lines set out in the Program Proposal. All proposals submitted to the station will be forwarded to the Chairperson by the COB on the day the proposal is received or the next business day. All program submissions will be reviewed at the next scheduled Program Committee meeting, currently set to meet each quarter or at the discretion of the Chairperson (remembering Program Committee members are volunteers).

Once a submission has been approved the Chairperson will write to the nominated person advising them of the decision and commence the necessary paperwork and training.

This successful applicant upon notification will receive the following documents:

- a. *Community Radio Broadcasting Codes of Practice 2008.*
- b. *ACMA's Community Broadcasting Participation Guidelines.*
- c. *SCRA Program Policy.*

All new programs will be reviewed each month seeking consistency and ensuring the program is in line with the submission. Once passed the initial review period of 6 months reviews will be conducted every 3 months, then extend to every 6.

Current programs will be reviewed every 3 months and extended to 6 months.

MUSIC SELECTION

To ensure that all the needs of the station's community interest are met adequately, all new music shall be approved by the Program Committee for suitability prior to it being given airplay.

The purpose of this section is to outline the criteria and selection process required before a song can be considered appropriate for airplay. 106.7 HOTFM respects the core family values and seeks to support these values through music that deemed suitable for people of all ages, particularly young children.

IN accordance with the Programming Policy all music played on the station shall:

1. Be of appeal to the majority of the target audience demographic of 35 years and above.
2. Have lyrics that are positive, encouraging and supportive or at least non-offensive.
3. Be performed by an artist that does not have a public stance/position that is against the values/principles of our core listener. There should be nothing they publically advocate that would go against the values/principles of our core listener.
5. Showcase Australian artists, especially local artists and ensure 3HOTFM complies with the

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Community Broadcasting codes of Practice, Code 5 Australian Music:

5.2 Of all music programming, we will broadcast at least:

(a) 25 per cent of Australian music, except for ethnic and classical music stations, and

(b) 10 per cent of Australian music for ethnic and classical music stations.

Australian music played is calculated as a percentage of all music played over a calendar month.

Music must be of a good technical quality, although exceptions shall be made for local artists. It must always be borne in mind that 106.7 HOTFM is a community station and at times, technical quality and target audience appeal may be of secondary importance.

Exceptions for specialist music programs promoting Australian artists will be given to announcers by the Program Committee to select music for that program. At all times the music of artists from our local region, should be given every encouragement and inclusion in our air-time.

MUSIC SCHEDULING

Music Scheduling is an important part of 106.7 HOTFM's direction. Music must be programmed so it reaches the target audience. The scheduling is done using a computer program Jazler with the aim to obtain a consistent sound throughout the day. Announcers generally choose their own music in line with this policy. Specialist programs where the announcer has the requisite knowledge (otherwise their own personal tastes will come through and this can often alienate the audience) are the only programs to play music outside the easy listening format. These specialist programs and music are only aired under the direction of the Program Committee. Announcers are to follow the music schedules while they are on air.

MUSIC CATALOGUE

The Program Manager shall maintain a music catalogue. This catalogue will include; artist, title, album, nationality, intensity, speed, mood etc.

This catalogue is to be available to announcers and production staff to assist with the easy identification of material for programs.

UNAUTHORISED MUSIC

Music, tracks and artists that have not been approved for airplay shall not be played. Announcers breaching this requirement may be subject to disciplinary action.

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Presenters are requested to play music from the Jazler computer system if in the event the station does not have certain tracks that music they play is NOT pirated.

Talk Back

Talkback radio programs should be informative and concentrate on local issues or issues that may have an impact on the local community. All talkback presenters will comply too the following:

Community Broadcasting codes of Practice, Code 3 General Programing.

3.1 Our community radio station will not broadcast material that may:

- (a) incite, encourage, or present for its own sake violence or brutality,*
- (b) mislead or alarm listeners by simulating news or events,*
- (c) present as desirable the use of illegal drugs, the misuse of tobacco or alcohol as well as other harmful substances, and*
- (d) glamorise, sensationalise, or present suicide as a solution to life problems. In particular, broadcast material should not provide explicit details about the method and/or location of a suicide attempt or death.*

3.2 We will attempt to avoid censorship where possible. However, in our programming decisions we will consider our community interest, context, degree of explicitness, the possibility of alarming the listener, the potential for distress or shock, prevailing Indigenous laws or community standards and the social importance of the broadcast.

3.3 We will not broadcast material that is likely to stereotype, incite, vilify, or perpetuate hatred against, or attempt to demean any person or group, on the basis of ethnicity, nationality, race, language, gender, sexuality, religion, age, physical or mental ability, occupation, cultural belief or political affiliation. The requirement is not intended to prevent the broadcast of material which is factual, or the expression of genuinely held opinion in a news or current affairs program or in the legitimate context of a humorous, satirical or dramatic work.

3.4 We will have programming practices that protect children from harmful material but will avoid concealing the real world from them.

Sport

SCRA understands how important sport has with the Sunraysia Community. Each calendar year SCRA invite various sporting bodies to present a sporting program. SCRA stipulate that programs coincide with the current season eg: Sunraysia football Netball League from April to September, Basketball April to September, Lawn Bowls August to December.

Sporting bodies who choose to not take up this offer are encouraged to submit information on a weekly basis to ensure their supporters, sponsors and participants are made aware of what's happening with their sport.

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As with Talk Back radio Sport is subject to the *Community Broadcasting codes of Practice, Code 3 General Programing*.