

POLICY - COMMUNITY PARTICIPATION

RATIONALE

The main purpose of 3ECB, broadcasting as Radio Eastern FM 98.1, is to provide a service to the community, through entertainment, by providing information, by encouraging participation in community activities, and by building community spirit through the promotion on radio of community organisations and events.

The station encourages programming proposals from members of the community within the official broadcast area, including community groups and individuals.

This involves making the studio open to participation by members of the community, both as individuals and as representatives of organisations. Community members may contribute to the station by, for example:

- Volunteering in a number of different roles
- Making programming proposals
- Contributing to programming
- Discussing policy development
- Being interviewed as a subject matter expert
- Becoming a Member or making a financial donation
- Requesting Community Service Announcements on behalf of their community organisation.

ENTERTAINMENT

The basic principles behind decisions about entertainment provided by FM 98.1 reflect the needs of the community to which we broadcast, the guidelines from the Community Radio Broadcasting Codes of Practice, and the requirements of the Broadcasting Services Act 1992 (Commonwealth).

1. In any community, musical tastes vary widely. Over the course of a fortnight, FM 98.1 will provide a range of music-based programming to cater for these tastes.
2. FM 98.1 accepts that there is little provision for the over 55 age group in commercial radio services, and so will provide a mix of music during week days to cater for the variety of tastes in music that this age group prefers.
3. In the evenings and over weekends, programming may cater to musical tastes representing content from more recent musical eras and genres.
4. Evening programming may provide entertainment in other formats also, such as radio drama.
5. Programming content will not at any time express prejudice on the basis of ethnicity, race, language, gender, sexuality, age, physical or mental ability, occupation, religious beliefs, cultural norms or political persuasions.

COMMUNITY BUILDING

FM 98.1 sees itself as an active part of the community it serves, and sees the participation as being two-way. FM 98.1 will continue to use a variety of ways to encourage participation in the wider operations of the organisation.

6. Through Open Days and invitations, members of the community are welcome to visit the studio, may observe programmes going to air, and may enjoy a guided tour of the studios.
7. Members of the community will be encouraged to volunteer their services to FM 98.1 in whatever role is appropriate to their skills and interests.

8. Membership will be open to all who apply, except as provided in Section 7 of the Rules of the Association (and subject also to Section 8). There will be no discrimination against persons on grounds of ethnicity, race, language, gender, sexuality, age, physical or mental ability, occupation, religious beliefs, cultural norms or political persuasion.
9. Training for a variety of roles in the organisation will be provided. In the case of non-presenter roles, this training will be provided free of charge.
10. The station encourages programming proposals from the community. Not-for-profit organisations and individuals may have access to free programming, such as community service announcements, interviews, occasional programmes, regular programmes or outside broadcasts. Community programming will include but not be limited to content about:
 - Community organisations (not-for-profit)
 - Public institutions (community centres, museums, galleries, etc)
 - Emergency services
 - Gardening and other special interest clubs
 - Local history and other local societies
 - Languages other than English
 - Local or national events and commemorations
 - Sports content and broadcasts
 - Unsigned musicians and other artists
 - Youth organisations, issues and content.
11. The station will prioritise programming based on the needs of the community within the official broadcast area. These needs will be determined by analysing:
 - Feedback and requests to the station from the community
 - Perusing local media and other sources of information about the local community
 - Australian Bureau of Statistics data about the demographics of the population within the broadcast area
 - Knowledge about regular visitors to the broadcast area (students, workers, transport drivers, etc).
12. If community programming is to be occasional or short term, the station will develop flexible arrangements to assist the broadcast of the content. This will involve assistance from accredited station presenters and from other volunteers.
If community programming is to be spoken entirely by a community member and if the programming is to become ongoing, then the community member must become an accredited 3ECB presenter by successfully completing the station's training programme.
13. Listeners and members will have the right to query policy and comment upon programme quality and content, and receive a considered and thoughtful response.
14. FM 98.1 will take an active part in local events such as festivals, carols and expos.
15. FM 98.1 will engage with local groups and organisations, such as municipalities, business groups, community organisations such as youth groups, sporting clubs and other clubs, and use their contacts within other not-for-profit organisations to expand membership, station participation and mutual service provision.
16. FM 98.1 is an emergency broadcaster and will follow all rules and policies of the Victorian State Government when responding to requests for the broadcast of emergency information.
17. FM 98.1 may provide volunteers for local events such as local drama and music events.
18. The content and tenor of all broadcasts must be approved by the Programme Sub-Committee prior to broadcast.
The content of all broadcasts must abide by:

- The requirements within the Broadcasting Services Act (Commonwealth) 1992
- The Community Radio Broadcasting Codes of Practice of the Community Broadcasting Association of Australia
- Station policies, procedures and standards regarding production, programming and content
- Legal requirements regarding defamation, inappropriate discrimination, privacy and copyright.

PARTICIPATION IN POLICY DEVELOPMENT AND IMPLEMENTATION

19. According to the “Policy – Membership of 3ECB”, the station affirms the right of members to participate in discussions of policy and programming, and to seek volunteering roles in which they may more directly influence policies, procedures, programming and the running of the station.
20. There is the responsibility of members to accept and implement station policies and procedures.
21. The station encourages policy and programming discussions from the community.
22. Complaints mechanisms will be freely available to anyone who feels that a station policy or procedure has been breached.

This Policy is supported by the most recent versions of the following Policies and Procedures:

Supporting Policy or Procedure
Rules of the Association, Eastern Community Broadcasters Incorporated
Policy – Volunteering
Policy – Programming Allocations
Procedure – Programme Proposals
Eastern Community Broadcasters Inc. (Radio Eastern) Workplace discrimination and harassment policy
Procedure – Membership
Policy – Training
Broadcasting Services Act (Commonwealth) 1992
Community Radio Broadcasting Codes of Practice
Procedure – Complaints
Policy – Disputes and Conflict Resolution
Policy – Presenters, Co-Presenters and Guests
Community Programme Proposal Form