

Procedure – Community Programming

Background

The “Policy – Community Participation” describes (among other things) how this station encourages community programming.

Procedures

1. To assist community groups and community members to have access to programming and broadcasting at the station, approval of flexible arrangements may be given for the broadcasting of community programming, which may take, for example, one of the following forms:
 - Significant parts of programmes spoken by a community member, including for example on a specific topic or in a language other than English, which may either be presented by the community member or broadcast with assistance from a presenter
 - Mixed broadcasts where items or issues may be introduced by a presenter and then expanded upon by the community member
 - Interviews on a one-off basis or ongoing
 - Live-to-air broadcasting from the studios, or recorded programming submitted by community groups, or recorded programming produced at the station
 - Occasional programming, short-term programming or ongoing programming.

2. The station will analyse statistical data from the Australian Bureau of Statistics and other sources to determine the relative frequencies of demographic groups within the 3ECB officially licenced broadcast area. This data will be used to help identify community groups that would benefit from participation in the station. Data will be used from, for example, the Australian census of 2016 (or otherwise the most recent census) as published on the following web pages (or similar):

<https://profile.id.com.au/knox> which example is a link for all demographic data for the whole municipality of Knox.

<https://profile.id.com.au/maroonidah/indigenous-keystatistics> which example is for data about Indigenous Australians across the whole municipality of Maroonidah.

<https://profile.id.com.au/whitehorse/language> which example is for languages spoken in the municipality of Whitehorse.

<https://profile.id.com.au/manningham/low-income-by-housing-tenure?WebID=140> which example is for low income housing tenure specifically in the suburb of Park Orchards.

<https://profile.id.com.au/yarra-ranges/five-year-age-groups?WebID=230> which example is for age profiles specifically in the suburb of Mount Evelyn.

Consult the “Emergency Broadcaster instructions Oct 2020_v2.pdf” (page 15) for the full list of postcodes within the station’s officially licenced broadcast area.

3. If more than one proposal for community programming is received in the same programme grid (schedule) period, and the grid is heavily subscribed, consideration will be given to prioritising proposals based upon whether:
 - There is already programming on 3ECB in one of the community interests, in which case other kinds of programming may be prioritised
 - A significant number of residents are interested in the issue, as determined from community feedback to the station or the station’s own investigations
 - Space on the grid can be freed up, in which case more of the community interests may be accommodated.

4. Training of new presenters who wish to present on community issues on an ongoing basis will be facilitated whenever possible, depending upon the number of proposals received and the number of presenter trainees in an intake.
5. Making room on the grid may require moving some programmes temporarily or permanently, or temporarily suspending some programmes. Consideration will be given to spreading any temporary suspensions of programmes across the grid and to not focussing suspensions on one timeslot or one programme.
6. Depending upon station priorities at the time, and only if there are a large number of presenter trainees in one intake, making room in the training schedule for a trainee who intends to present on behalf of a specific community group or interest or in a language other than English may require postponing training for one or more other applicants until the next intake, at which time a trainee whose place was postponed will be prioritised.