

Policy - Music

Aims and Objectives

Eastern Community Broadcasters Inc. hereafter referred to as Radio Eastern fm aims to serve our local community, inclusive of all cultures. Our aim in music programming is to reflect this broad community emphasis by providing a variety of music genres. There is to be an emphasis on content created or produced in Australia, including Indigenous music.

Background

Community broadcasters are renowned for supporting new, local, independent and particularly, Australian music. Many musicians have had their first airplay and interviews on community stations. Furthermore, community broadcasters are in a unique position to play and engage with a broad range of musical styles. This support of the music industry and diverse music played is one of the key reasons people listen to community radio.

The 2006 McNair Audience Research Survey shows that two key reasons for listening to community radio stations are:

- They play Australian music / support local artists
- Specialist music or information programmes.

Radio Eastern fm supports broadcast of music that is of interest to groups of migrants who have settled into our community area, including songs in languages other than English.

Purpose

The purpose of this policy is to guide the station so it may better comply with the Community Radio Broadcasting Codes of Practice of the Community Broadcasting Association of Australia.

This policy aims to ensure that Radio Eastern fm will:

- continue to play throughout all of its programming a diverse range of music, reflecting the interests of the people in the community
- support local musicians
- comply with the 25% Australian music requirement and other requirements of the Community Radio Broadcasting Codes of Practice.

Policy

1. Presenters are encouraged to provide a wide range of musical styles while taking into account Radio Eastern fm aims and objectives and the individual programme's aims and objectives. More diversity in music genres, including foreign language songs. Presenters should plan programmes to appeal to a wide age demographic or gain approval from the Programme Sub-Committee (PsC) to focus on a particular demographic.
2. All programmes will endeavour to ensure that of the total music played throughout a programme, at least 30% of this is Australian (to allow for specialist programmes (music and/or talks based) which may not be able to meet the 25% quota).

The exceptions are as follows, provided prior approval has been recommended in writing by the Programme Sub-Committee and approved by the Committee of Management (CoM), for a programme to qualify for these exemptions:

- a. The programme's aim is to focus on music or culture other than Australian, or
 - b. The musical style of a programme is of a nature that does not have a high instance of Australian creations or recordings.
3. All Australian recordings which are the property of the station will be visibly identified as meeting the requirements for being counted as having Australian content.
 4. All presenters are required to complete and hand in a music log sheet after each programme when requested.
 5. An audit of Australian music content will be conducted on a three monthly basis by assessing individual presenter's programme content log sheets.
 6. Presenters are encouraged, within the confines of the sponsorship framework, to promote events where local musicians are featured.
 7. Presenters must not make representations to record companies or other music suppliers on behalf of Radio Eastern fm unless prior consent has been given by the CoM following a written recommendation from the PsC.
 8. Radio Eastern 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. Presenters plan and create their own unique programmes using a combination of their personal collection of vinyl and CDs, the Radio Eastern fm Music library, other purchased electronic sources as well as electronic sources such as the AMRAP website and tracks attached to emails from local artists promoting their new releases.

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