

POLICY – PROGRAMMING ALLOCATIONS

Purpose of this policy

The purpose of this Eastern Community Broadcasters Inc hereafter referred to as Radio Eastern fm policy is to give guidance to Programming Allocations. To define the rules for making allocations of presenters and programmes to the Radio Eastern fm programme grid/schedule.

Background

Programming at Radio Eastern fm is the requirement to meet the needs and desires of the community and its residents in Melbourne's outer east. This radio station holds that to provide this service, it must offer a balance of programming that reflects those needs and desires, and that gives fair and reasonable access and opportunity to community groups. In turn, this will help attract to Radio Eastern fm the resources needed, such as:

- Time and ideas donated by representatives of the community
- Sponsorships
- Contributions to programming or broadcasting material from external sources
- People willing to contribute volunteer services.

Radio Eastern fm will take into consideration that the current population of the official broadcast area is estimated at over 518,000 (approx) people (Australian Bureau of Statistics, 2021). The Committee of Management (CoM) and Programme Sub-Committee (PsC) will therefore adopt, when deciding on which programmes will go to air, remain on-air or be taken off air, a decision making process that will include the following considerations in relation to the community population:

- Differences from existing programmes on metropolitan stations
- Public demand in the licence area
- Meeting community needs
- Equity-related issues
- Compatibility with existing station policy and direction, taking into account the requirements of the broadcast licence
- Reflections of the make-up (demography) of the community, such as age, community interests and activities, languages spoken at home, and changes from time to time in this demography
- Resources such as time, material, finances, members, volunteers – this includes understanding existing resources and finding innovative ways to enhance resourcing.
- Accommodating recent releases by local artists

All programmers, producers and presenters will adhere to the Eastern Community Broadcasters Inc. Rules of Association, and to station policies and procedures. They will also adhere to the Community Radio Broadcasting Codes of Practice of the Community Broadcasting Association of Australia (CBAA), as required by the Australian Communications and Media Authority (ACMA).

Aims of Radio Eastern fm Programming

- To comply with the requirements of the radio broadcast licence, pursuant to the provisions of the Australian Broadcasting Services Act of 1992 (Commonwealth), to provide radio services to the local community in Melbourne's outer east

- To serve the community interest of Melbourne's outer east by providing accurate, timely and entertaining broadcasting, including local news, events, issues and a wide range of music styles
- To provide opportunities and access to Radio Eastern fm and to on-air broadcasting, in particular for local community groups, individual local artists and youth, so that community interest programmes and announcements can be broadcast
- To produce and broadcast radio programmes of all types from all sources and countries including those programmes produced by Radio Eastern fm
- To provide opportunities for the development of professional standards of programming, programme production and presentation
- To cultivate an awareness and appreciation of all types of Australian music with particular emphasis on encouraging local performers
- To encourage the exposure and development of art, drama and theatre with a local emphasis
- To initiate and encourage opportunities for wider and further education and training in liaison with local education institutions, including seeking and encouraging input from children and youth
- To be a focal point for information concerning access to community services and events, and encouraging participation in local government, community and charity projects
- To establish, promote, arrange for, conduct and hold competitions and to offer and grant prizes, rewards, premiums and scholarships of such character and in such terms as may seem appropriate
- To monitor community needs and responses and to incorporate community needs and responses into programmes produced by Radio Eastern fm, including engaging with as wide a demographic as possible, including age, languages spoken and music preferences
- To provide services and programming in languages other than English that are spoken within the official broadcast area (as defined by the broadcast licence), including programming in languages not provided by SBS or other broadcasters.

Criteria for assigning presenters to the programming grid

(i) Community needs are paramount

The PsC will regularly half yearly review our overall programme schedule. Radio Eastern fm content that we put to air will always require amending as we reflect our ever-changing target market. For example, we may move certain "shows" to a time better suited for the target audience, introduce new or remove existing shows in line with our current marketing direction, or change the content or presenters of existing shows.

In addition, one of our organisation's key objectives is to provide a means for aspiring broadcasters from the local community to gain industry experience. We actively encourage the use of Radio Eastern fm as a 'stepping-stone' for members of the community looking to develop a career in broadcasting. We therefore actively encourage members to become presenters and will accommodate these new volunteers into our programming.

For this to occur, we will need to ask from time to time that current presenters give up their slot for a period of time. This is to allow others to "have a go" and not necessarily a permanent change. We wish all presenters, current or past, to be active members of the organisation, and presenters

that make way for others, and continue to contribute, will be given preference when new slots become available.

(ii) Off-air volunteering duties and contributions

The more a presenter contributes to the organisation off-air, the higher priority will be given to their applications and proposals for on-air programming.

Priority will be given to presenters who show compliance with station policies, procedures and guidelines, and demonstrate willingness to contribute to Radio Eastern fm outside of their own programme. The decision on who to assign to the programme grid or who to ask to give up a show should the need arise will be based on the following criteria (listed in no particular order of importance), criteria which include but are not limited to whether the presenter:

- Shows evidence of prior preparation of their shows
- Submits a completed individual presenter's programme content shift log after each show
- Shows evidence of continually seeking ways to improve their shows, working with CoM, the PSC or other station groups where appropriate
- Shows evidence of involving and promoting community interest in the show (this does not mean popularity of the show)
- Prepares and working to a template that has been approved by PsC
- Complies with station standards, procedures, policies and guidelines
- Complies with administrative procedures
- Plays all required pre-recorded segments as per Radio Eastern fm daily logs (e.g. sponsor announcements)
- Organises or attends fund-raising activities or membership drives
- Organises or assists in a marketing survey
- Organises or assists with a promotional event
- Organises or assists with a community broadcast
- Contributes to training of station volunteers, whether in programming, presenting, finances, reception, administration, production or other Radio Eastern fm functions
- Participates in or leads committee meetings
- Responds to and contributes towards action items issued by a station committee, sub-committee or group
- Participates in activities for which the presenter has volunteered
- Contributes, in writing, to a grant application
- Provides a qualified (i.e. likely) sponsorship lead
- Provides constructive feedback, in writing, to a peer
- Complies with the Community Radio Codes of Practice of the CBAA
- Organises for a local artist to play live or be interviewed at the studio
- Contributes positively to the Radio Eastern fm web site(s), including editing, commentary, visual or written files, or moderation
- Is aware of and helps to promote the Radio Eastern fm web site(s)
- Is aware of the content of official emails and posted notices at the station
- Contributes in writing, or by providing other media such as a recording or photos, to the newsletter, website or Facebook page
- Attends required member meetings
- Assists in new initiatives as requested by the CoM or a committee, sub-committee or group
- Implements new initiatives (as approved by CoM) that contribute to the financial success and/or overall objectives of Radio Eastern fm
- Pays membership fees on time.

(iii) Training, presenter accreditation, maintaining programming standards and on-air standards

Presenters must have the content of their on-air programmes recommended by the PsC to CoM for approval. Presenters must have completed the presenters' training course and been accredited as a presenter by CoM. Presenters must adhere to timelines and requirements of the grid application process. PsC must have assessed the presenter as technically and presentationally competent on an ongoing basis.

In addition, preference will be given to a presenter who:

- Adheres to laws and rules regarding prohibited matter, such as avoiding content which may incite violence, encourage substance abuse (including alcohol, tobacco and other drugs), validate suicide or cause panic
- Demonstrates an understanding of opportunity, equity and social justice in programme content
- Contributes as approved to the 25% total time requirement that is occupied by music created or performed by Australians in our broadcasting
- Conducts interesting and fair contests, which follow rules about avoiding conflicts of interest regarding station volunteers and volunteers' family members, which announce winners on-air immediately, and which avoid awarding prizes to winners from within the past month
- Presents factual material accurately and makes reasonable efforts to correct substantial errors of fact at the earliest possible opportunity
- Reports complaints immediately and in detail to CoM
- Does not misrepresent viewpoints, and does not present material in a misleading manner by giving wrong or improper emphasis, by editing out of context, or by withholding relevant available facts
- Respects each person's legitimate right to protection from unjustifiable use of material which is obtained without an individual's consent or other unwarranted and intrusive invasions of privacy
- Does not vilify or incite prejudice or hate against identifiable or perceived sub-groups in the community, as defined by the Victorian Equal Opportunity Act (2010) and the CBAA Community Radio Broadcasting Codes of Practice
- Does not present any content that is harmful to children in any way
- Understands and proactively ensures that issues directly or potentially involving children and/or others unable to understand the implications of their comments or actions will be reviewed by CoM and the PsC
- Contributes to emergency roster broadcasting in the event of ongoing high-level emergency warning or evacuation warning broadcasts
- Contributes to casual rostering in the event of absences at short notice of other presenters
- Follows copyright, privacy, equal opportunity and defamation laws to avoid legal risk to themselves and the station.

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