



# PROGRAMMING POLICY AND GUIDELINES

91.5FM Cooloola Christian Radio Association Inc.

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# 91.5FM COOLOOLA CHRISTIAN RADIO ASSOCIATION INC.

## PROGRAMMING & POLICY GUIDELINES

### PREAMBLE

Program and music choice shall have reference to 91.5fm Cooloola Christian Radio Association Inc.'s (hereafter called the station) Constitution. The content criteria indicates the program:

1. Must be consistent with the station's Values Statement.
2. Must be generic to be appreciated by the majority of target audience and fit the larger audience's appeal.
3. Must be interesting, relevant, current and entertaining.
4. Must not pressure the audience to 'convert'

Programs and Music aired on the station shall reflect the station's Vision and Mission Statement.

The station will abide by the Community Broadcasting Association of Australia (CBA) Codes of Practice 2008 in place for all community radio broadcasters.

### THE STATION

- Will aim for a diverse program schedule, demonstrate responsiveness to the current and evolving needs of the community it serves, and complement other broadcasters in the license area.
- Will offer community involvement and input to meet the station's Mission Statement.
- Final approval for airplay of any program rests with the Station Manager, unless the Station Manager delegates this authority to the Program Committee.

### PROGRAMMING

All programming played on the station:

- Must appeal to the majority of the target audience demographic and profile. Broad 25-65+, Focused 35-55 year olds. The typical listener is a 35-44 year old female, with children
- Have content that is positive, encouraging and supportive of the station's Values Statement.
- Any video clip/s must not be of sexual nature and must adhere to the station's Values Statement and can be viewed by young children (on website and social media)
- Must be performed/presented by a person who does not have a public stance/position contrary to the station's Values Statement.
- Must pass the "7 year old test". Ask if a mum would want her 7 year old to hear it? For children's programs (birth to 12 years)

## PROGRAMMING GUIDELINES

Programming will change as 91.5fm Cooloola Christian Radio Association Inc. acquires resources and as research comes to hand about the needs of the audience. However there are some principles that should guide programming

1. **Consistency** – be consistent in what you do to maintain consistent quality of on-air sound production.
2. **Specialized Programs** – children’s programs and special music programs (country, youth, jazz, praise and worship, traditional hymns) The Presenters of Specialty Programs enjoy more freedom and liberty in their choice of music. The Programming Director or Station Manager is responsible to ensure that the Presenter is of such standard that this privilege is accorded to them in trust. The Presenter cannot choose or use their own music unless they have the prior permission of the Station Manager. The Presenter should source, research and produce his or her own programs but the program always remains under the direction of the Station Manager. Specialized Programs should complement the framework of the Program Guide.
3. **Program Scheduling** – see attachment for normal scheduling pattern, but departures might be required for operational or resource reasons or because research indicates that the needs of the community would be better met by a different schedule.

## PROGRAM SELECTION

New programs will be sought by the station on a regular basis.

Training to presenters, will be provided to ensure the best quality program possible for locally produced material.

## PROGRAM COMMITTEE

- Will consist of one station-appointed representative (staff) and a representatives of station volunteers (up to two positions), and a member/subscriber of either men, women, youth, professional, older generation. The Program Committee is responsible to the Station Manager.
- Members, volunteers, and listeners are able to nominate themselves or other members for a position to the Management Committee as and when the need to fill positions arise. The Management Committee must approve all nominations at the following monthly meeting
- The responsibilities of the Program Committee shall be:
- Program committee shall meet quarterly or as required. Face to Face meetings with recorded minutes are convened by Station Manager at the station or other suitable venue.
- Conduct a full program review twice a year and report its findings to Management Committee by receiving the minutes of the 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, in newsletters and on social media. The New On-Air Program Applications Form (see attachment) will be provided for completion.
- Accept and consider programming applications made on the Procedure for Making Programming Application Form (see attachment).
- Discuss program proposals with applicants. In the event that the program is rejected 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 2008.
- Ensure the program schedule remains diverse and reflects the needs of the community
- Oversee surveys of the community interest’s programming preferences and revise program schedules to incorporate new programs and to ensure an adequate representation of locally-produced programs
- Conduct regular surveys of listeners and of the broader community of interest, annually.
- 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 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 interviews of locally produced content.
- Will hold regular training courses for staff and volunteers and a school work experience program.
- Will broadcast regular announcements requesting program content from local individuals and community groups to provide programming, on the station website, via social media and on air.
- 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.

## MUSIC SELECTION

In order to ensure that all the needs of the station’s community interest are met adequately, all new music shall be approved by the Programming Committee or Station Manager 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 on 91.5fm Cooloola Christian Radio Association Inc.

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 and profile. Broad 25-65+, Focused 35-55 year olds. The typical listener is a 35-44 year old female, with children.
2. Have lyrics that are positive, encouraging and supportive.
3. Any video clip/s of the performance of the song that are not of a sexual nature and adhere to the station’s values.
4. Must be performed/presented by a person who does not have a public stance/position contrary to the station’s Values Statement.

5. Must pass the “7 year old test”. Ask if a mum would want her 7 year old to hear it? For children’s programs (birth to 12 years)
6. Showcase Australian artists, especially local artists. As per CBAA Codes of Practice 2008 the station will play a minimum 25% Australian content. Music of artists from our local region, will be given every encouragement and inclusion in our air-time.
7. Music must be of a good technical quality.
8. Final say on a song’s inclusion or exclusion is at the discretion of the Station Manager. The Station Manager can delegate this task to staff.

## RESEARCH

The Program Committee, will conduct research to monitor how our listening audience is reacting to airplay time.

Listener requests also provide useful information. Play lists should be regularly reviewed following feedback from listeners and research.

## MUSIC ROTATION

New music needs to be played more often than older recordings, and the most popular new music needs to be played the most often of all. Possible categories are:

- High Rotation: 7 times every 24hrs
- Medium Rotation: Rotate every 9hrs
- Recurrent Gold: Twice every 24hrs
- Youth Country: Twice every 36hrs
- Praise and worship Indigenous: Once every 24hrs

*(Guide only)*

It should be noted that the purpose of such categorization is to maintain the overall on-air quality of broadcast.

## MUSIC SCHEDULING

Music Scheduling is done using a computer program. Presenters should not choose their own music, except for specialist programs where the presenter has the requisite knowledge. These specialist programs and music are only aired under the direction of the Station Manager. Presenters are to follow the music schedules while they are on air.

## MUSIC CATALOGUE

The Station Manager shall maintain a music catalogue as a computer program. The catalogue shall include source number (includes album number as the first five numbers and the track number as the last two numbers), artist, title, album, nationality, intensity, speed, mood etc. This catalogue is to be available to

presenters and production staff to assist with the easy identification of material. Presenters can request print-outs of music scheduling for their shift.

## UNAUTHORISED MUSIC

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

## HISTORY:

Constitution, Adopted (20<sup>th</sup> November 2001)

Vision, Mission, Values and Mission Statement, January 2016

## ATTACHMENTS:

Program Schedule

On-Air Program Application Form

Programming Application Form

Survey