# PROGRAMMING

*Background*

Alpine Radio is committed to meeting its community interest through appropriate and entertaining programming. Programming decisions will be made based on the radio station's strategic plan, on program proposals and on feedback from listeners, results of surveys and available data about the demographic in our listening area.

At the time of writing this policy, Alpine Radio has been serving its community for 15 years. Over time, the radio station's program schedule has, in part, developed organically with volunteers, presenters and community members contributing to the process of identifying our target sound and presentation format.

To guide this process, a Programming Committee was established to consult and collaborate with key stakeholders to ensure program content is creative, effective, appropriate and aligned to the purpose and values of Alpine Radio.

Alpine Radio's Committee of Management (CoM) is mindful that community radio should serve the needs of the community and as an official emergency services broadcaster, priority will be given to emergency services warnings and advices when necessary.

*Purpose*

The purpose of this policy is to ensure that Alpine Radio includes mechanisms to effectively make itself relevant in some way to every member of our community. We recognise that this is a difficult challenge; in trying to appeal to as broad an audience as possible we risk turning everyone off, yet we want to be as diverse as our community.

Alpine Radio is a small radio station relying almost entirely on volunteers, but even so we attempt to reach the widest audience possible with our programming decisions, which include some or all of the following:

   a. People who are retired, including active retirees and people in care.
   b. School age students and youth under 18 years of age.
   c. Members of ethnic minorities.
   d. Non-English speakers.
   e. People with disabilities.
   f. Economically marginalised people.
   g. People marginalised by sexuality or identity.
   h. People with alternative lifestyles.
   i. Those whose interests and hobbies are not represented on local and national radio.
   j. Those whose musical tastes are not represented on local and national radio.
   k. Those who don't have access to local and national radio.

*Programming policy*

All programming played on the station shall:

1. Be consistent with Alpine Radio's mission and appeal to the target audience demographic and profile. The typical listener is male (52%) or female (47%), is aged between 55 and 75 years and listens for 15.4 hours per week.[1]

2. Have content that is entertaining, interesting, encouraging, useful, supportive and likely to be non-offensive to our regular listeners.

3. While adhering to CBAA Codes of Practice Code 5 (25% of Australian music played as a percentage of all music played over a calendar month), Alpine Radio will play a variety of music to cater for diverse tastes as well as presenting specialist music programs.

4. Adhere to Alpine Radio's policies and procedures, the CBAA Codes of Practice and relevant legislation.

This programming policy has been developed to complement relevant Alpine Radio policies that address the CBAA Codes of Practice in relation to:

| Programming Policy Area | Alpine Radio Policy |
|---|---|
| Monitoring Australian music content to ensure it meets the minimum quota | Music policy (Code 5) |
| Management approval and monitoring of all sponsorship on air (includes in-kind sponsorship) | Sponsorship policy (Code 6) |

Alpine Radio will not broadcast material that contravenes the general programming guiding principles detailed in Code 3 of the CBAA Codes of Practice relating to the following areas:

a. Violence and brutality
b. Simulated news or events
c. Drug, alcohol and tobacco use
d. Stereotyping and vilification
e. Protecting children from 'harmful' content
f. Privacy
g. News and Current Affairs
h. Indigenous programming
i. Australian music content
j. Sponsorship
k. Balancing censorship and freedom of expression.

*Programming Procedures*

Alpine Radio's programming procedures are detailed in the Presenter's Handbook. Presenters are expected to be familiar with the programming procedures, which are

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[1] McNair yellowSquares Station Community Engagement Survey Oct-2018

covered in presenter induction and training. Refresher training is available to all presenters at any time, to be booked/coordinated with the Station Manager.

*Programming Committee*

The Programming Committee is a sub-committee of the Committee of Management (CoM). At least one member of the CoM will be on the sub-committee. It is usual for the Station Manager to be a member of and/or to lead this sub-committee.

The sub-committee membership should as much as possible reflect the diversity of the community we serve – for example, those with broadcast experience (e.g. presenting, technical/production, programming/scheduling), of varying ages, varying program interests across varying timeslots.

Station volunteers, interested listeners, residents in the licence area of the Alpine Shire and program makers/presenters are invited to apply to serve on the Programming Committee.

Members of the sub-committee are selected based on the following criteria:

1. A demonstrated commitment to the station and the values of the organisation.

2. Recognition by peers as having a broad knowledge of, and understanding and respect, for the community we represent.

3. Be well acquainted with Alpine Radio guidelines, policies, CBAA Codes of Practice and relevant legislation.

Members of the sub-committee attend regular meetings at least monthly. The length of commitment is a 1-year term, eligible for reappointment for 1 additional term. Members of the committee are required to be financial members of Alpine Radio.

The role of the Programming Committee is to make programming decisions and to shape on air programming. Its responsibilities include:

1. Providing creative and effective programming advice to ensure program content is appropriate and aligned to Alpine Radio's mission and community interest.

2. Monitoring and advising on the balance of program content across the program grid.

3. Monitoring quality of on-air presentation; conducting program review and air-checks as appropriate.

4. Analysing listener feedback and surveys.

5. Reviewing new program proposals.

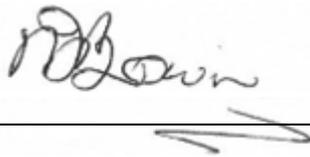6. Monitoring program posts by presenters on their Amrap page(s) and on social media.

7. Developing and maintaining policy and procedures for the submission of programming ideas.

8. Sharing programming feedback with the CoM; referring programming or other complaints to the Secretary.

9. Communicating programming recommendations to the CoM.

Detailed programming guidelines have been developed to assist and provide direction to the Programming Committee. These should be read in conjunction with this policy and with the CBAA Codes of Practice.

*Related documents*

- CBAA Codes of Practice, specifically Code 3 (General Programming), Code 4 (Indigenous programming and coverage of indigenous issues), Code 5 (Australian music) and Code 6 (Sponsorship).

- Program Application Form

- Alpine Radio Community Participation Policy

- Alpine Radio Complaints (External Parties) Policy

- Alpine Radio Music Policy

- Alpine Radio Sponsorship Policy

- Alpine Radio Presenter's Handbook

- Programming Committee Guidelines

*Policy updates*

| Version Control | Date Drafted | Author |
|---|---|---|
| Version 1.0 | 19 February 2019 | Linda Parkinson |
| **Approver name and position:**<br>Nick Brown, Secretary | **Signature:** | |
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