Policy - Music

Aims and Objectives

Radio Eastern 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 will be a strong emphasis on content created or produced in Australia, including Indigenous music. Radio Eastern Committee of Management have taken steps to introduce concepts of "day parting" to incrementally deliver a more contemporary format.

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 Programs.

Radio Eastern encourages 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.

Radio Eastern is required to demonstrate how its programming meets our local community need. Radio Eastern's community is defined as the municipalities of Maroondah, Yarra Ranges, Whitehorse, Knox and Manningham. We believe that the music format should have broad appeal and designed to foster engagement with all segments of the community. We feel this is best achieved with a variety of music that features predominantly adult contemporary music of light, upbeat variety mainly from the decades of 1960's to current day. Radio Eastern will provide capacity for speciality programming beyond these broad bands.

This does not prevent music from other eras as featured music; however, we are providing this as a programming guide. Importantly music content should be seen to support community content in all Programs including interviews.

Radio Eastern Programs and timeslots are not owned by the individual presenters. The Committee of Management, through recommendations from the Program Sub-Committee, reserves the right to make whatever changes it believes is necessary in the best interests of the station.

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 will:

- continue to play throughout all of its programming a diverse range of music, reflecting the interests of the people in the community particularly the median age of 36+ years of age as reflected by ABS census in our listening area.
- support local musicians
- comply with the 25% Australian music requirement and other requirements of the Community Radio Broadcasting Codes of Practice.
- Adopt the approach that music is designed to support community content.

Policy

1. Presenters are encouraged to provide a range of musical styles while taking into account the station's aims and objectives and the individual Programs aims and objectives. Radio Eastern expects presenters to bring elements of unique style to their Program formats whilst ensuring consistency in Program flow.
Presenters should plan Programs to appeal to our median age demographic or gain approval from the Program Sub-Committee to focus on a particular demographic.

Request-based Programs will be limited to ensure Program flow and shall be strictly approved by the Programming Sub-Committee.

The Programming Sub-Committee will provide a sample Program grid and the nature and style of Programs we are seeking across the week. Presenters will be invited to apply for these Programs. The Program grid will be renewed every six months to ensure our programming is fresh and provides opportunities for trainees to apply for Programs.

2. All Programs will endeavour to ensure that of the total music played throughout a Program, at least 30% of this is Australian (to allow for specialist Programs (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 Program Sub-Committee and approved by the Committee of Management, for a Program to qualify for these exemptions):

a. The Program's aim is to focus on music or culture other than Australian, or
b. The musical style of a Program 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 prepare and retain a Program playlist and submit it when required for an audit.

5. An audit of Australian music content will be conducted on a three-monthly basis by assessing individual presenter's Program playlists.

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 unless prior consent has been given by the Committee of Management following a written recommendation from the Program Sub-Committee.

8. Radio Eastern 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 Programs using a combination of their personal collection of vinyl and CDs, plus the station's library, plus other electronic sources such as the AMRAP website and tracks attached to emails from local artists promoting their new releases.

10. Any presenter who has insufficient music in their collection, can ask Program sub-Committee for assistance.