



1. Introduction

- a. As a community based, volunteer run organisation, Barossa Broadcasting Board Inc. (BBBfm) relies on members of its community for ongoing operation, administration, and on-air programming.
- b. Under its broadcasting licence and through its adherence to the Community Broadcasting Codes of Practice, BBBfm is required to meet its community's interests. In meeting these interests, BBBfm will provide diverse, entertaining, informative, practical and interesting content with the aim of engaging a wide divergence of community taste.
- c. BBBfm will undertake all measures necessary to provide a service which will encourage, enable and facilitate communication within our community by developing community media which engages our listening audience.
BBBfm will do this by:
 - i) Broadcasting programs dealing with local issues, events and activities.
 - ii) Broadcasting programs which are entertaining.
 - iii) Broadcasting a diverse range of music to suit all tastes.
 - iv) Providing the opportunity for local community groups and organisations and individuals to be involved in the production and presentation of programs.

2. Purpose

- a. The purpose of this policy is to ensure that BBBfm includes effective strategies to engage with and represent the community and to enable active participation by its community in management, programming, and general operations. The policy also aims to put community participation into practice.

3. Scope and Coverage

Through transparent governance BBBfm will:

- a. Regularly seek to increase its level of community participation in all of its operations.
- b. Encourage individuals and families living in and visiting our listening area to become Members or Subscribers and invite them to fully participate in all aspects of the stations operations.
- c. Develop strategies to encourage community participation.
- d. Ensure the needs and interests of the local community are met by providing on-air announcements.
- e. Encourage new members by providing training programs to potential volunteers.
- f. Provide access to information about BBBfm through our social media pages and new website.
- g. Provide Community Service announcements about local events and activities.
- h. Interview local people and encourage regular participation.
- i. Provide opportunities for local youth to be involved in producing quality programs for their peers and the listening community.
- j. Provide opportunities for involvement of everyone within our community, regardless of differences, as outlined in the BBBfm Diversity Policy.
- k. Maintain a partnership with local councils and key stakeholders in our community.
- l. Engage with other local community groups.
- m. Encourage Members to take part in areas of interest they indicated on their membership form.
- n. Ensure sponsors are acknowledged on BBBfm social media, website and on-air.
- o. Work harmoniously with current sponsors to maintain their sponsorship.
- p. Develop relationships with new sponsors.
- q. Have a Board (Committee of Management) with the skills, knowledge, expertise, and competency to govern the organisation.

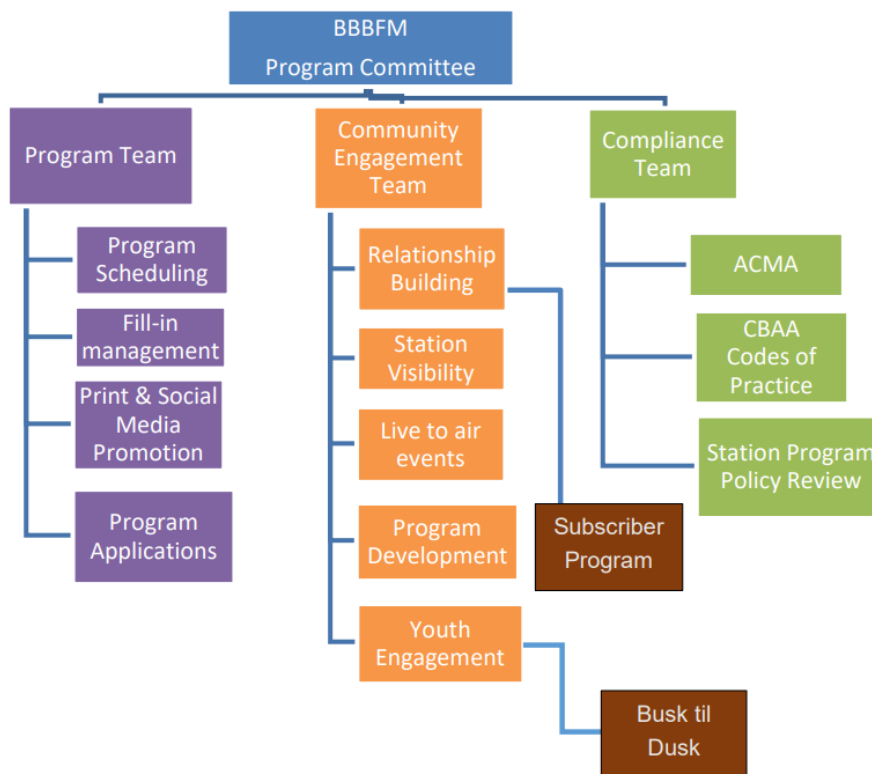
- r. Have a Program Committee with the skills to effectively manage the functions of programming, community engagement and compliance (refer to attached Program Committee structure).
- s. Always promote the BBBfm brand positively and professionally.
- t. Encourage program presenters to use social media and the website to promote their shows to their peers as well as to the listening audience.

Related Documents

- BBBfm Diversity Policy
- BBBfm Program Policy

Program Committee structure

Refer to Item 3 r. above.



Amendments to this Policy		
Date Approved	Item Number	Details of Amendment
9 th February 2022	Full Policy	Adoption of this Policy in its entirety