



Barossa Broadcasting Board Incorporated Program Policy

Policy Preamble:

Broadcasters are supported to provide a wide range of musical styles, entertainment and information for the local community while taking into account the station's aims and objectives, the individual program aims and objectives; and the needs and interests of the listening community.

BBBfm will encourage participation by station members in the selection of suitable programming for the station, based on programming guidelines incorporated into this policy.

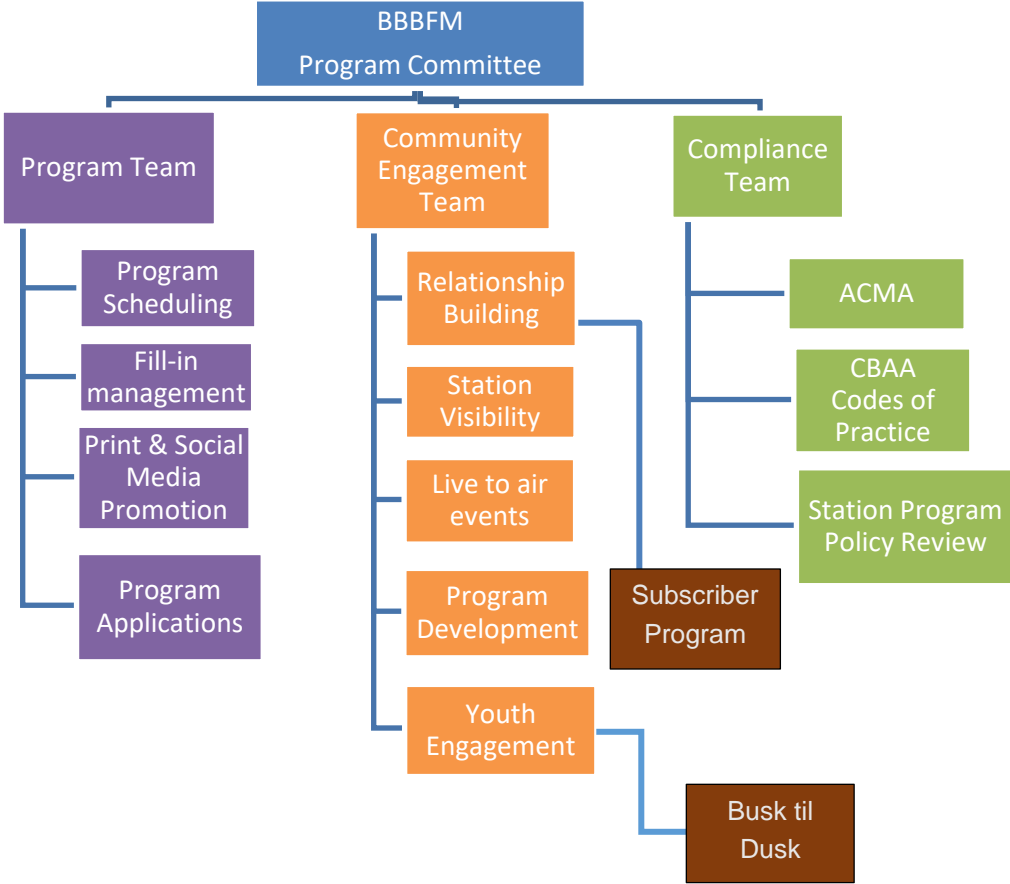
The program policy has been designed to support the Program Committee to meet the station's aims and objectives in relation to programming and the requirements of the Community Broadcasting Association of Australia (CBA) Codes of Practice and the Australian Communications and Media Authority (ACMA) to maintain the station's community broadcast license.

The Program Committee will consult with the other station committees and the Board of Management to stay informed about matters that may need to be taken into consideration as part of their decision making. The Program Committee structure is set out in Fig. 1. The Program Committee is supported by a Co-ordinator with a lead person for the Program Team, Community Engagement Team and the Compliance Team. The Program Committee will plan to meet monthly, or as required and is accountable to the Board of Management.

Presenters

1. All presenters must be financial members of BBBfm.
2. All presenters are engaged on a voluntary basis to provide programming that is suitable for the Barossa Valley and beyond, across the geographic license area.
3. All presenters must nominate on the membership form at least one area of station operations they could contribute to as a volunteer member of the station.
4. Presenters may host more than one program each week. However, they must nominate a primary program date and time.

Figure 1



5. New program proposals will be assessed for dates and time slots where no other presenter has been assigned.
6. Presenters who host more than one program per week may be required to surrender their secondary program spot under specific circumstances including:
 - due to work or personal commitments on the part of the person submitting the new program proposal, none of the unassigned spots are suitable. Examples of personal commitments might include work schedules, childcare, aged care, study commitments; or extensive after hours travel.
7. Presenters who are required to surrender a secondary program spot may submit a proposal for another date and time slot for their secondary program.
8. Programs may air for between 2 – 4 hours to comply with safe volunteer practice.
9. New programs with presenter applications will be assessed against the following criteria by the Program Committee team members:

The applicant:

- is a current financial member of BBBfm
 - has completed induction and training to the level required to competently operate the station equipment as assessed by the station trainer
 - demonstrates the satisfactory operation of station equipment
 - outlines how the presentation of the program as described in the application will be sustained for a minimum of at least 6 months
 - states how the program will aim to meet the needs and interests of the community
 - nominates at least one area in which they will assist with Station operations
 - describes how they plan to provide program and promotion content for printed and social media to the program team member for individual program promotion.
10. Presenters are required to give at least two weeks' notice of cancellation of a program wherever possible.

Program Content

Core Programming Times 6am – 6pm Monday to Friday

1. BBBfm will present quality day time programming that reflects the general musical tastes and interests of the local community interspersed with segments, features and interviews that promote local entertainment, community engagement, topics and events; complying with the requirement for 25% of music to be Australian.
2. The Program Committee (Community Engagement Team) will seek to engage volunteer presenters with the interest and skill base to present and create a professional, local sound with a community focus.
3. The Community Engagement Team of the Program Committee will actively canvas members of the community to gather feedback on their needs and interests through a range of print and social media (including newspapers, newsletters and Facebook); and use the feedback in the development of new programs and improvements to existing programs.
4. A program of engagement activities will be developed as part of the Community Engagement Team within the Program Team/Committee structure.
5. BBBfm will give preference to programs that suit niche interests within the community, including specialist music programs; talk-based programs addressing interests within the community that cross generations (youth to ageing population) not served elsewhere in local media.
6. Members of the community may submit program ideas to BBBfm which will be directed to the Program Committee for assessment against a set of criteria.
7. The Program Committee will actively identify program opportunities and seek expressions of interest from the community to develop the programs.

Feature Programs

1. BBBfm will support the creation of local feature programs by providing training for, and access to, production equipment. Examples of feature programs might include a set of interviews with musicians during a local music event; or covering the activities at a wine festival; or a school holiday program at the local library.
2. Where a legitimate interest is identified, BBBfm may enter into a contractual arrangement for the supply of programming features such as covering local sports events. Such agreements may only be entered into by the Program Committee with the approval of the Board of Management.

Music

1. The Program Committee will monitor the percentage of music played through the station is at least 25% of Australian content.
2. All Australian recordings that are the property of the station will be visibly identified as Australian.
3. Presenters are encouraged to, within the confines of the sponsorship framework, promote events where local musicians are featured.
4. Presenters must not make representations to record companies or other music suppliers on behalf of BBBfm unless prior consent has been given by the Board of Management.
5. BBBfm 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.

Reference Documents

1. Structured Engagement Program
2. BBBfm Business Plan 2017-2022
3. CBAA Codes of Practice: Code 3
4. Broadcasting Services ACT (1992) The Act
5. ACMA Application for Licence Renewal

Amendments to this Policy		
Date Approved	Item Number/Heading	Details of Amendment
May 2020	Full Policy	Adoption of this Policy in its entirety on 6 May 2020, superseding the previous policy (2017).
January 2022	Preamble	Change meeting time to “monthly or as required”.
January 2022	Figure 1	Changes to Figure 1 as approved by Board April 2021. “Program Development” to Program Applications”. Additions under Community Engagement Team of “Program Development”, "Youth Engagement, “Subscriber Program” and “Busk til Dusk”.
January 2022	Presenters	Add “two weeks’ notice of cancellation” of program required from a presenter.
January 2022	Whole document	Minor wording amendments.