



## 100.9 PORT STEPHENS FM: PROGRAMMING AND COMMUNITY INVOLVEMENT POLICY

In accordance with the results of the listener survey carried out in September 2020, Port Stephens FM (PSRFM) seeks to achieve three objectives through its programming policy:

These are:

1. To communicate with our local community and to provide an opportunity for the local community to communicate with us.
2. To deliver to our listeners the type of music that they have told us they prefer during the most popular broadcasting hours.
3. To provide diversity in the programs we broadcast.


**OBJECTIVE 1: Delivering the style of music that our listeners have told us they prefer during the most popular broadcasting hours.**

### ACTIONS

- The Daytime Playlist that will be automatically downloaded for the Breakfast, Morning, Drive and some Afternoon shows will focus heavily on 60's, 70's and 80's pop and rock music hits – in line with the feedback we received from our 2020 Listener Survey. In recent years we have increased the emphasis of 90s and 21 century hits to reflect an ageing of our listeners.
- The Daytime Playlist that will be downloaded for these shows will contain a high degree of Australian content (five to six Australian tracks available for broadcast every hour) – in line with CBAA requirements and the feedback we received from our 2020 Listener Survey.
- In order to comply with Licence requirements every Presenter of every program has an objective of playing 30% Australian content in every show he/she presents. This is tracked and recorded.
- Any Presenter, who believes that the nature of his/her show prevents the achievement of the 30% objective, must discuss and agree with the Programming Manager the percentage that is equitable for their show.

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100.9 – PORT STEPHENS FM  
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**OBJECTIVE 2: Involving our local community and communicating with our local community.**

Fulfilment of this objective provides a major point of differentiation between Port Stephens FM and commercial radio stations that also broadcast to our region.

**ACTIONS**

- Any and all shows should attempt to include elements in the show that encourage listener interaction. Quizzes and questions for listeners to phone in (no prizes or financial reward) are encouraged.
- The Breakfast Shows will feature daily live crosses to Marine Rescue (for updates on the current maritime conditions and a maritime forecast for the coming day).
- Where possible the our Shows will feature live telephone crosses and live interviews with people and organisations from the local community and of interest to the local community.
- Community organisations will continue to be actively encouraged to contact the station in order that their key messages can be broadcast to our listeners.
- Information related to Community organisations and Community events will be broadcast. In respect of ongoing support for local organisations or messages, recorded messages that are played during sponsor breaks will be created. Other information which has a date-specific timeline will have a Live Read card created for reading by the presenters. Presenters must read at least one Live Read card per hour of their shows. On any day over 70 recorded community announcements are played with at least 12 live reads on any day.
- Other information of Community interest may be encapsulated in our Local News segment, which goes to air three times a day.
- Administration support staff are encouraged to direct potential community related announcements to the Local News Presenter or to create a 'Live Read' card for insertion into the studios for Presenters' attention. (Guidelines for how to create a 'Live Read' card are to be found in the 'Blue Folder' which can be found on the Reception desk).
- Every Presenter has the responsibility for presenting (within a three-hour show) at least three 'Live Read' community announcements.

The station will provide Outside Broadcast facilities for Community Events such as the *Taylor's Breach Homemakers Market* and *Tilligerry Motorama*.



**OBJECTIVE 3: Providing diversity in the programs we broadcast.**

PSRFM broadcasts 24x7 – 168 hours per week.

To break this down, the station broadcasts 45 hours per week based on its Daytime Playlist. Currently, in most weeks, 63 hours is automated music played through the night time hours – 2100 to 0600 the following morning. The balance – 60 hours – is set aside for ‘diversity’ programming.

**ACTIONS**

- The station currently has a strong range of diverse specialty shows that are run in the time slot of 1800 to 2100, Monday through to Sunday inclusive.
- The station actively encourages ideas for programs that fulfil the description of ‘diversity’ – and that are likely to have some listener base.
- Anyone with either a proposal for a program or a request for airtime should communicate with the Programming Manager or one of the other members of the Committee with as detailed as possible description of their idea and the listener base to which that show or feature would appeal. All submissions will be considered at the next Committee meeting. If this meeting is more than 30 days hence, the Committee will communicate via email and telephone in order to make relevant decisions.
- The Committee (as a fixed part of all forward on-going meeting agendas) will examine the overall program schedule and make any decisions regarding revisions.



## **BACKGROUND TO THESE OBJECTIVES AND ACTIONS**

In developing radio programs for PSFM, certain principles must be followed. Most are set by the ACMA, which means that our Broadcasting Licence is dependent on programs adhering to those principles. Others are station policies which adhere to ACMA guidelines.

The purpose of the PSFM Programming Policy is to inform and guide the Committee and individual Presenters as to the requirements for developing programs, and to provide a transparent process for Presenters to follow when developing a program proposal.

Through its programs PSFM will identify, reflect and provide access for the expression of the interests of its community.

## **THE ROLE AND RESPONSIBILITIES OF THE COMMITTEE IN RESPECT OF PROGRAMMING**

- Examining - and dealing with - all new program proposals and requests for air time
- Dealing with the risk of accusations of plagiarism if a presenter takes material and alters it before broadcast
- Monitoring that all presenters comply with copyright provisions
- Ensuring Australian content meets the required level
- Determining the mix and balance of types of programs – ensuring that the station is delivering what listeners have asked for - but balancing this with diversity
- Determining the balance between sponsorship/community announcements/station promotional material etc. each hour/day
- Recommending the best methodology for review of the station’s content, and playlists
- Recommending the processes to be followed if one of the above needs to be addressed
- Counselling (or potentially disciplining) presenters who do not comply with station policy and specific clauses related to their Presenters Agreement.

## **POLICY**

Programs should reflect our local community’s interests and needs. Guidance for this is in response to data collected from local listeners, interested parties, members of the community, PSFM members and from the demographics of the area. The 2020 listener survey – and future surveys of this kind – are key to these decisions.

- The Committee must, at all times, remain aware of the need to meet community expectations and broadcast programs that ensure the long-term viability of the Station.



- Sponsors may not influence individual program content or programming in general. PSFM will only broadcast sponsorship announcements rather than advertising, totaling no more than five minutes in any hour of broadcasting and including an acknowledgement of the financial or in-kind support of the sponsor.
- Program policy will adhere to the overall aims of the Station and will provide high quality broadcasts that:
  - Appeal to the community,
  - Provide meaningful support to local community organisations,
  - Demonstrate the true value of community broadcasts,
  - Will not “stereotype, incite, vilify, perpetrate hatred against, or attempt to demean any person or group”, (Community Radio Broadcasting Codes of Practice, 2008),
  - Will reflect the diversity in our community in regard to indigenous population, ethnicity, race, sexuality, language, physical or mental ability, occupation, isolation, age, religious, cultural or political beliefs.

#### **MUSIC SELECTION PROCESS**

- Based on the demographic of the community, PSFM will target the age range 50 -70yrs of age as its primary focus for prime time weekday programs.
- During all weekday breakfast, mid-morning and drive time as well as some afternoon shows scheduled music will be provided from a specific PSFM Daytime music selection folder. This folder contains a range of popular/classic hits from the 60's to the present day. A presenter may add a maximum of four tracks of their choice to any scheduled music hour. These tracks should ideally be drawn from the Daytime music folder but must, in any event, be in keeping with the type and style of music played by the station during these shows.
- At other times the Presenter will be allowed to select music for programs that have been approved by the Committee.
- Presenters wishing to add music to the library will be processed by the Programming Manager after the designated approval process has been followed, requiring a review by other designated presenters. who will ensure that it is acceptable in terms of quality and complies with all relevant regulations and policies. Any disputes in this regard must be referred to the Committee.
- At all times Port Stephens FM will comply with the requirements of ACMA and will ensure that a minimum of 25% Australian music per month will be played (i.e. performed in Australia, performed by an Australian or composed by an Australian). The data is recorded automatically by the station in respect of content played during a program and is to be printed out by every presenter for auditing purposes and. In accordance with the rules imposed by our regulators, these sheets must be signed by the individual presenting each show.



### **PROGRAM APPLICATIONS**

- Proposals will be sought by the Committee both internally and in the wider community. PSFM will give consideration to any idea for a program or segment offered by any person who approaches the Station from within its broadcast area.
- PSFM will also ask for programming ideas through the Station website and any other medium, as seen fit by the Committee.
- In seeking such community input to programming, PSFM meets its legal requirements for encouraging community access and participation.
- New programs or requests for air time are referred to the Committee for consideration.
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### **PROGRAM DETERMINATIONS**

In determining programming, the Committee considers a number of issues including:

- The suitability of the program idea.
- The likely audience for the program idea.
- Possible placement times.
- The level of required training to accommodate new programs.
- Sustainability of new programs.
- Required resources.

Once the Committee has reached a decision the Programming Manager is responsible for implementing the necessary training/times/resources, etc.

The Committee reserves the right to suspend/terminate a program that does not meet the standards required of the Station.

### **COMPLAINTS**

The Committee shall also be responsible for:

- Monitoring that appropriate action is taken in response to program complaints received from listeners and ensuring that appropriate action is taken to address official program complaints received by the Committee of Management from ACMA.

### **APPROVAL:**

**Version No: Approver name and position: Phil Rosenberg, President**

**Date of Approval: 18 July, 2024**