



**SUNSHINE FM RADIO ASSOCIATION Inc.**  
**PROGRAMMING POLICIES, ROLES & RESPONSIBILITIES**  
**February 2015**

**BACKGROUND**

Sunshine FM was established in 2002 as a “community radio and music station”. Over the years it has broadcast a wide variety of predominantly music programs to mature age (+45) audiences in its licence area. It is specifically mandated to broadcast content that is not available on other Stations in the licence area and accordingly the music and programming policies need to ensure compliance with that requirement.

**PROGRAMMING OBJECTIVE**

Sunshine FM aims to provide programming that meets its listening community needs, expectations and aspirations by delivering content that is unique to the Sunshine Coast.

This objective must be considered in the context of the highly competitive market that exists on the Sunshine Coast and the increasing success that the Station is having in attracting sponsors. The Program Committee is aware of the need to strike the right balance between meeting community needs and broadcasting programs that will ensure the long term sustainability of Sunshine FM.

**ALIGNMENT WITH SUNSHINE FM’S VISION**

Programming policies need to be aligned with Sunshine FM’s Vision which is:

To be a high quality community broadcaster that:

1. Provides listening pleasure to the mature aged community
2. Participates meaningfully in all aspects of our community
3. Provides meaningful support to local community organizations

**PROGRAM POLICIES**

In establishing the programming policy framework for Sunshine FM, the Program Committee will have regard to the requirements of its licence as well as ACMA policy requirements. Sunshine FM program policies are to:

1. Broadcast a wide range of musical styles to meet the needs of the mature age audience (45+ years) on the Sunshine Coast;
2. Broadcast a wide range of predominantly music programs that are not available on other stations in its “catchment” area;
3. Broadcast programs that are locally produced and presented;
4. Allocate sufficient airtime for the broadcasting of music that is unique to specific needs of the listening community;
5. Ensure that the time allocated to community broadcasts and programs is fairly distributed across all community organisations commensurate with their size and stature within the community;
6. Consider feedback from the Community Engagement Committee, Market Research, listener surveys and other relevant research and where appropriate, ensure that new programs are introduced or existing programs amended in response to that feedback;
7. Ensure that of the total music played, at least 25% of this is Australian;
8. Within the confines of the sponsorship framework, promote events where local musicians are featured;
9. Within the confines of the sponsorship framework and the music styles being presented, promote local talent by playing music performed by local artists;

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10. Ensure that Sunshine FM does 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;
11. Provide opportunities for learning institutions to gain practical media experience as part of their learning programs whilst offering Sunshine FM access to expertise and information that might not otherwise be available.

### **MUSIC POLICIES**

1. Sunshine FM aims to broadcast music that meets its listening audience preferences, expectations and aspirations by playing a wide range of music that will be enjoyed by mature audiences (45+ years). This will generally be music that reflects the values and aspirations of our target demographic and will typically include music from the 1960s to the 1980s but will also include current music that meets our overall objectives. Recognition will, however, be given to the ageing population on the Sunshine Coast by playing a selection of music from the 40's and 50's in specialised programs.
2. Music will be selected from recognised publications of International and Australian 'top 100' hits during that period and from recognised 'No1 hit' albums.

### **MUSIC SELECTION PROCESS**

1. Music will always be selected from the Station's library.
2. Presenters wishing to add music to the library must obtain approval from the Station Manager who will ensure that it is acceptable in terms of quality and policy.
3. Any disputes in this regard must be referred to the Program Committee.

### **ROLES AND RESPONSIBILITIES:**

#### **1 Programming Parameters**

- a) Proposals for new programs or changes to existing programs need to demonstrate how the proposed program will be distinguished from existing programs delivered by Sunshine FM or other broadcasters on the Sunshine Coast in meeting audience needs.
- b) Sunshine FM programming must be responsive to community needs and expectations. Proposals may be based on specific community requests or in response to feedback gathered by the Sunshine FM Community Engagement program.
- c) Programming is framed within a 24 x 7, 52 weeks a year schedule. Sunshine FM music programming is typically from sixty minutes to three hours.
- d) Program proposals should indicate the proposed frequency but the allocation of a time-slot is the responsibility of the Station Manager in consultation with the Program Committee.
- e) Proposals introducing a new program or significantly changing the format of an existing program must demonstrate a fully formed idea of the programs content and future growth potential.
- f) New programs may begin as shorter programs or program segments and be extended based on demonstrated listener acceptance and support.
- g) Proposals for new programs must be framed with a one month development timeframe.
- h) Programs must comply with station and community standards and requirements and be unique to Sunshine FM.
- i) As most program presenters work on a volunteer basis, all program presenters will be required to commit to at least six (6) months of programming (which may include holiday periods).
- j) Should it come to the Program Committee's attention that the approved program does not meet the stated criteria, the Program Committee reserves the right to recommend to the Management Committee that the program be withdrawn.

- k) Once a program has been accepted and has been on air for at least 3 calendar months the program concept in its entirety shall be considered to be the property of Sunshine FM.

## **2 Program Assessment and Approval Process**

### ***Proposal and Sample***

- a) New program, or major program change, proposals made by interested staff, members of the Association, or community members or groups must be framed in the form of a written programming proposal which must be submitted to the Program Committee, using the designated form.
- b) The proposal should explain the community needs it will meet and how it differs from other programming. It should advise the requirement for and availability of the resources needed to compile, produce and deliver the program.
- c) A sample program of at least 15 minutes duration must be presented before any new program can be finally approved.

### ***Program Committee Review***

- a) The Program Committee will review and evaluate the proposed new program or changes to an existing program against the agreed policy framework.
- b) If the Program Committee is satisfied that the proposal has merit and is in accordance with the approved policies, the proposal will be forwarded to the Station Manager for a detailed assessment.
- c) The Station Manager will thereafter submit his/her recommendations to the Program Committee for approval.
- d) The Program Committee will assess the broader impact of the proposal against existing programming and also determine any consequential programming changes that may be required before making recommendations for approval/rejection to the Management Committee.
- e) The Program Committee may meet with the proposal sponsor to discuss the proposal and agree with actions that may need to be taken before the Program Committee will be in a position to recommend the program for broadcasting.

### ***New Program/Change Approval***

- a) The Program Committee's recommendations for acceptance/rejection of the program/changes will be submitted to the Management Committee for final approval.
- b) In the event of a disagreement between the Program Committee and the Station Manager regarding the acceptance/rejection of a program, it will be reviewed by the Management Committee whose decision will be final.
- c) The Management Committee will advise the proposer of the programming decision in writing.

## **3 Complaints**

The Program Committee shall be responsible for:

- a) Ensuring that appropriate action is taken by the Management Committee in response to program complaints received from listeners;
- b) Ensuring that appropriate action is taken to address official program complaints received by the Management Committee from ACMA.

#### **4 Training**

- a) The Program Committee will ensure that training given to presenters includes clear instructions on the specified programming policies and guidelines of the Station as recommended by the Program Committee;
- b) And, that programs comply with the policy and quality standards of the Station and the Codes of Best Practice of the CBAA.

#### **5 Community Engagement**

- a) The Program Committee will actively participate in surveys of listeners and the wider community to determine programming preferences;
- b) Bring general issues regarding programming to the attention of the Management Committee;
- c) Attend community engagement events organised by the Management Committee to facilitate consultation with the community about Sunshine FM programming.

#### **6 Meetings and Reporting**

- a) The Program Committee will meet no less than quarterly and will be open to members and volunteers.
- b) Proper minutes will be kept as a record of the meeting.
- c) Within 14 days of their meeting, the Program Committee will submit a report to the Management Committee providing details of any program proposals assessed, any written recommendations in relation to the allocation of airtime and changes to the program schedule, and any issues relating to compliance with the program policy.

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