

5. PROGRAMMING

a) Policy

BACKGROUND

Sunshine FM was established in 2000 as a “community radio and music station”. Over the years it has broadcast a wide variety of predominantly music programmes 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 therewith.

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 Sub-committee is aware of the need to strike the right balance between meeting community needs and broadcasting programmes 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; and
3. Provides meaningful support to local community organizations.

PROGRAM POLICY:

In establishing the programming policy framework for Sunshine FM, the Program Sub-committee will have regard to the requirements of the Station’s licence, as well as the ACMA policy requirements. Sunshine FM programme policies are to:

1. Broadcast programmes that are locally produced and presented;
2. Broadcast material that is not available on other stations in the licence area;
3. Broadcast a wide range of musical styles aimed at the specific needs and desires of the mature-aged audience on the Sunshine Coast;
4. Broadcast relevant community information and ensure the time allocated to community announcements is fairly distributed across all community organisations commensurate with their size and stature within the community;
5. Consider feedback from a community engagement process to ensure that new programmes are introduced or existing programmes amended in response to that feedback, if possible;
6. Ensure that programming promotes local musicians and their music where appropriate; and
7. 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.