



## PBA-FM COMMUNITY PARTICIPATION POLICY

### Purpose

The purpose of this policy is to ensure that PBA-FM has written policies and procedures in place that promote diversity and encourage community participation. This policy is enacted to ensure that we will:

1. *Be a non-profit organisation which operates in respect of a community as defined in the service specification of its broadcast licence.*
2. *Provide broadcasts in response to the needs of that community as determined by that community, recognising an obligation to cater to the needs of those denied effective access to, and those not adequately serviced by, other media.*
3. *Provide for active participation by that community in its management, development and operations.*
4. *Determine a programming and management policy for that community which opposes and breaks down all forms of censorship and discrimination.*

### Policy

PBA-FM shall comply with the Community Radio Broadcasting Codes of Practice and this policy implements Code 2.

PBA-FM ensures, that in all station activities and behaviours, that we will oppose and break down prejudice based on ethnicity, race, language, gender, sexuality, age, physical or mental ability, occupation, religious, cultural or political beliefs.

PBA-FM must encourage members of the communities we serve to participate in the operations of our broadcast service, and we shall have an appropriate organisational structure to ensure open and transparent management and governance – we shall comply with our constitution, programming policy, membership policy and our volunteering policy.

PBA-FM adopts the principle of open membership and will actively encourage members of our communities to become members of PBA-FM, and to work actively in the operation of our service.

PBA-FM must encourage members of the communities we serve to participate in the selection and provision of programs, and we shall have a program schedule which reflects the needs of these communities – we shall comply with our music policy and our programming policy.

PBA-FM must continue to represent the community of interest that we represented at the time our broadcast licence was allocated and last renewed – our community of interest is general and incorporates the northern areas of Adelaide (as located within our prescribed service area SALISBURY RA1).

PBA-FM will use a range of initiatives and measures to encourage community participation and to ensure that we continue to serve our community of interest. PBA-FM will monitor and respond to the changing needs of the communities we serve, specifically:

1. PBA-FM will survey our communities on a regular basis, which will be at least every 2 years. For example, the CBAA's Station Community Engagement Survey is a mechanism to achieve this.
2. PBA-FM will engage with our community directly and will utilise techniques which ensure two-way communication and feedback. For example, via the use of interactive internet technologies and social media platforms.
3. PBA-FM will seek to associate and join with relevant industry and community organisations within our communities.