



## PBA-FM PROGRAMMING POLICY

### Vision Statement:

*PBA-FM is a station entirely relevant to its community, the Northern region of Adelaide.*

*PBA-FM entertains, informs and educates its listeners primarily about the immediate community, while offering an overview of State, National and World matters.*

*PBA-FM empowers the local community, by giving it a positive encouraging voice, by promoting its events and championing its causes, both on air and physically, by attendance at, and broadcasting of, these events and causes.*

*PBA-FM provides access to the community in the shape of purchased access programs, membership of the Association and satisfying voluntary participation in the work of the station.*

### Mission Statement:

*PBA-FM aims to provide quality community-oriented radio programming based on the premise that,*

- a. Our primary target audience comprises age groups ranging from 13 onwards, all of whom retain an interest in community affairs; plus an interest in music styles which are not normally catered for on other mediums.*
- b. Our programming will focus on locally relevant issues and will discriminate in favour of the cultures and lifestyles within the defined service area.*
- c. Community Broadcasting is an art which nurtures and fosters voluntary creative involvement from members of that community.*

*As a Community Broadcaster, PBA-FM operates under the Codes of Practice adopted by the Community Broadcasting Association of Australia, complying with the Broadcast Services Act 1992.*

### Promise of Performance:

*PBA-FM's Promise of Performance to the Australian Communications and Media Authority is to provide,*

- a. A high quality music facility.*
- b. An opportunity to participate in radio broadcasting.*
- c. A forum for discussion of topics relevant to the community.*
- d. Programs that will educate both formally and informally, and an opportunity for community groups to communicate.*

## **Guiding Principles:**

*In all station activities, and in our behaviour, we will oppose and break down prejudice on the basis of ethnicity, race, language, gender, sexuality, age, physical or mental ability, occupation, religious, cultural or political beliefs. At PBA-FM we will work to:*

- a. Promote harmony and diversity and contribute to an inclusive, cohesive and culturally-diverse Australian community.*
- b. Pursue the principles of democracy, access and equity, especially for people and issues not adequately represented in other media.*
- c. Enhance the diversity of programming choices available to the public and present programs that expand the variety of viewpoints broadcast in Australia.*
- d. Demonstrate independence in programming as well as in editorial and management decisions.*
- e. Support and develop local arts and music.*
- f. Increase community involvement in broadcasting.*

## **Policy:**

### **1. Programming**

All material broadcast by PBA-FM shall comply with:

- a. All legal requirements which may be termed “Broadcasting Law”,
- b. The objectives of the Community Broadcasting Association of Australia,
- c. The PBA-FM Statement of Intent (Promise of Performance) and
- d. The Community Radio Codes of Practice as developed by the Community Broadcasting Association of Australia.

### **2. Programming Committee**

#### **2.1. The Committee**

The PBA-FM Programming Committee consists of volunteers and staff and is led by the Programming Director.

- a. The committee is formed by interested volunteers and is drawn from active volunteers and members of the community. The programming committee is established after the Annual General Meeting and is initiated by the ratified Programming Director who invites and encourages volunteers to become a member of the Programming Committee. Prospective members represent diversity in age, gender, personality and broadcasting experience.
- b. The position of Programming Director is to be filled by a recognised supervisor of the station with a strong understanding of the ethics of PBA-FM and community radio in general; and who is nominated and seconded by two (2) financial members of the station. After recommendation of the successful candidate by the outgoing Management Committee, the nominee will then go to the Annual General Meeting for ratification. This person must possess a good administrative capacity, personnel management qualities and is directly responsible to the Management Committee.

- c. The elected Program Director and successful members of this committee hold office for a period of one year.

## **2.2. Role of Program Director**

The Program Director will,

- a. Chair meetings of the Programming Committee and ensure minutes and/or recommendations are presented to the Management Committee for ratification.

## **2.3. Role of Programming Committee**

The Programming Committee,

- a. Is responsible for the selection of programs, the allocation of time slots and monitoring the performance of broadcasters. In particular, the committee:
  - Will receive completed program proposals for assessment. Initial contact with PBA-FM by interested community member(s) is usually made via email or phone call, or immediately following completion of the Jibba Jabba training program. (Mandatory training/certification is completed prior to program assessment and all presenters must become financial members of Para Broadcasters. A completed formal Program Application form is then provided to the Programming Committee and Programming Director for assessment.)
  - Will review the current program schedule of PBA-FM in an ongoing manner during the assessment of new program proposals; on average, this occurs several times during a twelve month period.
  - Will assess program proposals on an as-needs basis, primarily during the monthly meeting of the committee, supplemented by open discussion via e-mail between committee members before and after formal meetings, with the aim of providing a timely response to the proponent(s) of the proposal.
  - Monitors ongoing performance of broadcasters to ensure that broadcasts remain consistent with the Mission Statement, Promise of Performance and Guiding Principles in general and, in particular, that they are consistent with the expected format and content of that program and that the presenter(s) are continuing to put the program to air as scheduled.
- b. Will have in place an open invitation for station workers who are not members of the Programming Committee to attend the monthly meeting and/or submit agenda items for the meeting.
- c. Should endeavour to accommodate time slot preferences of broadcasters if these align with program policy aims.
- d. Will endeavour to accommodate any access program that aligns with our Mission Statement, Promise of Performance and Guiding Principles. Where insufficient time slots exist to accommodate all proposed access programs, the committee will assess each program against the relevance to our community of interest, our Mission Statement, Promise of Performance and Guiding Principles.
- e. In selecting general programming for broadcast, will consider the relevance to our community of interest, our Mission Statement, Promise of Performance and Guiding Principles.

## **2.4. New Programming Proposals**

Program proposals shall be lodged in writing on a Program Application Form and are assessed against the following specific criteria:

- a. Will program content meet a need that is not already covered by the existing PBA-FM broadcasting schedule or by other broadcasting services in the licence area? For instance: local music and culture. Preference is given to program content which does not duplicate existing services.
- b. Will the program provide an opportunity for members of the local community to prepare and present a program to air? In particular, for PBA-FM, this include graduates of the Jibba Jabba program, an ongoing local youth program which is centred around training for an on-air role; graduates of this program are regular candidates for new shifts on air at PBA-FM.
- c. Will the program be produced within the licence area, either at station premises or elsewhere within the licence area?
- d. Will the program deal with issues of local significance (social, economic, political or cultural issues) that are not well covered by other broadcasting services? This may include issues impacting individuals who live or work in the licence area, and community organisations which service that area.
- e. In general, assessment of each new program proposal will bear in mind that other commercial, public and community broadcasters also provide services which potentially overlap the licence area of PBA-FM; in practice, however, these broadcasters do not, or cannot, cover local community issues or provide potential air time to local community voices and so do not serve our local community in a reliable or effective manner.

## **3. Program Standards**

### **3.1. Prohibited Matters**

PBA-FM will not permit the broadcasting of program material which may,

- a. Incite, encourage or present for their own sake violence or brutality.
- b. Simulate news or events in such a way as to mislead or alarm listeners.
- c. Present as desirable the misuse of alcoholic liquor.
- d. Promote or advertise the use of tobacco.
- e. Present as desirable the use of drugs or narcotics.
- f. Incite or perpetuate hatred against, or gratuitously vilify, any person or group on the basis of ethnicity, nationality, race, gender, sexual preference, religion or mental disability. PBA-FM recognizes the need for equity and social justice in program content and opportunity.
- g. Be harmful to children in any way.

### **3.2. Australian Music Content**

PBA-FM will endeavour to ensure that the total music played throughout a program will contain at least 30% Australian music – refer to the PBA-FM Music Policy.

### **3.3. Current Affairs Programs**

Current affairs programs must be presented,

- a. With accuracy and fairness; and
- b. In a way, which allows informed public debate on issues, which affect the community.

### **3.4. News Programs**

News programs (including news flashes) broadcast by PBA-FM must:

- a. Present news accurately.
- b. Not present news in such a way as to create public panic, or unnecessary distress to listeners.
- c. Distinguish news from comment.

### **3.5. Talkback and Interviews**

PBA-FM will not broadcast the words of an identifiable person unless:

- a. That person has been informed in advance that the words may be broadcast; or
- b. In the case of words, which have been recorded without the knowledge of the person, that person has subsequently, but prior to the broadcast, indicated consent to the broadcast of the words.

### **3.6. Contests**

All contests broadcast by PBA-FM must;

- a. Be conducted fairly.
- b. Announce winners on air immediately.
- c. Be restricted to members of the public and exclude;
  - i. Employees and volunteers of PBA-FM.
  - ii. Family members of employees of PBA-FM.
  - iii. Family members of volunteers of PBA-FM.