



**SUNSHINE FM RADIO ASSOCIATION Inc.  
PROGRAMMING POLICIES & PROCEDURES  
Revised June 2019**

**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 audience 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 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-age community.
2. Participates meaningfully in all aspects of our community.
3. Provides meaningful support to local community organizations.

**PROGRAMMING POLICY**

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

1. Broadcast programs 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- age audience on the Sunshine Coast;
4. Consider feedback from a community engagement process to ensure that new programs are introduced or existing programs amended in response to that feedback, if possible;
5. Ensure that, where possible, programs promote local musicians and their music.

**MUSIC POLICY**

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-age audience. This will generally be music that reflects the values and aspirations of our target demographic and will typically include music from the

1960's to the 1990's 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 1940's and 1950's in specialised programs.

2. Music will generally be selected from recognised publications of International and Australian 'top 100' hits during that period and from recognised 'No 1 hit' albums.
3. Music Selection Process:
  - a. Music will be selected from the Station's library.
  - b. 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.
  - c. Any disputes in this regard must be referred to the Station Manager.

## **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) 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.
- c) Program proposals should indicate the proposed frequency but the allocation of a timeslot is the responsibility of the Station Manager in consultation with the Program Committee.
- d) Proposals introducing a new program or significantly changing the format of an existing program must demonstrate a fully formed idea of the program's content and future growth potential.
- e) Programs must comply with station and community standards and requirements as well as the CBAA Codes of Practice, and be unique to Sunshine FM.
- f) As most show hosts work on a volunteer basis, all program hosts will be required to commit to at least six (6) months of programming (which may include holiday periods).
- g) Once a program has been accepted the program concept in its entirety shall be considered to be the property of Sunshine FM.
- h) Preference will be given to proposals from residents within Sunshine FM's licence area.

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

#### **a) Proposal and Sample**

- i. Presenters are required to be members of Sunshine FM Radio Association Inc.
- ii. 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.

- iii. 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.
- iv. A Program proposal must be accompanied by a sample, preferably in .wav format, of a segment of the proposed program.

**b) Program Committee Review**

- i. The Program Committee will review and evaluate the proposed new program or changes to an existing program against the agreed policy framework.
- ii. Once the Program Committee has assessed a proposal, a recommendation will be made to the Station Manager.
- iii. The 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 to the Station Manager.
- iv. 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 Committee will be in a position to recommend the program for broadcasting.
- v. The Program Committee Secretary will notify the program proposer within 48 hours of the meeting of the Committee's recommendation to the Station Manager. Thereafter, all communication with the proposer will be through the Station Manager.
- vi. In the event of a disagreement between the Program Committee and the Station Manager regarding the acceptance/decline of a program, it will be reviewed by the Management Committee whose decision will be final.

**3. Meetings and Reporting**

- a) The Program Committee will meet no less than quarterly.
- b) Proper minutes will be kept as a record of the meeting.
- c) The Station Manager will be invited to attend all meetings, but will not be entitled to vote on proposals.