

Programming Policy

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INTRODUCTION

3GGR – Geelong Christian Media Inc. holds a permanent community broadcasting licence issued by the Australian Communications and Media Authority (ACMA).

All programming, whether music or spoken word broadcast on Geelong Christian Media Inc. will be guided by the following principles:

1. Our community of interest approved in our licence is the Religious – Christian community. As this community is very diverse, Geelong Christian Media Inc. seeks to be inclusive of the major understandings of Christian thought and teachings – focussing on those matters which unite Christians rather than on those things which may cause division.
2. Research has indicated that those in our community of interest highly rate programs promoting personal growth: emotional wellbeing, and relational, intellectual, and spiritual aspects of life.
3. Geelong Christian Media Inc. is subject to all the program and sponsorship regulations of ACMA which are applicable to community radio stations, particularly the Community Radio and the Geelong Christian Media Inc. Codes of Practice.
4. Our mission is to demonstrate the reality of life as demonstrated by Jesus. All programs and sponsorships should support the Purposes of Geelong Christian Media Inc.

The use of a small slice of the scarce publicly owned FM broadcast band is a privilege. We are first and foremost a Christian broadcaster:

Therefore:

- A) The station must be totally credible, non-manipulative and must speak to the community.
- B) It must provide an alternative service, which does not simply duplicate the service offered by other stations.
- C) Controlled access may be offered to persons and groups willing to conform to the objectives of the station.
- D) The station recognises and endorses Code No.2 of the Australian Community Broadcasting Code of Practice - Guidelines for General Programming.

Total station output must be based on a fundamental spiritual concept -

"I have come to give you a full life" John 10:10. ie. quality of life.

PURPOSE

Geelong Christian Media Inc. recognises the need to have a policy which ensures that there is a consistency in the culture, sound and quality of our programming in line with the purposes of Geelong Christian Media Inc.

This will inform employees and volunteers of the selection criteria for the programs and music we play, while providing guidance and procedures for compliance with this policy.

The following outlines our policies for music programming and for spoken-word programming.

MUSIC POLICY

1. The nature of music genre is reviewed from time to time by the management and board of Geelong Christian Media Inc. in line with the Purposes, Vision, Mission and Values of Geelong Christian Media Inc.
2. The Music Director and Programming Committee will make the music selections in accordance with this Policy. The selection must:

- a. be relevant to our demographic
 - b. fit within the category of Contemporary Christian Music and performed by recognised Christian artists,
 - c. Be faith-building, encouraging and supportive in nature,
 - d. conform to Christian values, teaching and imagery,
 - e. provide opportunities for our community interest to have input,
 - f. Be clearly understood
3. No person or committee who has not been authorised by the Music Director, [General Manager/CEO or Station Supervisor if MD not available] should schedule or authorise music for “airplay”.
 4. To conform with the Community Radio Broadcasting Codes of Practice of the Community Broadcasting Association of Australia (CBA), a target of 25% Australian music should be scheduled. We will choose the Australian music that also fits within our own criterion of being classified as Contemporary Christian Music.

New Music Suggestions

All new music suggestions are welcomed either directly or through survey findings from our community of interest.

They must conform to this policy and be considered by the Music Programming Committee. The Program Director or CEO is responsible for the selection of all new music.

SPOKEN-WORD PROGRAMMING POLICY

Our spoken-word programs can be classified into two groups.

Group 1: comprises short, thought-provoking spots of around 30 to 90 second duration. These will be inserted throughout general music programming.

Group 2: comprises spoken-word programs are those of greater duration from 5 minutes upwards. All of these spoken-word programs are to be of relevance to our Christian community of interest.

All spoken word programs must conform to the Purposes, Vision and Mission of Geelong Christian Media Inc and be aligned to the principles outlined in the Introduction above.

New Program Suggestions

Any new program is regarded as an investment. The program must be sustainable, reliable in its standard and production, engaging with our listeners, and have a committed supply for several months in advance.

Suggestions for spoken-word programming is sought through various groupings within the Christian community such as local ministers, church groups, and other Christian organisations.

All new spoken word applications or suggestions are to be made to the Programming Director or CEO. The procedure to be followed is outlined below.

PROCEDURE

New Spoken Word Programs

Criteria:

- Willingness to be a Partner;
- Relevance to our community of interest;
- Quality of content and production;
- Promotes listener engagement and interaction;
- Commitment to regular supply for an extended time period;
- Encourages personal growth emotionally, spiritually and relationally;
- Has a presenter/s that is the 'personality' of the program;
- Ability to meet the technical and production requirements for radio broadcasting

Pitch

Initial Meeting:

The purpose of this meeting is to investigate the possibility in forming a relationship, both personally and professionally, with the applicant of a new program. The proposer will lay out in detail their program concept, including timelines and production details.

Use the criteria above during the meeting transparently with the applicant of the new program.

Follow up Meeting(s):

At least one follow-up meeting is scheduled to further explore the possibility of furthering a partnership with the applicant and to clarify any matters in relation to the nature of the program itself, and the criteria required to broadcast the program.

Written Application:

The Proposed Content Application Form (CM103) which is available on our website for download, includes the main criteria that is used by Geelong Christian Media Inc. to assess the application is given and completed by the applicant. This is submitted to the CEO or the Chair of the Programming Committee.

Further Discussion:

Provide opportunity for further discussion with the applicant if there are

1. still questions, or
2. unclear criterion, or
3. the applicant is willing to make changes and then return

Agreement:

An Agreement or Memorandum of Understanding will be drawn up outlining the scope of the agreement, the nature of program content, the key presenter(s), the duration and frequency of the program, a commitment to minimum content, the responsibilities of each partner, and review and evaluation period.

COMMUNITY SERVICE ANNOUNCEMENTS

Community Service Announcements (CSAs) are welcome. They should have relevance to our community of interest as outlined in the Introduction.

CSAs should be delivered in writing as a script to be read out on air and published on our website several weeks in advance of the event.

No guarantees can be made for on-air broadcast without adequate notice.

Except for fundraising events, CSAs cannot be used for events or activities that are ticketed or charge admission fees. In such cases, sponsorship deals will be offered.

There is no charge for Community Service Announcements.

Authorised:

CEO of Geelong Christian Media Inc.