



MUSIC POLICY

Background

Community broadcasters are renowned for supporting new, local, independent and particularly Australian music. Many musicians have had their first airplay and interviews on our stations. We are in a unique position to play and engage with a broad range of musical styles. Our support of the music industry and diverse music played is one of the key reasons people listen to community radio.

The 2006 McNair Audience Research Survey shows that two key reasons people listen to community radio stations are:

- ❖ 'They play Australian music/support local artists'.
- ❖ 'Specialist music or information programs'.

Purpose

The purpose of this policy is to ensure that 2CCR FM:

- ❖ continues to play a diverse range of music throughout all of our programming,
- ❖ supports local musicians, and
- ❖ complies with the 25% Australian music requirement of the Codes by aiming for 30% Australian music across all general programming. This allows for specialist programs (music and/or talk based) which may not be able to meet the 25% quota (see #2 under Policy below).

Policy

1. Broadcasters are encouraged to provide a wide range of musical styles while taking into account the station's aims and objectives and the individual program's aims and objectives.
2. All programs will endeavour to ensure that of the total music played throughout a program, at least 30% of this is Australian unless:
 - a. The program's aim is to focus on music or culture other than Australian;
 - b. The musical style of a program is of a nature that does not have a high instance of Australian recordings.
3. In the cases of 2.a and 2.b, prior approval must be given by the programming committee for a program to qualify for these exemptions.
4. All Australian recordings that are the property of the station will be visibly identified as Australian.
5. All presenters are required to complete and hand in a music log sheet twice a year.
6. An audit of Australian music content will be conducted on twice a year.
7. Presenters are encouraged, within the confines of the sponsorship framework, to promote events where local musicians are featured.
8. 2CCR FM will 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.



ACMA Code of Practice

Code 5:	Purpose
Australian music	To reflect the commitment of community radio stations to develop Australian music and provide opportunities for performers to have their work regularly broadcast

5.1 In selecting Australian music for broadcast in each month we will consider our community interest.

5.2 Of all music programming, we will broadcast at least 25 per cent of Australian music.

Australian music played is calculated as a percentage of all music played over a calendar month.

5.3 The requirements above do not include music used in sponsorship announcements, programs, or station promotions.