

WREB Co-op Limited

Programming Policy for Outback Radio 2WEB

Purpose of this policy:

To encourage programming that reflects our community interest and guiding principles.

References

In framing this programming policy, the WREB Co-op Limited has had regard to four sources of information on its obligations in holding a community broadcasting licence:

1. The Broadcasting Services Act 1992 (the Act), including licence conditions.
2. The Community Broadcasting Participation Guidelines 24th June 2010.
3. The Objects of the WREB Co-op Limited contained in the Co-op's Rules, and
4. The Community Radio Broadcasting Codes of Practice 23rd October 2008 published by the Community Broadcasting Association of Australia (CBAA).

Broadcasting Service Act 1992

The WREB Co-op Limited holds a community broadcasting licence and is bound by the Act and licence conditions to ensure that the 2WEB service is operated for the community, for community purposes, and by the community.

Community Broadcasting Participation Guidelines

The Community Broadcasting Participation Guidelines provide guidance to the WREB Co-op Limited in complying with two of the licence conditions applicable to the 2WEB service.

These two licence conditions require 2WEB to:

- Encourage members of the community they serve to participate in the operations of the licensee in providing the service, and the selection of and provision of programs under the licence [community participation requirement]; and
- Continue to represent the community interest they represented at the time their licence was allocated or last renewed [community representation requirement].

The key points relating to programming at 2WEB are that the WREB Co-op Limited must:

- Encourage members of the communities it serves to participate in the operations of the 2WEB service.
- Encourage members of the communities it serves to participate in the selection and provision of programs.
- Continue to represent the community interest represented at the time the 2WEB licence was allocated or last renewed.
- Use a range of initiatives and measures to encourage community participation and to ensure 2WEB represents its community of interest.
- Not place unreasonable restrictions on membership.
- Monitor and respond to the changing needs of the communities 2WEB serves; and

- Have an appropriate organisational structure, regularly take steps to identify the needs of the communities 2WEB serves and have a program schedule which reflects the needs of the communities that 2WEB serves.

Objects of the WREB Co-op Limited

The WREB Co-op Limited has several objects as described in its Rules, as follows:

- a) To build, equip, operate, and maintain a licensed medium-wave transmitter and multi-function audio studio and through this medium pursue the following aims:
 - (i) To train students in communications, radio technology, station management and programming, surveying, evaluating, interviewing techniques, and preparation and transmission of media material.
 - (ii) To provide a means of disseminating information throughout the region of an educational and topical nature.
 - (iii) To serve the communities in time of emergency and natural disaster.
 - (iv) To provide a forum for the area in cultural exchange, ethnic awareness, and promotion of better human relations.
 - (v) To produce and provide a wide spectrum of the different modes of entertainment possible through the radio medium; and
 - (vi) To maintain an ongoing survey of community response to the station with a view to constant revision to meet the changing requirements of the people of the area served by the station.
- b) To review the aims as enumerated above from time to time and, considering the results of (a) (vi), to vary these aims as is felt to be necessary, in accordance with these rules.
- c) To operate the radio station in accordance with the Community Broadcasting Codes of Practice.

Community Radio Broadcasting Codes of Practice

The WREB Co-operative has also adopted these Codes of Practice which set out the guiding principles and policies for programming on community broadcasting stations. They also outline the operational standards for stations that hold a community broadcasting licence.

The guiding principles in the Codes of Practice are that community broadcasters will work to:

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

The WREB Co-op Limited has adopted all these Codes of Practice and acknowledges that there is a certain harmony between all four sources of information and guidance listed above: the Act, ACMA's Community Participation Guidelines, the Objects of the WREB Co-op Limited and the CBAA Codes of Practice.

Programming Policy for 2WEB

With these guiding principles in mind, the WREB Co-operative will continue to:

1. Meet our community of interest

- The purpose of this section is to ensure that 2WEB operates according to the guiding principles and within the framework of sound corporate governance.
- 2WEB will continue be controlled & operated by an independent body – the WREB Co-op Limited that represents its community interest. The WREB Co-op Limited will also:
- Have in place written corporate governance policies and procedures that support management, financial, and technical operations to meet all legal requirements.
- Have training in place to ensure that everyone is aware of his or her legal obligations and is able to effectively participate in providing the 2WEB service.
- Have written policy documents in place that outline:
 - (a) The principles of financial membership,
 - (b) The rights and responsibilities of financial members within the organisation, and
 - (c) The rights and responsibilities of the organisation to financial members.
- Have a register of financial members to be kept and made available to ACMA on request.
- Have written policies and procedures in place to effectively deal with internal conflict.
- Have policies & procedures in place to handle complaints from our members and volunteers; and
- 2WEB will broadcast at least one on-air announcement each week that contains information about the Codes and where listeners can get a copy. A copy of this announcement is to be made available to ACMA on request.

2. Adhere to principles of diversity and independence

- 2WEB will make sure that people in our community who are not adequately served by other media are encouraged and assisted to participate in providing the 2WEB service.
- 2WEB will have in place policies & procedures to support this commitment.
- 2WEB will document evidence of our efforts to encourage community participation.
- 2WEB policies and procedures will include mechanisms to enable active participation by our community in station management, programming, and general operations.
- 2WEB will have policy documents in place that outline:
 - (a) The principles of volunteering.
 - (b) The rights and responsibilities of volunteers within the organisation.
 - (c) The rights & responsibilities of the organisations to volunteers, whether they are members or not; and
 - (d) Grounds and procedures for the dismissal of volunteers.
- All 2WEB policy documents will be freely available.
- In all 2WEB station activities and 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.

3. General Programming

- 2WEB will encourage programming that reflects our community of interest & guiding principles.
- In pursuit of the objects of the WREB Co-op Limited, 2WEB will anticipate, reflect and respond to the social, cultural, and educational needs of the diverse communities of its service area. We will seek to achieve these objects through:
 - (a) Producing a wide range of programs aimed at servicing the needs & interests of the communities of the far west regardless of age, ethnic or socio-economic background.
 - (b) Promoting a sense of intellectual integrity, open-mindedness, and a sense of the importance of ideas.
 - (c) Encouraging participation in station activities by members of the community, including provision of experiential learning opportunities for individuals and groups interested in radio broadcasting.
 - (d) Providing access to disadvantaged groups on the community.
 - (e) Recognising the important role of volunteers in the organisation; and
 - (f) Encouraging innovation and diversity in the format and content of programs.
- 2WEB is committed to freedom of enquiry and the pursuit of excellence in educational broadcasting and the promotion of interaction between communities and between various community groups.
- 2WEB will provide links between educational organisations, especially local schools, TAFE, and other community-based learning within the listening area and also provide a forum for other external education institutions like universities and colleges.
- At all times 2WEB will be open to ideas for new and innovative program ideas, and changes to current programming, proposed by volunteers and members of the community serviced by 2WEB. In pursuit of this principle, 2WEB will seek input from community members via:
 - (a) The regionally based Program Committee that has been set up for this purpose.
 - (b) Appointing a full-time Education Officer to work with volunteers and community members to provide radio training and develop ideas for new and innovative programs.
 - (c) Using other outlets to promote the service and seek programming – including local newspapers, the 2WEB website, the 2WEB Facebook site, on-air and via direct contact with local schools and community groups; and
 - (d) Running training sessions for volunteers, open days for community and schools, and encouraging school visits to the station to familiarise students & teachers with radio technology and encourage students to enter regular training and on-air input.
 - (e) Provision of handouts at Outside Broadcasts and other station functions, inviting members of the community to become volunteer broadcasters.
 - (f) Provision of handouts at Outside Broadcasts and other station functions, inviting members of the community to express their opinions & ideas about general and specific 2WEB programming.
 - (g) Regular visits to communities in the service area to seek comments regarding 2WEB programs for incorporation in future programming decisions; and
 - (h) Maximising the number of hours of locally produced content on-air.
- 2WEB will not broadcast material that may:
 - (a) Incite, encourage, or present for its own sake violence or brutality.
 - (b) Mislead or alarm listeners by simulating news or events.
 - (c) Present as desirable the use of illegal drugs, the misuse of tobacco or alcohol as well as other harmful substances; and

- (d) Glamorise, sensationalise, or present suicide as a solution to life problems.
Broadcast material should not provide explicit details about the method and/or location of a suicide attempt or death.
- 2WEB will attempt to avoid censorship where possible. However, in our programming decisions, we will consider our community interest, context, degree of explicitness, the possibility of alarming the listener, the potential for distress or shock, prevailing Indigenous laws or community standards and the social importance of the broadcast.
- 2WEB will not broadcast material that is likely to stereotype, incite, vilify, or perpetuate hatred against, or attempt to demean any person or group, on the basis of ethnicity, nationality, race, language, gender, sexuality, religion, age, physical or mental ability, occupation, cultural belief or political affiliation. This requirement is not intended to prevent the broadcast of material which is factual, or the expression of genuinely held opinion in a news or current affairs program or in the legitimate context of a humorous, satirical or dramatic work.
- 2WEB will have programming practices that protect children from harmful material but will avoid concealing the real world from them.
- 2WEB will follow applicable privacy laws by:
 - (a) respecting people's legitimate right to protection from unjustified use of material which is obtained without consent or through an invasion of privacy,
 - (b) only broadcasting the words of an identifiable person where:
 - (i) That person has been told in advance that the words may be broadcast, or
 - (ii) It was clearly indicated at the time the recording was made that the material would be broadcast, or
 - (iii) In the case of words that have been recorded without the knowledge of a person, that person has indicated his/her agreement prior to broadcast.
- 2WEB news, current affairs (including news updates and promotions), documentaries, feature programs and interviews shall:
 - (a) Provide access to views not adequately represented by other broadcasting sectors,
 - (b) Present factual material accurately and ensure that reasonable efforts are made to correct substantial errors of fact as quickly as possible,
 - (c) Clearly distinguish factual material from commentary and analysis,
 - (d) Present news in such a way that it does not create public panic or unnecessary distress to listeners, and,
 - (e) Represent viewpoints fairly without having a misleading emphasis, editing out of context or withholding relevant and available material.
- 2WEB plays a vital role in broadcasting emergency information, and will continue to
 - (a) Have procedures in place to enable appropriate local emergency broadcasts;
 - (b) Liaise with appropriate emergency and essential service organisations; and
 - (c) Ensure the accuracy of emergency information.

4. Indigenous programming and coverage of indigenous issues

The 2WEB broadcast area has a large percentage of indigenous people.

In the 2021 Census there were 21,604 people in the Bourke-Cobar-Walgett Statistical Area Level 3 (ABS). This area roughly represents the 2WEB service area, including the Local Government Areas of Bourke, Brewarrina, Walgett, Coonamble, Bogan (Nyngan) and Cobar Shires.

At the 2021 Census there were at least 5,233 Aboriginal & Torres Strait Islander people in this statistical area (SA3) – roughly 24% of the total population of the area. If the SA3

aligned neatly to the 2WEB listening area, we assume a similar percentage of indigenous people would apply.

The management and staff of 2WEB acknowledge the unique status of indigenous peoples as the first Australians and wish to demonstrate through all programs and services, acknowledgement, and respect for the cultures and customs of Aboriginal and Torres Strait Islander peoples. In pursuit of these principles 2WEB will:

- Seek to involve and take advice from Indigenous Australians in the production of programs focusing on Indigenous Australians and issues. We will consult local Indigenous people and organisations on appropriate forms of communication.
- When reporting on Indigenous peoples and issues, 2WEB will take care to verify and observe the best way to respect culture and customs by:
 - (a) Considering regional differences and being be mindful of differences between local indigenous groups,
 - (b) Using appropriate words and phrases in referring to indigenous peoples and their regional groups,
 - (c) Seeking proper advice on how to best respect indigenous bereavement customs when reporting on people who are recently deceased, and
 - (d) Using suitable words and phrases when reporting on the social and emotional well-being of indigenous people.
- Seek to involve indigenous people on the board of management, the program committee and as volunteers and staff of 2WEB.

5. Commit to develop Australian music and provide opportunities for Australian performers, including local performers, to have their work broadcast regularly

- Throughout its history 2WEB has supported new, local, independent Australian music performers and will continue to do this. Notable examples in the past are:
 - Colin Buchanan, who began recording & broadcasting his music at and on 2WEB when he lived at Bourke in the late 1980's.
 - Local Aboriginal performers such as Ian "Moonie" Atkinson, Fred Hooper, Bill Orcher, and poet Frank Doolan.
 - Local singer-songwriters like Mick James.
 - Local poet & musician Andrew Hull (and other local poets); and
 - Local country folk group "The Jerry Chaser Band".
 - The local Yellow Belly Band and other local bands.
- 2WEB has been in a unique position to engage with a broad range of local Australian artists and will continue to do so.
- 2WEB will continue to encourage local performers by making its studio recording facilities available to local artists and by broadcasting their music regularly.
- In selecting Australian music for broadcast, 2WEB we will consider its community interest.
- 2WEB will broadcast at least 30 per cent Australian music.
- 2WEB presenters are encouraged to promote events where local musicians are performing.
- 2WEB will not accept payment in return for providing airplay or promotion of music, except under standard and acceptable sponsorship arrangements; and
- All Australian music kept at 2WEB will be visibly identified as Australian.

6. Sponsorship Announcements

- To meet our responsibility to the licence condition in the Act relating to sponsorship announcements, 2WEB will have in place a written sponsorship policy that reflects the licence condition in *the Act*. This will include:
 - (a) Broadcasting no more than 5 minutes of sponsorship in one hour; and
 - (b) Tagging each announcement to acknowledge the financial support of the sponsor.
- The written sponsorship policy for 2WEB is identical to the Sponsorship Policy Example at Appendix 7 of the Community Radio Broadcasting Codes of Practice.
- All 2WEB sponsorship announcements must have prior approval from management.
- Sponsorship announcements on 2WEB will be produced in a style and form consistent with the program in which the announcements are placed.
- Sponsorship will not be a factor in deciding who can access airtime on 2WEB;
- 2WEB management will ensure editorial decisions affecting the content and style of individual programs are not influenced by program or station sponsors.
- 2WEB management will ensure that editorial decisions affecting the content and style of overall station programming are not influenced by program or station sponsors; and
- The general programming guidelines in 3 (above) apply to sponsorships on 2WEB.

7. Complaints

To fulfil legal requirements relating to complaint handling, 2WEB will do the following:

- We acknowledge the rights of our listeners, members and volunteers to make complaints in writing about alleged non-compliance with both the licence conditions in *the Act* and the requirements outlined in the Codes.
- We will make every reasonable effort to resolve complaints, except where a complaint is clearly frivolous, without sufficient grounds or not made in good faith.
- We acknowledge that a written complaint or response can be a letter, fax, or email.
- We will ensure that:
 - (a) complaints will be received by a responsible person in normal office hours and receipt is acknowledged in writing.
 - (b) complaints will be properly considered, investigated if necessary, and responded to substantively as soon as possible.
 - (c) complaints will be responded to in writing within 60 days of receipt, as required by *the Act*, and the response will include a copy of the Codes, and
 - (d) complainants are advised in writing that they have the right to refer their complaint about a Code matter to ACMA provided they have first:
 - (i) Formally lodged their complaint with the WREB Co-op Limited in writing, and
 - (ii) Received a substantive response from the WREB Co-op Limited and are dissatisfied with this response or have not received a response from the licensee within 60 days after making the complaint.
- A responsible person of the WREB Co-op Ltd will maintain a record of complaints and responses for at least two years from the date of the complaint.
- Keep a record of material relating to complaints, including logging tapes or audio copies of broadcast material, and written documentation for one year, including:
 - (i) The date and time the complaint was received.
 - (ii) The name and address of the complainant.
 - (iii) The substance of the complaint; and
 - (iv) The substance and date of the WREB Co-op Limited response.
- The record of complaints and responses will be made available to ACMA on request.