

# Community Broadcasting (2MCE) Policy

## Section 1 - Purpose

(1) This policy sets out the principles and operational requirements of the Charles Sturt University (the University) community radio station, and supports compliance with licence conditions and responsibilities under the [Broadcasting Services Act \(1992\)](#) and the [Community Radio Broadcasting Codes of Practice](#).

### Scope

(2) This policy applies to all users of the University's community radio station, 2MCE-FM (2MCE).

## Section 2 - Policy

### Part A - Principles

(3) 2MCE operates under the following principles:

- a. 2MCE serves the social, cultural and educational interests of both the community and the University through the provision of facilities, training and programs.
- b. 2MCE is committed to the principles of access, diversity and independence in its operation and the pursuit of excellence in broadcasting.
- c. 2MCE communicates the views, needs, interests and aspirations of the communities it serves through its operation as a community radio broadcaster.
- d. 2MCE aims to:
  - i. provide access to training, production facilities and airtime for individuals and community groups within its service area and to students and staff of the University
  - ii. encourage innovation and diversity in the form and content of its programming
  - iii. provide a forum for the expression of views that enhance the diversity of choice available through local media
  - iv. provide a balance of community, student and educational programming while ensuring minimum duplication of program content with that provided by other broadcast media in its service area
  - v. connect local communities with the University and promote University initiatives
  - vi. provide production, presentation and transmission facilities equal to contemporary industry standards
  - vii. achieve recognition as a centre of excellence in training and the provision of practical experience for those who wish to enter the broadcast industry
  - viii. maximise its financial self-sufficiency as a non-profit community enterprise
  - ix. ensure that ethical practices and procedures are followed in all aspects of the operation of 2MCE
  - x. abide by the [Community Broadcasting Codes of Practice](#), the [Broadcasting Services Act 1992](#) and other relevant legislation.

## Part B - Governance and membership

### Governance

(4) 2MCE, as an organisational unit of the University, is subject to the [Charles Sturt University Act 1989 \(NSW\)](#), [By-law](#) and other governance as set out in the [University Governance Framework](#).

(5) The 2MCE Community Broadcasting Board (the 2MCE Board) is a board of the Faculty of Arts and Education and will provide governance and oversight to 2MCE on behalf of the University, in accordance with its [membership and terms of reference](#).

(6) Operation of 2MCE is subject to the University's rules, policies, procedures and guidelines, as relevant.

### Community participation and volunteering

(7) 2MCE will encourage and involve volunteer community members in the broadcast area in the running of the station and broadcasting programs:

- a. 2MCE will provide access to training, production facilities, and airtime for individuals and community groups within its service area and to students and staff of the University who wish to participate in the station.
- b. People in the community who are not adequately served by other media are encouraged and assisted to participate in providing our service in volunteer activities including on-air presenting, fundraising, administration, participation in governance, and programming decisions.
- c. Community participation will be encouraged through promotion on-air, online, and through direct engagement with community groups.
- d. The rights and responsibilities of volunteers at 2MCE are outlined in the [2MCE Code of Conduct](#).

(8) Volunteers must be financial members of 2MCE.

(9) University staff and students who volunteer at 2MCE are not required to pay a membership fee unless they wish to gain the additional benefits of financial membership outlined in clause 10c.

### Membership

(10) 2MCE is a not-for-profit service and will offer financial membership:

- a. Subject to clause 11, a membership application is accepted upon payment of the membership fee through the Charles Sturt University online shop.
- b. By paying the membership fee, financial members agree to abide by the [2MCE Code of Conduct](#) and other policies of the station and the University.
- c. Financial members of 2MCE have the right to:
  - i. nominate to be a community representative on the 2MCE Board
  - ii. receive notice of annual general meetings
  - iii. vote at the annual general meeting including the election of community representatives to the 2MCE Board
  - iv. access the 2MCE music library and receive discounted studio hire rates.

(11) 2MCE reserves the right to reject membership applications if there are reasonable grounds to believe the applicant:

- a. would not abide by the licensee's code of conduct, rules and policies

- b. would not abide by the [Community Radio Broadcasting Codes of Practice](#)
- c. would pose a security threat to other members, University staff and students, station premises or property, or
- d. the applicant has been convicted of a serious offence.

(12) Applicants whose membership has been rejected will be notified in writing as soon as practicable with the reason for the decision. Such applicants have the right to appeal the decision by writing to the 2MCE Board.

(13) An annual general meeting (AGM) of 2MCE members will be held within six months of the end of the University's financial year:

- a. The AGM will include reports from the Station Manager, sub-committees of the 2MCE Board, and from community representatives on the 2MCE Board.
- b. Quorum for the AGM will be half the number of members of the 2MCE Board plus one.

## **Programming**

(14) 2MCE will:

- a. encourage innovation and diversity in the form and content of its programming
- b. provide a balance of community, student and educational programming while ensuring minimum duplication of program content with that provided by other broadcast media in its service area.

(15) 2MCE will play at least 25% Australian music as a percentage of all music played in each program unless:

- a. the program's aim is to focus on music or culture other than Australian, or
- b. the musical style of the program is of a nature that does not have a high instance of Australian recordings, and
- c. the Programming sub-committee has given prior approval for a program to qualify for the exemptions in subclauses 15a. and b.

(16) All Australian recordings that are the property of the station will be visibly identified as Australian.

## **Part C - Sponsorship and giveaways**

### **Sponsorship**

(17) 2MCE will encourage sponsorship to raise revenue, subject to the [Communications and Marketing Policy](#) and procedures.

(18) All sponsorship announcements will comply with the three key sponsorship conditions:

- a. Sponsorship content will be limited to a maximum of five minutes in any hour.
- b. Every sponsorship announcement will be clearly tagged (e.g. 'a sponsor of 2MCE').
- c. There must be a bona fide financial relationship between the sponsor and the station or program.

(19) All sponsorship arrangements shall be recorded on a standard contract and approved by the station manager or station officer responsible.

(20) In line with the [Community Broadcasting Code of Practice](#) (Code 9), the station will ensure that:

- a. sponsorship will not be a factor in determining access to broadcasting time
- b. the content and style of individual programs are not influenced by the sponsors of programs

c. overall programming is not influenced by sponsors.

(21) Sponsorship will not be accepted from companies that promote tobacco or gambling.

(22) Sponsorship from companies promoting alcohol may be accepted, however, the announcements must not:

- a. promote irresponsible use of alcohol, or
- b. be directed towards minors.

(23) Sponsorship will not be accepted from any person or group whose policies or practices are inconsistent with the aims, object, and ethos of 2MCE and the University.

(24) Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.

(25) Individual presenters and members are not entitled to seek sponsorship on behalf of 2MCE without written consent of the Station Manager (or the 2MCE Board).

(26) Under no circumstances can presenters accept gifts, products or services, or payments in return for promotion of a product, service, or business.

(27) 2MCE reserves the right to refuse any paid announcement.

## **Giveaways**

(28) Subject to the University and any station-specific code of conduct, 2MCE may provide giveaways to incentivise recruitment of financial members and/or engage with listeners in the broadcast area:

- a. Giveaways shall be coordinated through the Station Manager. Volunteers will not offer giveaways without prior approval from the station manager.
- b. 2MCE will not accept giveaways that impose an obligation to structure or present content with a particular editorial perspective.
- c. Prizes should be editorially relevant (e.g. linked to an interview) and reflect the values of 2MCE and the University
- d. Prize descriptions should be broadcast in an informational way and not in the form of an advertisement, promotion, or endorsement.
- e. Promotional products we receive unsolicited (e.g. CDs, stickers, merchandise) may be used as prizes or giveaways.
- f. Where a giveaway is unsuccessful there is no requirement to try again, however, this outcome should be recorded
- g. If prizes are not collected in a period of one month, they shall be forfeited.
- h. Unclaimed prizes may be used towards another draw, or donated to charity.

## **Part D - Complaints and grievances**

(29) 2MCE acknowledges the rights of our listeners, members and volunteers to make complaints in writing about alleged non-compliance with the licence conditions in the [Broadcasting Services Act](#) and the requirements outlined in the [Community Radio Broadcasting Codes of Practice](#).

(30) Complaints in relation to any of the following will be managed under the [Community Broadcasting \(2MCE\) Complaints Procedure](#):

- a. alleged non-compliance with both the licence conditions in the [Broadcasting Services Act](#) and the requirements outlined in the Codes
- b. program content, and/or
- c. the general service provided to the community.

(31) 2MCE will provide a minimum of 50 on-air announcements every year containing information about the [Community Radio Broadcasting Codes of Practice](#) and how audiences may obtain them.

(32) A record of complaints received will be made available to the Australian Communications and Media Authority (ACMA) on request, in a format advised by the ACMA.

(33) Internal conflicts and grievances (e.g. by or between the University, the 2MCE Board, members and/or volunteers) will be managed under the University's [Complaints Management Policy](#) and procedures.

## Section 3 - Procedures

(34) The [Community Broadcasting \(2MCE\) Complaints Procedure](#) supports this policy.

## Section 4 - Guidelines

(35) Nil.

## Section 5 - Glossary

(36) Nil.

## Status and Details

|                           |                                                                   |
|---------------------------|-------------------------------------------------------------------|
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