



PO Box 1070
Castlemaine 3450

Music Policy

1. BACKGROUND

Community broadcasters are renowned for supporting new, local, independent and particularly, Australian music. Many musicians have had their first airplay and interviews on community stations. Community broadcasters are in a unique position to play and engage with a broad range of musical styles. This 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 for listening to community radio stations are:

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

2. PURPOSE

The purpose of this policy is to ensure that MAIN fm:

- continues to play a diverse range of music throughout its programming;
- supports local musicians; and
- complies with the 25% Australian music requirement of the community radio codes of practice by aiming for 30% Australian music across all general programming. This higher percentage is to allow for specialist programs (music and/or talk based) which may not be able to meet the 25% quota (see #3 under 'Policy')

3. POLICY

- a. Broadcasters are encouraged to provide a wide range of musical styles within the station's aims and objectives and the nature of individual programs.
- b. All programs will endeavour to ensure that of the total music played throughout a program, at least 30% of this is Australian unless;
- c. The programs aim is to focus on music or culture other than Australian.
- d. The musical style of a program is of a nature that does not have a high instance of Australian recordings.

- e. In the cases of 3.c and 3.d, prior approval must be given by the programming committee for a program to qualify for these exemptions.
- f. All Australian recordings which are the property of the station will be visibly identified as Australian.
- g. An internal audit of Australian music content percentage will be conducted six monthly, managed by the volunteer music coordinator, over a week each time. These will be done in February and August. The results will be analysed and presented at the following COM meeting.
- h. Presenters are encouraged to, within the confines of the sponsorship framework, promote events where local musicians are featured.
- i. Presenters must not make representations to record companies or other music suppliers on behalf of MAIN fm unless prior consent has been given by the music coordinator.
- j. MAIN 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.