



Policy for Australian Music Content

1 Background

- 1.1 This policy (and procedures deriving therefrom), has been prepared by the Management Committee of Eurobodalla Access Radio Incorporated (EAR Inc.), and complies with Code 5 of the Community Radio Codes of Practice 2008, (Australian Music content). It was approved at meeting of the Management Committee 30 April 2009 and relates to the broadcast of Australian Music at radio station 2EAR FM.
- 1.2 For the purpose of Code 5, 'Australian Music' is defined as music arranged, composed or performed by:
 - a. person(s) normally resident in Australia, or
 - b. Australian Citizens resident anywhere.
- 1.3 The requirements of Code 5 relate only to 'Performance' music and do not relate to 'Production' music used in sponsorship announcements, programs, or station promotions.
- 1.4 Community broadcasters are recognised as supporters of new, local, independent and particularly Australian Music. Many musicians have had their first airplay and interviews on Community Radio. Community Radio stations are in a fortunate position to play and engage with a broad range of musical styles. Our support of the music industry and diverse music played is a significant reason people listen to Community Radio.
- 1.5 The 2006 McNair Audience Research Survey shows that two key reasons people listen to Community Radio stations are:
 - a. 'They play Australian Music/support local artists'.
 - b. 'Specialist music or information programs'.

2 Purpose

- 2.1 The purpose of this policy is to ensure that 2EAR FM:
 - a. continues to play a diverse range of music throughout all of our programming,
 - b. supports local musicians, and
 - c. complies with the requirement of the Code of Practice to broadcast a minimum 25% Australian Music content.

3 Policy

- 3.1 Broadcasters at 2EAR FM 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.
- 3.2 All programs will endeavour to ensure that of the total music played throughout a program, at least 25% of this is Australian Music unless:
 - a. the programs aim is to focus on music or culture other than Australian, and



- b. the musical style of a program is of a nature that does not have a high or ready availability of Australian recordings.
- 3.3 In the cases of 3.2.a and 3.2.b above, prior approval must be given by the Program Committee for a program to qualify for these exemptions.
- 3.4 Where practicable, all recordings of Australian Music meeting the criteria of paragraph 3.2 above that are the property of the station will be labelled as 'Australian'.
- 3.5 All presenters are required sign a Presenter's Agreement. Within that Contract is an undertaking to meet the Station's Australian Music Content Policy.
- 3.6 The Program Committee may undertake periodic audits of Australian Music content. Presenters will be required to provide evidence that they have complied with the Australian Music content requirement over the audit period.
- 3.7 Presenters are encouraged, within the confines of the sponsorship framework, to promote events where local musicians are featured.
- 3.8 Presenters must not make representations to record companies or other music suppliers on behalf of 2EAR FM unless prior consent has been given by the Management Committee / Program Committee.
- 3.9 2EAR 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.