

9 PROGRAMMING

9.1 GENERAL PROGRAMMING

Policy
Procedure

9.2 MUSIC

Policy
Procedure

9.3 NEWS & CURRENT AFFAIRS

Policy
Procedure

9.4 CHRISTIAN PROGRAMS

Policy
Procedure

9.5 POLITICAL ADVERTISING & PROMOTION

Policy
Definitions
Background
Appendix

9.7 ALCOHOL PROMOTION

Policy
Background

9.1 GENERAL PROGRAMMING

Policy

- Sonshine is committed to presenting positive values to the community through all elements of its programming policies.
- These positive values will reflect the Christian ethos that is fundamental to Sonshine but will be manifested in both mainstream and Christian programming elements.
- The audience demographic that is targeted by these programming policies is the 25-54years age group.

Procedure

- The Music/Program Manager will manage the parameters that are used to determine the “sound” of Sonshine.
- Positive values that reflect the Christian ethos of Sonshine will be evident in the lyrics of music tracks, the news and editorial material, sponsorship announcements, chat spots and all other program elements that are chosen for broadcast.
- Individuals and their well-being shall be the focus of all aspects of programming, shaping decisions about content in such a way that it offers encouragement and hope and promotes personal development, self worth, co-operation and reconciliation.
- Humour in chat spots or selected from recordings is unacceptable if it becomes malicious towards any individual or section of society, offends against any minority or special interest group or makes a person less than what God intends.
- Biblical and doctrinal jargon/“Christianese” shall be avoided so far as possible to avoid alienating anyone in the audience.
- Specific programs that appeal to listeners outside the target demographic may be broadcast from time to time.

9.2 MUSIC

Policy

- All music to be played on Sonshine will first be selected by the Music team consisting of at least three staff including the Content Director and music scheduler, and conform to these and the General Programming policies.

Procedure

- **Intent:** The lyrical content of a song or passage is of utmost importance. The Music/Program Manager must be satisfied that the spirit behind the song meets these programming criteria, or is making a special point. *For example: songs which glorify sexual permissiveness, adultery, the world's attitude to romance, negative relationships, reference to drugs, gambling, violence, promotion of divorce etc, are not acceptable in their own right. However, they may be used from time to time in a carefully structured way, to point at a problem, in to lead people to an alternative.*
- **Artist/Composer:** There is difficulty in knowing whether the listener associates the artist/composer integrally with the song. In general, Sonshine takes the view that the song is more important than the artist/composer.
- **Mix/balance:** **Australian Content** will conform to the CBAA Codes of Practice requirements, being **one fourth** of music items played being composed and/or performed by persons who are citizens or are normally resident in Australia. **Gospel/Christian Content** will average **about one third**. *Both content figures will be calculated on a calender month basis.*

9.3 NEWS AND CURRENT AFFAIRS

Policy

- News and Current Affairs will be chosen and reported in ways that support these and the General Programming Policies.

Procedures

- All procedures mentioned in the CBA Code of Practice Code No. 2 will be adhered to in the implementation of this Policy.
- The selection of material to be broadcast will seek to highlight constructive forces within the community with an emphasis on the positive rather than the negative.
- Material chosen for broadcast will deal with events of lasting significance in preference to the ephemeral and sensational. Eg. tracing undercurrents of news events, asking the questions how or why rather than when and where, and placing the event in its social context.
- News content will place adequate emphasis on overseas news, and show Australia's place in the world.
- News content, unless provided by external source, will provide coverage of Christian organisations within in the community.
- Internally produced news content will provide coverage of Christian world events.
- News content will be concerned to promote understanding rather than confrontation.
- Current Affairs Programs will be designed to answer the following questions:
 - a) What is really going on?
 - b) How does it affect the person on the street?
 - c) Having that information, what can they do about it?
 - d) How does this relate to God's plan for humanity

9.4 CHRISTIAN PROGRAMS

Policy

- Sonshine will broadcast some programs of interest to its committed Christian constituency and those programs, whether produced in-house or provided by other organisations, shall comply with these and the General Programming policies. It is also Sonshine policy to partner with local Churches and Christians for content in preference to interstate or overseas providers.

Procedure

- Teaching and evangelistic programs that are broadcast will seek to present a balanced Christian message.
- Programs discussing or teaching aspects of the Christian faith are seen largely of interest to adherents of the faith. These will normally be aired during the evening hours.
- The local Christian community is to be encouraged to assist in producing material specifically to meet the needs of Christians.
- Programs discussing day to day issues, or moral and ethical topics from a Christian perspective, are deemed general interest programs. These will normally be of short duration and be conducted in an 'interview' style throughout the day at the discretion of the Music/Program Manager.
- Materials submitted by local, national or international organisations for broadcast as religious programs must conform to the policies as apply to programs produced in-house.
- No emphasis will be placed on denominations or the denomination of a speaker. Denominationally specific titles, such as Father, Captain, the Reverend, etc are permitted in reference to contributors to programs, however, the use of given names and surnames is preferred. Denominational names may be used in news segments and Public Service Announcements.
- No speaker will be allowed to imply that their denomination is the only true church, or to criticise the doctrine of another denomination.
- Program content on Sonshine will not deviate from the basic doctrines generally accepted by the major part of the Church and as identified in the Apostles Creed. Fringe areas may not be dealt with in isolation, but may be discussed where a wider frame of reference is given, and with a balance of view points maintained.

- While speakers who do not fully subscribe to the Apostles Creed are welcome on Sonshine, it is expected that none of their statements will contradict the propositions of the Creed.
- Persons from the local, national and international community wishing to have information or programs broadcast on Sonshine are requested to submit a sample of material to the Music/Program Manager. The Senior Management Team will decide if it is of suitable broadcast standard and compatible with the overall sound, program structure and policy of the station.
- Where the subject of a broadcast may be a matter of contention or controversy, the Senior Management Team will decide whether to seek legal counsel or the advice of the Churches Advisory Committee. Sonshine will make all reasonable efforts to ensure that a responsible attitude in the public interest is preserved, and that the community receives a balance of view points.
- In case of doubt regarding theological questions, sample material will be submitted to the Churches Advisory Committee for consideration.
- Any follow-up material must relate principally to the subject matter of the broadcast. Generally, follow-up material will be distributed by Sonshine on behalf of the program contributors.
- Programs that seem to promote other religions or particular denominational concerns, will not be broadcast. Reference to other religions may be used in proper context in News and Current Affairs Programs.

9.5 POLITICAL ADVERTISING & PROMOTION

Policy

- Sonshine has made the choice to **NOT** broadcast a paid election advertisement or promote any political party's specific policies, ('election matter' or 'political matter') or agendas during election periods.
- At times other than an election period, Sonshine will allow interviews and discussions on political matters of the elected party or opposition but these must be of educational content to the listeners and not promote that particular party's agendas or policies alone. Sonshine staff or volunteers cannot offer their personal political views on air, but as ACMA and journalism codes guide that they remain neutral whilst representing Sonshine.

Definitions

- ELECTION ADVERTISEMENT - An advertisement that relates to an election or an announcement that is sponsored by a particular candidate or party in the election.
- ELECTION PERIOD - Begins on the day that polling day is publicly announced or the writs are issued, whichever comes first (except for the Legislative Council of Tasmania and Legislative Assembly in the ACT). It ends at the close of voting.
- ELECTION MATTER - Commenting on or advocating support for an election candidate or their political party. Also, meetings held in connection with the election.
- POLITICAL MATTER - Any political matter, including the policy launch of a political party.

Background

The Broadcasting Services Act (1992) stipulates broadcast law regarding media coverage of local, state and federal elections. It is the responsibility of every community broadcaster to ensure that these laws are observed, as a condition of the station's licence. If a licence condition in relation to political or election matter is breached, the ACMA may take enforcement action, including the issue of remedial directions, or the acceptance of enforceable undertakings.

The ACMA (Australian Communications and Media Authority) and the CBAA (Community Broadcasting Association of Australia) provides interpretation of the Act as follows:

- The broadcast of political advertising must cease three days prior to the polling day. This applies to state and federal elections. If the election is to take place on a

Saturday, advertising must cease at the end of the Wednesday and only re-commence after the polls are closed on Saturday.

- The station must announce the details of the party that has authorised and sponsored the political advertisement.
- The political advertisement must be "tagged" eg. "This political announcement was sponsored and authorised by XXX party".
- If a station broadcasts the political advertising of a political party, the opportunity of advertising must be available to competing political parties.
- The station may broadcast political content (news, statements, commentary or discussion) during the entire election period provided that "the broadcaster give reasonable opportunities for the broadcasting of election matter to all political parties contesting the election...."
- Be sure that all broadcast material is logged. Logging is a licence condition. The Australian Communications and Media Authority (ACMA) is entitled to request audio logs/ details of any political or current affairs material that is broadcast on your station.

Appendix

- ACMA - Political and election matter guidelines August 2019
- <https://www.acma.gov.au/publications/2019-08/guide/political-and-election-matter-guidelines>

9.7 ALCOHOL PROMOTION

Policy

1. Sponsorship will not be accepted from companies that promote tobacco, gambling or alcohol. The station can promote venues that serve alcohol but the promotion must be for the food or entertainment and alcoholic products cannot be mentioned or promoted.
 - Example 1.1 We cannot promote the casino but we can promote a restaurant or specific performance within the casino premises as long as gambling or alcohol are not mentioned.
 - Example 1.2 We can promote the local "Bar and Bistro" including specials for food or performance and entertainment but cannot mention "free wine or beer with your meal".
2. On air and digital content cannot promote the consumption or purchase of alcoholic products.
 - Example 2.1 We cannot promote wine tours, beer festivals and other events where alcohol is a key product (including in the Sunshine Diary).
 - Example 2.2 Presenters cannot mention "how good the beer/wine was they had the other night".
3. If you are uncertain about a specific topic contact your Manager prior to moving forward.

Background

The ACMA codes of practice state that we can't promote gambling or tobacco but I would put alcohol into the same addictive bracket as these. ACMA CBAA codes state:

- 3. Sponsorship will not be accepted from companies that promote tobacco or gambling.
- 4. 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.