

WEST GIPPSLAND COMMUNITY RADIO INC. (A0028524C)

STATEMENT OF POLICY - PRODUCTION STANDARDS

RATIONALE:

This document is a compilation of principles reflecting long-standing in-house practice at West Gippsland Community Radio. Many of the standards are mandated by law or by licence conditions. Sponsors and listeners have every right to expect well-produced announcements. It's a training document, and a reference for new operators in Production.

GENERAL:

- Production work includes sponsorship announcements, station and program IDs and promos, and pre-recorded programs and interviews, with or without music backing.
- People wishing to produce these items must have the appropriate training, and have their skills approved by the Production Convenor.
- Any items produced must maintain a standard of quality approved by the Production Convenor, and must follow the standard guidelines set down in this document.
- Items produced by people who have not had their skills approved by the Production Convenor must be submitted for appraisal before being copied to studio MDs or used on air.
- In disputed matters of quality control, final discretion lies with the Production Convenor, who is responsible to the Board for standards of broadcasting in this area.
- The Production Convenor may require the item to be re-recorded to an appropriate standard for broadcasting, or may amend an item to render it suitable.
- Sponsorship announcements may be subject to approval of Sponsorship Representatives or Sponsors.
- The requirements of the APRA, AMCOS and PPCA licences must be met by all items produced for broadcast.
- Broadcast copyright of all items produced is owned by West Gippsland Community Radio Inc. Permission for other broadcasters to use such items must be obtained from the Board.

MUSIC BACKING:

- Music used for backing sponsorship announcements must not be from commercial recordings unless consent has been obtained in writing from the copyright owner.
- Production music used must have a clear and definite ending, and must not be faded down after the spoken content has finished.
- Music and sound effects chosen as backing for program promos, while appropriate to the musical style of the program being promoted, must be in keeping with daytime broadcasts, and the overall sound and mission of West Gippsland Community Radio Inc.
- A written record of all music used as backing must be kept.
- The spoken content of the announcement must not overlay vocal content of a song.

WORDING:

- All wording must conform with the provisions of the Programming Policy.
- Intellectual property rights must be respected.
- Endorsement must not be claimed unless written permission has been obtained.
- In general, the written content of items should not exceed 30 seconds in length.

RESOURCES:

- Studio bookings must be made in accordance with the Rules published on the booking sheet.
- Materials and equipment may be used for personal purposes, but no materials or equipment may be removed from the studio without permission of the Production Convenor, must be signed out and in, returned promptly, and returned immediately upon demand.
- Production music and sound effects discs must not be removed from the studio.

- Back-up discs must not be erased or used for any other purposes.
- Voices used for production purposes need not be those of members, but must be suitable to the purpose, and maintain a high standard of clarity and expression.

Documents Related To This Policy:

Community Broadcasting Codes of Practice

West Gippsland Community Radio Inc. Rules

West Gippsland Community Radio Inc. Standing Orders

ACMA Sponsorship Guidelines 2008.

West Gippsland Community Radio Sponsorship Policy

West Gippsland Community Radio Inc. Complaints and Dispute Policy

West Gippsland Community Radio Inc. Discipline Procedure

West Gippsland Community Radio Inc. Duty Statement – President

West Gippsland Community Radio Inc. Duty Statement – Production Convenor

West Gippsland Community Radio Training Manual.

History:

Adopted April 2006.

To be displayed and reviewed February/March 2009.

Compliance:

West Gippsland Community Radio Inc. affirms the right of presenters to participate in discussions of policy, and the responsibility of presenters to accept and implement policy decisions.

Presenters who believe that their rights as defined by this policy have been infringed, have recourse by Complaint to the Board, and access to the Grievance Policy as specified in the Rules (Clause 7B; 1-6)

Presenters who do not comply with the responsibilities defined by this policy are subject to disciplinary action as defined in the Rules (Clause 7A; 1-10).