

WEST GIPPSLAND COMMUNITY RADIO INC.
SOUNDS OF WEST GIPPSLAND

This document is an Appendix to the Programming Policy.

This document may be added to or amended with the approval of the Board, from time to time as becomes necessary.

As 'Sounds of West Gippsland' is a music program, presenters are required to program at least 14 tracks of a variety of music per hour, taking into account any pre-recorded spoken segments.

* Material should be listened to, and rejected if it has the following characteristics:

a. continuous loud high-range vocal work, particularly toward the end of the song, often, but not exclusively, popular female vocalists.

b. deliberate use of discordancy and repetitiveness.

c. driving drumbeat such as is found in disco music.

d. harsh sounding electronic music.

e. excessive length – though medleys are suitable as long as they offer a variety.

* Music chosen should be melodious, harmonious, and rhythmic. It should hold attention from the beginning – long-winded introductions do not work well on radio.

* While the majority should be familiar works, there is room for lesser known ones. As a Community Radio station, we have the opportunity to widen the musical experience of the listening public.

* Genre and era are of secondary importance, as long as the music has an appropriate sound, and a balance is retained. However, no segment of Sounds of West Gippsland should be exclusively or predominantly made up of any one genre or era.

* In putting together a program, attention should be paid to variety of sound and tempo, and transitions should not be sudden.

* Some 'grouping' of sounds (of era or genre, for example) may be used, but it should be limited, and should incorporate variety within the structure.

* 'Sounds of West Gippsland' is a program in its own right, and should be maintained throughout the day. There is no need to play exclusively 'up tempo' music at any part of the day.

* Contemporary music can be played, as long as it meets the criteria.

* The ratio of vocal to instrumental should be 1 instrumental to 4 or 5 vocal.

* The ID tracks dividing music should be sparingly used, and carefully chosen. Often music-backed ones do not blend well.

* It is important to remember our obligation to play at least 25% Australian works. The responsibility cannot be shelved in the hope that the over all percentage will be boosted by our small number of Australian music programs.

* While it is perfectly permissible to use features and themes, they should be an integral part of the program, not an end in themselves. Genre or eras are generally not suitable as themes.

* When playing sequences, it's important to have variety of timbre and tempo, but equally important that elements not clash. ID tracks come into their own in this situation.

* There is a need for sensitivity to the contents of pre-recorded programs, and to the style of music with which the previous presenter ends. At the same time, the mood for your segment should be set at the beginning of the shift, and slow music should be avoided as an opening.

* It's good practice to listen to the last hour of the preceding shift, to avoid repeating items. However, the audience is not continuous, so it doesn't really matter if something is repeated in the course of the day.

* It's important to avoid the impression that you are working between two CDs for any length of time. PCCA requirements should be borne in mind – no more than four tracks from any album in any show, and the period of time between the third and fourth track from the album must be at least fifteen

minutes.

* 'Live' performances should be used sparingly, and listened to carefully – singers often use different words when performing in a live venue, and some of these may not fit our aims.

* As most of our audience will be in the older age groups it's a good idea to remember the sounds to which they are accustomed, and also that as people grow older their hearing alters. Typically, higher frequencies are lost first, and those higher frequencies which can be heard can be irritating to the older ear.

* For the same reason, spoken segments should be brief, clear, not rushed, with attention to diction. The popularity of particular songs or artists is irrelevant if those songs do not fit the 'Sounds of West Gippsland'. Similarly, our own particular tastes in music may have to take second place. If parts of your collection are being under-used, you may need to consider doing an individual time slot, and should certainly keep an eye out for 'specials' weekends.

IF IN DOUBT: Don't use the item until you have discussed it with the President or the Programming Convenor.

IF YOU EXPERIENCE CRITICAL FEEDBACK: It's well meant, and probably right. Please listen and ascertain why the comment is being made.

IF YOU FEEL CRITICAL FEEDBACK IS NEEDED: We are a team, and all are equally responsible for what goes to air. If you hear something that is clearly not suitable, you may approach the presenter tactfully. A good opener: "Would you mind if I made a comment about something you played in your last show..."

PRAISE IS IMPORTANT! Give positive feedback generously.

We should think of ourselves as a team presenting one program, not as individuals presenting a series of individual shows, and try to cultivate a predictable sound across the day.

History:

Adopted October 2000.

Reviewed July 2004.

For Review: September/October 2009

Presenter Meeting 24/02/10

Returned to Committee of Management 17th March 2010 and adopted as an Appendix to the Programming Policy.

Documents Related To This Policy:

Community Broadcasting Codes of Practice

West Gippsland Community Radio Inc. Rules

West Gippsland Community Radio Inc. Standing Orders

West Gippsland Community Radio Programming Policy.

West Gippsland Community Radio Volunteer 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 – Station Management Convenor

West Gippsland Community Radio Training Manual.

Compliance:

West Gippsland Community Radio Inc. affirms the right of presenters to participate in discussions of programming 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).