



WAGGA WAGGA COMMUNITY MEDIA INCORPORATED (WWCMI)

Community Participation

Introduction

The *Broadcasting Services Act 1992* (the Act) outlines the legal framework for community broadcasting and explains the role the sector plays in delivering diverse media services that reflect a sense of Australian identity, character, and cultural diversity.

The Act vests responsibility for monitoring all broadcasting services, including community broadcasting services, in the *Australian Communications and Media Authority* (ACMA). ACMA is responsible for allocating and determining the conditions that apply to broadcasting licences, and for guiding industry groups in developing Codes of Practices.

The *Community Radio Codes of Practice* (the Codes) set out the guiding principles and policies for programming on community broadcasting stations and also outline the operational standards for stations that hold a community broadcasting licence.

This policy complies with the requirements of ACMA and *Codes of Practice* Number 2.1

Background

Under the licence conditions for community broadcasting services, licensees are required to:

- identify their community interest to ACMA in licence and licence renewal applications and continue to represent the community interest they represented at the time their licence was allocated or last renewed [**community interest**].
- encourage members of the community they serve to participate in the operations of the licensee in providing the service; and the selection and provision of programs under the licence [**community participation**]; and

The **community interest** served by WWCMI is the general geographic area of the Riverina, within which the interests of specific groups – multicultural, youth, Indigenous for example- may also be served.

Purpose

The purpose of this policy is to ensure that WWCMCI has strategies and practices to encourage and assist community members to participate in the provision of its broadcasting services as required by Code 2.1.

Policy

1. In acknowledging that membership is one of the primary ways of encouraging community participation in the operations of its service, WWCMCI will actively promote and encourage membership of the organisation by such means as;
 - on-air announcements, membership drives, website / social media, distribution of brochures at outdoor broadcasts and community events, notices on community bulletin boards, advertisements, or articles in the local press.
2. WWCMCI will document evidence of its efforts to encourage community participation.
3. Membership of WWCMCI is open to the community by lodgement of a membership application form and payment of the membership fee.
4. The Board of Management will approve membership applications and will only refuse membership on reasonable grounds, such as that the applicant may pose a security risk to members, property or premises or, has been convicted of a serious offence.
5. Membership of WWCMCI will entitle members to participate in the service and be involved in decision making by:
 - becoming volunteer presenters for on-air programs
 - volunteering to be general support assistants, such as in office administration or ground maintenance
 - nominating for membership of the Board of Management and committees/teams
 - participating as above (b) and proposing items of business
 - attending and voting at the Annual General Meeting.
6. WWCMCI will adopt and maintain sound corporate governance practices to give members confidence that their community broadcasting services are managed appropriately and, which will also allow members to have adequate input into decision making.
7. WWCMCI's Program, Music, Resources and Training Committee (PMRTC) is the mechanism by which members may participate in:
 - program selection
 - program provision.
8. In conjunction with the station manager, the PMRTC will have responsibilities for ensuring that there is a diverse range of programs which demonstrate responsiveness to the current and evolving needs of the community. These responsibilities may include, but are not limited to:
 - collectively deciding the programs that best reflect the needs of the community
 - developing and implementing relevant policies and procedures
 - accepting and considering music and programming applications
 - negotiating program proposals with applicants
 - revising program schedules to incorporate new programs
 - utilising legal sources of program music
 - reviewing program formats and adjusting as appropriate
 - rostering appropriate presenters for specific programs
 - surveying community preferences for programming.

9. WWCMI has training and development programs in place to ensure that members who participate in the management and provision of its services are fully trained for their role and aware of their rights and responsibilities.
10. Board members and presenters who present interview programs, such as the Wednesday and Friday Magazine will be required to undertake appropriate cultural awareness programs to ensure that they demonstrate understanding and sensitivity when interviewing members of diverse and minority groups such as indigenous, multicultural, youth and LGBTIQA.

Related WWCMI Documents

Membership Policy, Governance Policy, Programming Policy, Volunteers Policy.