



## 2MCR Macarthur Community Radio Association Incorporated

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### Music Policy

#### **Background**

Community broadcasters are renowned for supporting new, local, independent and particularly Australian music. Many musicians have had their first airplay and interviews on community stations. We are in a unique position to play and engage with a broad range of musical styles. Our support of the music industry and diverse music played is one of the key reasons people listen to community radio.

The 2006 McNair Audience Research Survey shows that two key reasons people listen to community radio stations are:

- They play Australian music/support local artists'.
- Specialist music or information programs'.

#### **Purpose**

The purpose of this policy is to ensure that 2MCR 100.3FM:

- Continues to play a diverse range of music throughout all of our programming,
- Supports local musicians, and
- Complies with the 25% Australian music requirement of the Codes by aiming for 30% Australian music across all general programming. This allows for specialist programs (music and/or talk based) which may not be able to meet the 25% quota (see 2 under Policy below).

#### **Policy**

1. Broadcasters 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.
2. All programs will endeavour to ensure that of the total music played throughout a program up to 30% of this is Australian unless:
  - The program's aim is to focus on music or culture other than Australian
  - The musical style of a program is of a nature that does not have a high instance of Australian recordings.
3. In the cases of 2.a and 2.b, prior approval must be given by the programming committee for a program to qualify for these exemptions.
4. All Australian recordings that are the property of the station will be visibly identified as Australian.
5. All presenters are encouraged to complete and hand in a music log sheet after each program.
6. Presenters are encouraged to, within the confines of the sponsorship framework; promote events where local musicians are featured.
7. Presenters are encouraged to make representations to record companies or other music suppliers on behalf of 2MCR 100.3FM. Any music/media received after such representations remains property of 2MCR 100.3FM and is to be stored at the station.
8. 2MCR 100.3FM 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.