

Rhema Central Coast Programming Policy

1) INTRODUCTION

- a) Gosford Christian Broadcasters Limited trading as Rhema FM Central Coast operates as a Christian Community radio station to the NSW Central Coast, providing a unique and diverse Christian broadcasting service.
- b) Rhema Central Coast provides a service to Christians from the many Church denominations that exist across the Central Coast. We aim to provide high quality Christian broadcasting material with content (including talked-based programs, interviews, music genre's, styles and artists) shaped by consultation with our 'Community of Interest', the local Churches and through surveys of our listeners and these groups.

2) POLICY

- a) To provide relevant Christian broadcasting to this region, appropriate to the needs and demands of our Community of Interest.
- b) To make broadcasting 'accessible' to our 'Christian Community of Interest'. To give individuals, local Churches and other sections of the Christian community a **'voice'** and **'access'** that they would otherwise not have through other radio services in this region.
- c) To provide meaningful programming that genuinely meets the needs of the local Christian community from a caring perspective based on our organisations Christian ethos.

3) METHOD OF DETERMINATION OF CONTENT.

- a) Listen to the feedback and preferences of our members, listeners, supporters, and survey material collected throughout the local Christian community and local Christian churches of the area by Rhema Central Coast, and by organisations such as McNair Ingenuity Research.
- b) Consider what suitable material is available locally, nationally and internationally, that is considered by the majority of our listeners as being Christian friendly, doctrinally sound (as per the statement of faith within our Constitution which is a very general definition of the common statements of faith of most Christian denominations) and useful for daily life and the general well-being of our listeners.
- c) Provide variety of programming to meet the needs and preferences of our Community of Interest.
- d) Choose the best quality programming available, both in presentation and acceptability to our Community of Interest.

- e) Avoid programming that would offend sections of our Community of Interest and cause division and/or hurt among local Christians and Churches. Offence would be determined to have occurred when a whole sector (Denomination or Christian Organisation), including leaders within our Community of Interest indicate their disapproval.
- f) Promote awareness of the local Christian Community, its activities and benefits within the region and the community at large.
- g) Encourage local Christian community participation and involvement, in the creation, production & development of localised programming of the type suitable to and requested by our 'Christian Community of Interest'.

4) CONTENT.

Rhema Central Coast station programming policy embraces the commitment to performance in the area of providing programming that includes the followings aspects;

- a) Provide alternative radio content for the Community of the Central Coast. Programming shall compliment and supplement radio services in the area by focussing on Christian based and acceptable content.
- b) Provide helpful advice & quality programming to its community of interest including the areas of life skills, marital help, raising families, protecting children from sexual abuse, drugs and bullying, family breakdown help, and other relevant & helpful lifestyle programs.

5) CONSIDERATION & POSITIONING OF NEW CONTENT.

- a) Suggestions/recommendations of any and all new programming concepts or ideas will be enthusiastically entertained by Rhema Central Coast. Such suggestions will be evaluated in terms of whether they fit with the overall programming of the station, whether they meet a perceived need or desire of our community of interest, and whether they can be produced at an acceptable standard and frequency to include in our programming. Positioning of any such new programming is also a critical process in order that placement of the program is at its best advantage for listener's accessibility.

6) OTHER FACTORS.

- a) Rhema Central Coast's programming policy will embrace and abide by the Community Radio Broadcasting Codes of Practice (Community Broadcasting Association of Australian – CBAA) & guidance of Christian Media and Arts Australia - CMAA
- b) In relation to Sponsors and in terms of the Code of Practice mentioned earlier in this document and in terms of the Australian Broadcasting Services Act 1992 (amended 1997) no Sponsor(s) shall be permitted to exercise any form

of right or control over any programming on Rhema Central Coast by virtue of their sponsorship funding support.

- c) Rhema Central Coast will uphold and ensure that all activities in relation to programming whether talked-based and/or music based will be broadcast without any prejudice to individuals, groups or otherwise on the basis of ethnicity, race, chosen language, gender, sexual preference, religion, age, physical or mental ability, occupation, cultural belief or political affiliation.
- d) In line with the Code of Practice Rhema Central Coast, in selecting Australian musical items will ensure the number of musical works/items broadcast shall consist of not less than 25% Australian music works/items and where possible exceed this percentage.
- e) Censorship in relation to all Children's programming shall be exercised to ensure an appropriate 'G' rating is applicable. In regard to all other adult style programming (e.g. Marriage advice programs) appropriate warnings shall be broadcast prior to any talked-based programming where there exists the possibility of any material that may be unsuitable for children and parents will be encouraged to exercise their parental control in refraining their children from listening to any such material.

Additions/alterations to this Programming Policy may occur from time to time and shall be updated accordingly by Gosford Christian Broadcasters Limited Trading as Rhema FM Central Coast.