

100.7 Riverland Life FM - Participation Policy

The purpose of this policy is to give guidance in all spheres of activity at Riverland Life FM, so as to:

- Encourage community participation
- Enable the station to adequately and appropriately represent the community in the service

Riverland Life FM will encourage community participation in:

- Operations (management and running of the station)
- Program selection and provision

Riverland Life FM will seek to represent the community by:

- Communicating and consulting with the community
- Monitoring and responding to the changing needs of the community

The Riverland

Riverland Life FM broadcasts to the communities of the Riverland and Upper Mallee region in South Australia, a population of approximately 35,000. The specific community sector (community of interest) that the station serves is the Christian community, which includes individuals and congregations that belong to or identify with a diversity of Christian denominations. This Christian community represents approximately 62% of the total population of the Riverland.

Community of Interest

Riverland Life FM will at all times endeavour to identify and meet the needs of the community of interest through our programming, by provide high quality relevant programming that is a genuine alternative to content available on other services. The station will actively engage members of the Christian community in the provision of the service, including individuals, churches and other Christian organisations and groups from within the community of interest. Riverland Life FM recognises that this community of interest is not confined entirely to readily identifiable church and congregational groups. Riverland Life FM will also endeavour to relate to and involve any listeners who may not be a visible part of the community of interest but who are interested in the service, have common interests to those of the Christian community, or may benefit from our programming and associated activities.

Representing the Community of Interest

Riverland Life FM will endeavour to identify the needs of the community of interest by:

Seeking feedback from listeners through on-air engagement;

Engaging with the community through social media;

Visiting support bases such as churches and other regular group meetings;

Running promotional activities in the community and at local events;

Communicating regularly with the community via newsletters, and email updates;

Providing relevant and current information on the station's website;

Running surveys and seeking feedback through all available channels;

100.7 Riverland Life FM - Participation Policy

Riverland Life FM will endeavour to meet the needs of the community by providing:

Quality programming that is positive and encouraging to listeners in their everyday life, including family-friendly contemporary music and spoken-word programmes;

Offering opportunities to engage in the radio medium through participation in programmes and programming activities;

A point of connection for listeners to the community of interest through relevant and engaging content;

Content that connects the community of interest to the wider community, such as contemporary music, news, weather forecast information and details of community activities and events;

Contemporary Christian music, Christian spoken-word content and other content that is consistent with the values and interests that the Christian community hold in common.

Riverland Life FM will engage continuously with its community of interest by:

Using the radio service to inform listeners of programmes, events, promotions, activities and the station's needs, and to invite them to participate;

Regularly updating the station website (riverlandlife.org.au) with news and information about the radio station, programmes, events, promotions, activities, financial needs and invitations to participate;

Issuing newsletters to members and supporters via post and email, with information about the station's current needs and inviting them to participate;

Issuing newsletters to churches for distribution to their congregations;

Social media engagement (eg, Facebook), to promote and develop an online community where conversations consistent with the station's mission and values can take place;

Updating the community of interest via email on activities and developments.

Participation

Riverland Life FM encourages and provides opportunities to participate in the licence in the following ways:

Governance & Membership

Membership of Riverland Christian Radio Inc will be open to all within the Christian community of interest who fulfil the requirements of membership as outlined in the constitution of Riverland Christian Radio Inc.

Members of the Board of Management will be elected by the membership and drawn from across the community of interest. The Board will seek out and encourage people from the Christian community to be nominated for election to the Board.

100.7 Riverland Life FM - Participation Policy

Meetings of the Board of Management are open at all times for people from the community of interest to attend as observers. To encourage this, some of the regular meetings of the Board will be held at a public place (eg, a church hall) with an open invitation issued for observers to attend.

Board members will bring their expertise and understanding of the community of interest to their role on the Board. Wherever possible, the Board of Management will seek to engage community of interest participation in the meetings and activities of sub-committees of the Board of Management.

Membership of Riverland Life FM will be encouraged and promoted among the community of interest. Membership will be promoted through the station website, and through direct mail and email to supporters, churches and other Christian groups. Membership will be promoted whenever there is opportunity for face-to-face contact with the community of interest, eg speaking engagements, presentations at community events, station activities.

Station Operations

Riverland Life FM relies on volunteers for the operation of the broadcasting service. Volunteering will be encouraged via the station website where a volunteer application form will be available for download. Newsletters and email updates will report on specific areas where volunteers are needed.

Volunteers will be able to be involved in all aspects of the broadcasting service, including management, administration, reception, promotions, special events, technical services and program production and presentation.

Programming

Volunteers can participate in programming, including in the following ways:

The production of programs, and presenting programs on-air;

The production (voiceovers, recording and editing) of other programming elements such as audio spots for sponsors, community announcements, weather bulletins, and station promos.

Participating in the selection and development of content (music or spoken-word programs) through engaging in surveys and other avenues for feedback, working with the programming team and taking part in studio workshops and programming reviews.

Riverland Life FM will prioritise programming and activities that encourage and enable volunteers from the community of interest to present or take part in spoken word programs. Managers and the Programming team will seek presenters who understand the breadth of the Christian community, the need to be inclusive of all Christian denominations and who will adhere to the station's Programming Policy.

The active involvement of listeners on air will also be encouraged through programming that allows for listener response, such as talk back and also other forms of participation, including social media response.

Participation includes suggesting and participating in topics and issues suitable for discussion on air. The station will encourage the community of interest to submit programming proposals via

100.7 Riverland Life FM - Participation Policy

newsletters and on-air announcements. Procedures for submitting program proposals will be available on the station website.

Participation includes interviews with people from within the Christian community, or of interest to the Christian community, and at various times listeners are invited to contact the program to share their comments and views on the subjects covered in the program.

Riverland Life FM will encourage listeners to submit community information about the activities or needs of their church, school, social club or community organisation to the station for promotion on-air and on the station website. Local charitable and not-for-profit groups receive this promotion without cost, or in some cases via contra promotion.

Feedback

Riverland Life FM will encourage our community of interest to provide feedback on the program content of the station in various ways, including mailouts, newsletters, email and via the website and social media as well as on-air, and from people at events and promotions. Feedback will be reviewed by Station Management and the programming team and listener comments considered when choosing content.

Other Opportunities to Participate

Apart from being directly involved in day-to-day operations, management and in programming, there are other ways that the community of interest can engage in the activities of the service.

Financial Partnership

Riverland Life FM will encourage its community of interest to support the broadcast service through financial partnerships. Riverland Christian Radio Inc donations are Tax Deductible (under the Cultural Register provisions of the Taxation Act) and donations will be encouraged during on-air appeals, and other communications with our community of interest.

Church & Community Partnerships

Riverland Life FM will seek to partner with local churches, para-church groups and charitable agencies for mutual benefit and encouragement (eg cross-promotion of activities and events, working together in charitable projects, to support common goals (eg youth engagement) and to complement the ministry of Christians within the local church context. Partner churches will assist in developing awareness of the station's activities, volunteering opportunities and provide avenues for feedback to Riverland Life FM on its services to the Christian community.

Listenership

Riverland Life FM will encourage members of the community of interest to participate by becoming a listener to the station, and encouraging their friends and family to listen to Riverland Life FM. This will be done through direct contact with people at events, promotional exposure as a result of supporting community activities and events, word of mouth endorsement from existing listeners, and advertisements in various places.

100.7 Riverland Life FM - Participation Policy

Special Broadcasts

Riverland Life FM broadcasts the Riverland Football League (RFL) and connects directly with the local community at football events. Whenever possible, the station will seek out other advantageous opportunities to participate in major community events and outside broadcasts, such as annual shows, Riverland Field Days, seasonal celebrations, and other community events.

Studio Workshops and Training Sessions

The station holds studio workshops and training sessions for volunteers throughout the year and on suitable occasions such events will be designated 'Come & Try' events for prospective volunteers. Station personnel will be encouraged to bring someone along to observe or take part in the activity session.

Other Relevant Documents

Other information pertaining to community participation is included in other station Policy Statements and in particular in the following documents:

Corporate Governance

Membership

Programming

Volunteering

Specific actions relating to the community participation topics in this policy are also outlined in the station's Business Plan.

Documentation and Review

Activities and developments that result from the application of this policy will be documented and reviewed during the term of the licence. The Board of Management will oversee the review process and consult with the community in the assessment of the station's performance in regard to the effectiveness of these activities in meeting the needs of the community.