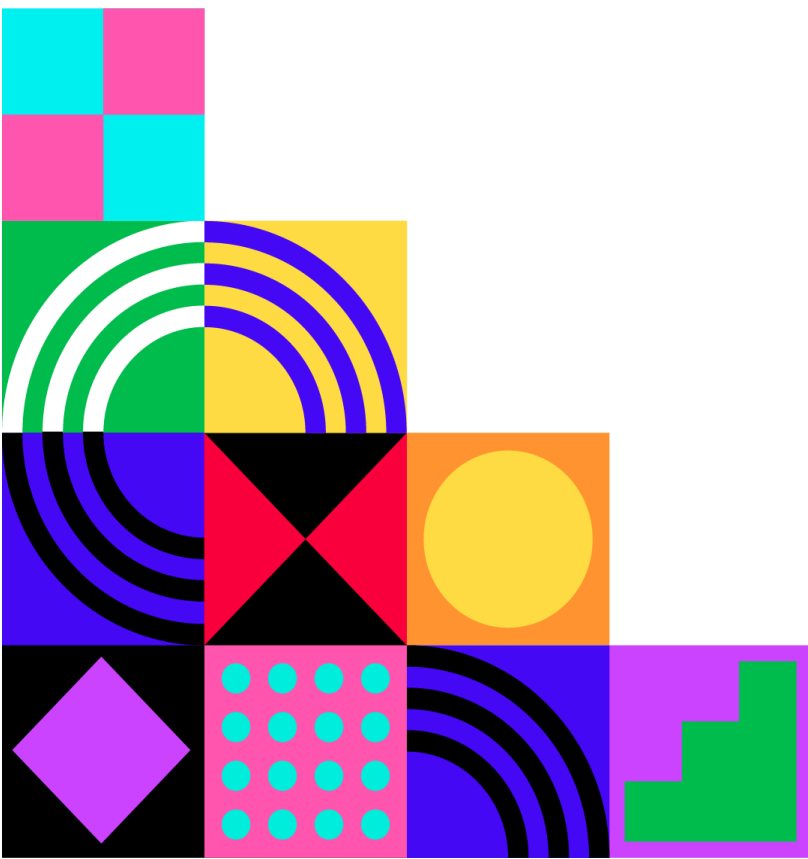


CBAA

# The Community Radio Network Guidelines

June 2024



## THE COMMUNITY RADIO NETWORK GUIDELINES

1 June 2024

The Community Radio Network (CRN) is CBAA's content distribution service, delivering content across a variety of different platforms to assist community radio stations by providing additional programming to meet the needs and interests of their diverse communities.

CRN is a 24/7 distribution service, offering a continuous, reliable, and high-quality service for subscribing stations, ensuring the roster of program content is technically and editorially sound for broadcast. The service provides programming on live and on-demand platforms and offers editorial and technical support to programmers and members through the Digital Delivery Network (DDN), via web browser portals or FTP.

CRN includes original program content every week across a variety of formats and subject matter – multiple genres of music, talks, news and current affairs, science, art and literature, sports, language and reading, faith, politics, and culture. They are recorded locally and edited or repackaged for a national audience.

CRN also leverages the CBAA's Australian Music Radio Airplay Project (AMRAP) and the sector to help elevate the presence of Australian music through a wide variety of music programs.

The CBAA prioritises distributing program content from community stations and program makers but recognises some niche and underrepresented program content may need to come from outside the sector.

The CBAA engages with stakeholders in accordance with the [Member and Stakeholder Engagement Framework](#).

In curating CRN content, the CBAA sets targets that include:

- 70% of total programs from community radio stations
- 40% of music from Australian artists
- 40% male identifying, 40% female identifying and 20% by any and no gender, including gender diverse program-makers
- prioritising First Nations content to support self-determination and truth telling
- for content to be reflective of the current demographic make-up of Australia as governed by the most current census data

These guidelines should be read in conjunction with the CRN Policy, [the CBAA News & Current Affairs Guidelines](#), CRN Technical Delivery Specifications and [the Codes of Practice](#).

## Who can apply?

Applications are open to all Australian Producers of program content specifically designed for community radio stations nationally and produced through:

- individual stations and/or consortia
- CBAA Partners where a coordinated approach is required to fulfil a wider sector objective, or
- Independent producers

From time to time, CBAA will accept applications from international producers of program content that meet [the Codes of Practice](#).

## What program content are we looking for?

As a service supporting a diverse network of subscribing stations, the CRN team seeks to distribute a wide range of program content, for on-air use and as a showcase of excellence in community broadcasting, including:

- National news & current affairs
- Morning shows
- Coverage of major cultural and festival events
- Informative talks programming
- Specialist music programming
- Content that supports Australian arts, music, and culture
- Content that supports rural and regional stations
- Content that is deemed to be leading in its chosen genre or field
- Content made by or directed at communities underserved by the mainstream media

## What content is eligible?

Program content must:

- meet CRN Policy, CRN Technical Delivery Specifications, [the Codes of Practice](#) and, as applicable, the [CBAA News & Current Affairs Guidelines](#); and
- be available for live-to-air rebroadcast and on-demand use.

Program content can include core programs, specials and limited-edition series, drop-in short content, and sustaining services for a wide audience.

## What language and themes are accepted on CRN?

- The CBAA will broadcast music free of expletives during the hours of 0600 and 2000 AEDT/AEST on CRN. All music containing expletives will be placed in the hours outside of this timeframe.
- Music programs that contain expletives will have a harsh language sting inserted ahead of the program. Program makers will also be encouraged to give a verbal warning for upcoming songs that may offend some listeners.
- The CBAA reserves the right to play music that contains expletives as not to censor or shy away from music that shares difficult experiences as music can be a way of healing and truth telling for many artists and listeners.

### What is the selection process?

Program Content will be assessed by the CBAA's CRN team according to how, on balance, they meet the following criteria:

- high level of presenter's knowledge of subject matter or specialist music content;
- high quality of presentation style and engagement with the listener;
- high level of technical proficiency and production values;
- programs that meet the Codes of Practice and prioritise the guiding principles outlined in the Codes of Practice:
  - promoting harmony and diversity and contribute to an inclusive, cohesive, and culturally diverse Australian community;
  - pursuing the principles of democracy, access and equity, especially for people and issues not adequately represented in other media;
  - enhancing the diversity of programming choices available to the public and present programs that expand the variety of viewpoints broadcast in Australia;
  - demonstrating independence in programming as well as in editorial and management decisions;
  - supporting and developing local arts and culture; and/or
  - increasing community involvement in broadcasting.

The CRN team uses its editorial judgement when preparing content for broadcast to ensure it is appropriate for a wide audience.

For ongoing programs, CRN will also consider the capacity of the applicant to produce the content, and whether the audio content is sufficiently complemented by associated promotional activity, including provision of ancillary data for end-user distribution and discovery systems.

Where there is any uncertainty, issues are escalated firstly to the CBAA General Manager for consideration who may escalate to the CBAA Chief Executive Officer.

Program applications will be accepted twice a year.

#### First application period:

- **January** - applications open
- **February** – applications close
- **May** – decision notifications & feedback
- **June** – successful program content launch

#### Second application period:

- **July** - applications open
- **August** – applications close
- **November** – decision notifications & feedback
- **December** – successful program content launch

Please refer to the website for specific deadline dates and forms.

Applicants will be notified normally within 60 days of the closing date.

If your application is unsuccessful, you are eligible to apply for future applications.

### Annual Content Review Process

In effort to remain relevant to the needs of our communities, reviews of ongoing content will be conducted annually by the CRN Team in consultation with CRN Advisory Group and/or targeted subject matter experts. Content will be assessed against the current selection criteria and will also consider the ability of the producer to meet agreed deadlines.

Review commencement dates are published on the website.

Producers will receive feedback in writing within 60 days of the published date.

If you have been notified that your program does not meet the criteria through the annual review process, it must be ceased within 30 days.