

## WESTERN SPORTS MEDIA – COMMUNITY PARTICIPATION

Western Sports Media Inc encourages community participation in the operations of its broadcast service. Western Sports Media Inc Radio's Community Interest is to represent the community's Sports needs and interest within the Fremantle RA1 Western Australia geographical Licence Area. The community interest of individuals and groups who reside or spend significant time for work or business operations, or share a Sporting, or other characteristic or interest in the Fremantle Licence area are encouraged to participate in Western Sports Media Inc Radio's operations and programming. Western Sports Media Inc (the licensee) is required to retain evidence of this participation and it would be expected that the licensee would be able to provide this evidence at licence renewal.

Western Sports Media Inc has included representing the community interest as an object in its constitution:

- 1 Produce and broadcast radio programs from a variety of sources, including programs produced by the Association itself.
- 2 Place a particular emphasis on broadcast and coverage of local sporting activity and events, with use of events, results and news from interstate, national and International sporting codes.
- 3 Promote coverage and promotion of a range of sporting activities including paying due attention to Women's sport, activities including those with disabilities and indigenous sporting activity.
- 4 Improve the standards of media coverage of local sport with access to Information, exposure and promotion in a professional manner in all respects of content and presentation.
- 5 Provide for community access (particularly the local sporting community) so that community interest programmes, promotion and announcements can be broadcast.
- 6 Cultivate an awareness and appreciation of all types of sporting activity with particular emphasis on local content.
- 7 Encourage the exposure and promotion of local sport to the broader community – particularly those sports not catered for in adequately in other media outlets.
- 8 Provide an avenue for community based sporting groups to enhance their profile and Identity, as well as promote their sport to the community.

- 9 Provide a forum for discussion of relevant topics to the local sporting public.
- 10 Provide a focal point for coverage, promotion and information regarding local, national and international sporting news and information.
- 11 Conduct research and training into various aspects of radio and other media forms for the sporting market.
- 12 Work, where possible and applicable with other media outlets to provide quality coverage of appropriate sporting events.
- 13 Establish, promote, arrange, conduct, facilitate and hold competitions and promotions to benefit the radio station and the sporting market.
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  - To proactively encourage the involvement of the licence community Western Sports Media Inc has established and maintains broadcast operational links to relevant community groups, and allows them to have direct input to the program schedule. This results in a varied and representative program schedule. This allows a cross- section of the Fremantle community to participate the broadcast decision making processes.
  - Western Sports Media Inc conducts outside broadcasts at local events on a regular basis to be active in the community and encourage community involvement and station membership.
  - Western Sports Media Inc has an open membership policy which does not exclude any member of the community.
  - Membership is promoted on Western Sports Media Website, at all outside broadcast event's, broadcaster training courses run annually, membership drives, and on-air announcements.
  - Membership is encouraged for large corporate groups that represent large numbers of their members in Western Sports Media Inc radio broadcast area.