

(A) Business Plan Mission statement:

Western Sports Media Inc programming policy is by necessity directly linked to its Business Plan Mission Statement in particular items c) through to m), shown following:

WESTERN SPORTS MEDIA Inc

AIMS AND OBJECTS

The aims and objects of the Association shall be to:-

- a) Apply for and obtain an FM community radio licence pursuant to the provisions of the Australian Broadcasting Act.
- b) Operate, maintain and conduct the business as proprietors and operators of an FM community radio broadcasting, transmitting and receiving station.
- c) Produce and broadcast radio programs from a variety of sources, including programs produced by the Association itself.
- d) 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.
- e) 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.
- f) 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.
- g) Provide for community access (particularly the local sporting community) so that community interest programmes, promotion and announcements can be broadcast.
- h) Cultivate an awareness and appreciation of all types of sporting activity with particular emphasis on local content.
- i) Encourage the exposure and promotion of local sport to the broader community –

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particularly those sports not catered for in adequately in other media outlets.

- j) Provide an avenue for community based sporting groups to enhance their profile and Identity, as well as promote their sport to the community.
- k) Provide a forum for discussion of relevant topics to the local sporting public.
- l) Provide a focal point for coverage, promotion and information regarding local, national and international sporting news and information.
- m) Conduct research and training into various aspects of radio and other media forms for the sporting market.
- n) Work, where possible and applicable with other media outlets to provide quality coverage of appropriate sporting events.
- o) Establish, promote, arrange, conduct, facilitate and hold competitions and promotions to benefit the radio station and the sporting market.

The nature and diversity of the community of interest the licence represents has a substantive influence on what programs align with Western Sports Media Goals and Objectives. It is therefore taken into consideration in program policy.

(B) New Program or New Program Idea received

The new program proposal or idea is put in writing to the Program Committee for evaluation/acceptance. The committee evaluation always considers the following:

Alignment with mission statement and any existing on-air program/s already being broadcast. If alignment exists with on-air program/s new applicants are encouraged to co-present or share by rotation the existing program time slot if possible.

Alignment with mission statement and no on-air program (or low proportion of same program content) already being broadcast of the type / idea proposed.

The applicant or applicant group (if live presentation on-air is proposed) ability to produce / present the program. Training required or not required for this mode of presentation is assessed by the program committee.

The applicant or applicant group (if live presentation on-air is not proposed) ability to produce the program for broadcast using Western Sports Media Inc Production studios (or other off site) to have the program air ready and on time for broadcast. Training required or not required for this mode of presentation is assessed by the program committee.

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Available time slot deemed suitable for new program or new program idea available. WesternSports Media evaluated the proposed program as meeting a specific community need, and have close alignment with the Business Plan / Mission Statement.

If time suitable time slot/s are available, and new program or program idea is approved by program committee, Applicant/s are advised in writing and offered choice of time slot.