

# PROGRAM PROPOSAL

**2MCE-FM COMMUNITY RADIO**  
Charles Sturt University  
Panorama Ave BATHURST NSW 2795  
02 6338 4790 / [2mce@csu.edu.au](mailto:2mce@csu.edu.au)  
[2mce.org](http://2mce.org)

2MCE-FM is a community radio station operated by Charles Sturt University in partnership with the regional community. It serves the social, cultural and educational interests of both the Community and its University through the provision of facilities, training and programs.

2MCE-FM is committed to the principles of Access, Diversity and Independence in its operation and the pursuit of excellence in broadcasting.

## MISSION STATEMENT

2MCE-FM communicates the views, needs, interests and aspirations of the communities it serves through its operation as a community radio broadcaster.

## AIMS OF 2MCE

1. To provide access to training, production facilities and airtime for individuals and community groups within its service area and to students and staff of the University.
2. To encourage innovation and diversity in the form and content of its programming.
3. To provide a forum for the expression of views that enhance the diversity of choice available through local media.
4. To provide a balance of community, student and educational programming while ensuring minimum duplication of program content with that provided by other broadcast media in its service area.
5. To promote the University by providing a community radio service.
6. To provide production, presentation and transmission facilities equal to contemporary industry standards.
7. To achieve recognition as a centre of excellence in training and the provision of practical experience for those who wish to enter the broadcast industry.
8. To maximise its financial self sufficiency as a non profit community enterprise.
9. To ensure that ethical practices and procedures are followed in all aspects of the operation of 2MCE-FM.
10. To abide by the Community Broadcasting Codes of Practice, the Broadcasting Services Act, 1992 and other relevant legislation.

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## PROGRAM PROPOSAL

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### PROGRAM TITLE

### DURATION

Normally 1 or 2 hour proposals for daytime and early evening may be considered. There are also some spaces for 30 minute programs.

### List 3 of your preferred days/times of broadcast

1.

2.

3.

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### Content and Rationale

Provide a description of the format and specific directions of content for the proposed program, remembering that this must relate to your requested times. This may be used for the program guide or on our website.

How will your program add to the range of programs currently broadcast on 2MCE-FM? The current program guide can be found here <https://arts-ed.csu.edu.au/2mce/program-schedule> or 2MCE.org

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**How will your program will provide ‘material of local significance’ as required under the Broadcasting Services Act? More information can be found at the [CBAA](#).**

From the Act:

*Material is of local significance if:*

- (a) it is hosted in the licence area of the proposed licence; or*
- (b) it is produced in the licence area of the proposed licence; or*
- (c) it relates to the licence area of the proposed licence.*

**What are your motivations for proposing this program and what is your experience or background in the topic area of the program?**

**How will you meet 2MCE’s aims which are listed on the first page of this document?**

**2MCE is committed to presenting more inclusive programming on air (gender, Indigenous, non-English speaking background, disability access, etc.)**

**How will you contribute in helping 2MCE achieve this? This could be in terms of the music you play, special guests and interviews.**

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**What is your target audience? Who do you want to talk to?**

Outline your program's structure indicating its key elements. For example a sample running sheet showing a selection of your music, and segments, talk breaks, news, scheduled station and sponsor promotions.

Where possible, send in a demo of your program.

<b>Will the program be broadcast live or pre-recorded?</b>	Live	Pre-recorded
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<b>Will you be relying on your own resources to produce this program?</b>	Yes	No
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**If no, what resources would the production/presentation of your program require? This could be the 2MCE music library or portable recording equipment.**

**Do you have previous experience on air; panel operation; content development; media law; community broadcasting codes of practice?** This could either be at 2MCE or other radio stations.

**Will you be creating a social media presence for your program?**

Make yourself familiar with the Charles Sturt University Social Media Policy for Staff which also applies to Associates of the University (available from the Station Manager), and ensure your public social media accounts do not contain comments or content that may damage the reputation of the University or any members of the University community. Review of your public social media presence forms part of the due diligence of the Programming Sub-Committee in all volunteer and program proposals

If you create an account for this program, details must be provided to the Station Manager and you will be required to remove the social media account when your program is no longer being broadcast.

## Would you like training or advice on setting up social media?

Will there be scope for your program to extend to non-broadcast content such as social media or web based content? Give details if any.

**Non CSU students and staff must be 2MCE members while Charles Sturt University Students and Staff are not required to be a 2MCE member unless they wish to borrow items from the music library, access the recording studio for non-academic recording or vote at the Annual General Meeting.**

**Are you:** Charles Sturt staff                      Charles Sturt Student                      2MCE member

**Your proposal will be reviewed by the Programming Committee, a sub-committee of the 2MCE-FM Board. Approvals will be for an initial 3 month probationary period.**

The submission of this program proposal does not guarantee program time will be allocated, and programming may be subject to change.

If approved, you'll be asked to:

- Provide a photo of yourself/group of presenters, and a suitable logo/photo for your program to be used on 2mce.org.
- Provide a brief biography and program outline for 2mce.org
- Make a time to record program promotions, program opening/closing theme and other program media.

Should you require further information on 2MCE's program allocation process contact the station on 6338 4790 or [2mce@csu.edu.au](mailto:2mce@csu.edu.au)

## Contact Details

### Presenter One

Name

Address

Phone

Email

### Presenter Two (if applicable)

Name

Address

Phone

Email

### Presenter Three (if applicable)

Name

Address

Phone

Email

### Programmers Agreement

I/We understand that this proposal will be reviewed by the Programming Committee, a sub-committee of the 2MCE-FM Board, and if approved, will be subject to an initial 3 month probationary period.

I/We understand that local content might be scheduled by the Station Management during the program.

I/We agree to abide by all the rules and policies of 2MCE-FM as determined by the Charles Sturt University Community Broadcasting Board.

I/We have read and signed the 2MCE-FM Station Worker's Code of Conduct on the following pages.

I/We have read the Community Broadcasting Codes of Practice (Radio, available on [www.cbaa.org.au](http://www.cbaa.org.au) or via the link on the 2MCE website <https://arts-ed.csu.edu.au/2mce> ) and agree to abide by them in the presentation of programs at 2MCE-FM.

I/We understand 2MCE reviews programs to ensure that programming continues to meet the station's aims and objectives.

Signed  
Presenter One

Signed  
Presenter Two

Signed  
Presenter Three

**PLEASE CONTINUE TO READ, AND THEN SIGN, THE CODE OF CONDUCT OVER THE PAGE. Unsigned proposals will not be reviewed.**

2MCE is a community radio station operated by Charles Sturt University in partnership with the regional community. We serve the social, cultural and educational interests of the community through the provision of facilities, training and programs. We are committed to the principles of Access, Diversity and Independence and the pursuit of excellence in broadcasting. We aim to communicate the views, needs, interests and aspirations of the communities we serve through our operation as a community broadcaster.

At the operational level, 2MCE is a partnership between volunteers and Charles Sturt University staff. The station provides a professional workplace and training opportunities. Volunteers bring a professional attitude and a respect for reliability, punctuality, honesty, performance and productivity.

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## 2MCE STATION WORKER'S CODE OF CONDUCT

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2MCE station workers are required to comply with this Code of Conduct ("Code").

Charles Sturt University and 2MCE employees, station volunteers and Charles Sturt University students are considered "station workers" for the purpose of this code.

The code aims to clarify for all station workers the conduct expected in the performance of their duties.

The code cannot address all possible issues that may be faced in the course of employment and volunteering with 2MCE. The successful development of an ethical environment relies upon station workers having responsibility for their own professional behaviour, taking into consideration the provisions of the code, policies of the station and advice from Management of 2MCE.

### OPERATIONAL ISSUES

1. Station workers agree to be a current financial subscriber to 2MCE as a condition of being a program presenter or producer at the station. Financial subscriber status entitles station workers access to 2MCE studios and library.
2. Station workers agree to accept directions and decisions made by the Management of 2MCE on program content, including sponsorship announcements, presentation and technical quality, on-air conduct, access to station premises, use of station equipment and property, strategic planning, risk management, and Work Health & Safety.
3. Station workers agree to support station initiated promotional and fundraising events.
4. Station workers will comply with any reasonable changes in broadcast times as required by Management of 2MCE.
5. Station workers agree to the following guidelines for the presentation of a program:
  - a. Be at the station premises, ready to present a program a minimum of 10 minutes before broadcast time;
  - b. Arrange for a replacement presenter approved by Management of 2MCE if required;

- c. Participate in station program initiatives as required;
  - d. Observe program shift hand-over etiquette as advised by station management;
  - e. Observe station program standards as set out by the Programming Sub-Committee.
6. Station workers will inform Management of 2MCE, within 48 hours, of any complaint concerning their program or any incidents that might lead to a complaint.
  7. Station workers acknowledge that material broadcast on 2MCE is the property of the station, and that such material may only be sold or broadcast to other outlets with the permission of Management of 2MCE. Station workers accept that if such material is sold on a commercial basis the proceeds will, in general, be shared 50/50 between the station and the program maker/s. Station workers accept that 2MCE retains the ownership and copyright of all works which it specifically commissions, such as station promotions, Ids, links, stings and sponsorship announcements. Station workers retain copyright of all other production work they create specifically for broadcast on their program.

### **COMPLIANCE WITH APPLICABLE LAWS, LIABILITY & RESPONSIBILITIES**

8. Station workers agree to comply with all codes, regulations and legislation relevant to 2MCE and community broadcasting stations, and undertake to read and comply with any rules and regulations which are communicated by Management of 2MCE. This includes, but is not limited to, the Codes of Practice developed through the Community Broadcasting Association of Australia (<https://www.cbaa.org.au/resource/community-radio-broadcasting-codes-practice>).
9. Station workers involved with presenting or producing a program accept responsibility for the content of their program and agree to comply with media law requirements relating to defamation, contempt of court, copyright and anti-discrimination laws. Station workers will only use music for which 2MCE is licenced to broadcast. Station workers are responsible for the copyright requirements of replaying material downloaded from the internet.
10. Station workers recognise that 2MCE, Charles Sturt University and station workers may be liable for actions, suits, claims, losses and/or damages as a result of comments or conduct on air and will actively minimise any such risk to themselves, the station and the licence holder (being Charles Sturt University).
11. Station workers accept that Management of 2MCE will take every care with recorded material left at the station but cannot accept any responsibility for loss or damage.
12. Station workers will not make commercial representations on behalf of 2MCE or Charles Sturt University, to any person or organisation without prior authority from Management of 2MCE.

### **EXPECTED STANDARD OF BEHAVIOUR**

13. Station workers are expected to act in a professional manner at all times. This includes (but is not limited to) the following:
  - a. Behave ethically and take action to prevent unethical behaviour;
  - b. Perform official duties with professionalism, care, skill, fairness and diligence;
  - c. Maintain currency of knowledge, skills and technical competencies;
  - d. Treat others with courtesy, dignity and respect; communicate without bias; respect and accommodate the rights and differences of others' and ensure that one's own personal conduct contributes to a work and study environment free of discrimination and harassment;
  - e. Take all reasonable care for the health, safety and wellbeing of others, and report hazards, incidents, accidents and risk of harm or injury to Management



of 2MCE;

- f. Act in the best interests of 2MCE and Charles Sturt University and refrain from activities that could bring 2MCE and/or Charles Sturt University into disrepute; and
- g. Not comment publically on behalf of 2MCE, nor make negative comment publically on the operation of 2MCE, its sponsors, or Charles Sturt University or of any other station worker.

## **CONFIDENTIALITY AND PRIVACY**

- 14. Station workers are entitled to confidentiality and privacy with respect to information that is personal to them.
- 15. Station workers are expected to maintain the confidentiality, integrity and security of information to which they have access as a result of their volunteering or employment at 2MCE within Charles Sturt University.
- 16. Station workers must not use information to which they have access as a result of their volunteering or employment at 2MCE to gain or seek to gain personal benefit for themselves or others.
- 17. Station workers may only release information that they are authorised by Management of 2MCE and/or Charles Sturt University to release.

## **USE OF 2MCE/CSU RESOURCES**

- 18. Station workers are expected to maintain, protect, properly use and care for the Station and Charles Sturt University's resources, including property, facilities, equipment, information systems, and funds. Fraud or theft by a station worker may result in suspension, and where appropriate, legal action will be taken.
- 19. Station workers will use station equipment and facilities for the production and preparation of program content and for no other purpose without the prior consent of Management of 2MCE. Station workers will not remove station equipment or property without prior authority from the Management of 2MCE.

## **CONFLICT OF INTEREST AND GIFTS**

- 20. Station workers are expected to take reasonable steps to avoid actual, potential or perceived conflicts of interests between their private interests and the interests of 2MCE and Charles Sturt University.
- 21. Station workers must not give, solicit or receive gifts or benefits that might, or might be perceived to, in any way compromise or influence them in the performance of their duties. Gifts of nominal value generally used for promotion purposes by the donor or moderate acts of hospitality may be accepted.
- 22. In the public interest, station workers must report any breaches of this code or any suspected corrupt conduct to Management of 2MCE. 2MCE and Charles Sturt University will endeavour to protect station workers who, in good faith, report such breaches (and such disclosures will not be treated as a breach of this code).
- 23. Station workers agree that a breach of this code may result in the suspension of a presenter's broadcast rights and may, in some situations, lead to the termination of broadcast rights. Station workers acknowledge 2MCE's grievance procedures as the appropriate avenue for conflict resolution.

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## STATION WORKER'S AGREEMENT

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### Contact Details

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Name

Address

Phone

Email

**I have read, understand, and accept my responsibilities as a station worker, and 2MCE's responsibilities towards me, as outlined in the Station Worker's Code of Conduct.**

Signature

Date

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### Station Manager

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Signature

Date

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