

POLICY 19

INTERVIEWS

Interviews on air and interviewing are complex issues and can present huge complications to 2 Air FM if not conducted properly

Issues include :

- ACMA regulations that no more than 5 minutes per hour is devoted to advertising – this includes all our spon-ads, casual advertising (competitions etc) and at certain times of the day our spon-ads are cut down to accommodate this ruling
- ACMA requirements are such that Community Radio Stations must engage the local community organisations as much as possible – on renewing our licence every 5 years, 2 Air FM has to show and prove we have been doing this or our licence could be in jeopardy

To comply, the following are a list of acceptable and/or unacceptable situations :

Unacceptable

- Events, shows and attractions that are purely commercial in purpose and charge an entrance/admission fee with no financial or other return to the community
- Even if “free tickets” are provided, unless a part of the profit/takings is returned to a local community organisation/charity, this is still regarded as commercial by ACMA
- If the interview is for the sole purpose of directly or indirectly promoting a commercial business or event, this is also regarded as commercial

Acceptable

- Promotion of the activities of a local community group, charity, service club, school and other not-for-profit organisations.
- Persons who represent local not-for-profit organisations and/or charities seeking publicity for a forthcoming money raising event
- Entertainers and performers who are participating in a show where admission is free or the profits go to a charity/local community organisation
- Entertainers may be interviewed if the content of the interview is primarily about their life/history etc and is deemed of general interest to the listener

The bottom line :

- if money is being raised and the proceeds are directed back to the community in some form, it is generally in order to have an interview.
- If a business receives the profit from fundraising, that is regarded as commercial

If in doubt, seek further advice before committing to an interview

Grey Areas :

- When an artist is performing at Club who is a sponsor (eg Cex Club), it is usually OK so long as the interview is about the artist and not the venue
- When a promoter pays for a spon-ad for a certain period of time to promote an event (eg Buskers Festival), an interview could be permissible if it centres on the event only and not the promoter's business

If in any doubt, seek further advice before committing to an interview

Guidelines

- COM to appoint an "Interview Co-ordinator"
- All interviews or ideas for interviews to be channelled through the Co-ordinator in the first instance to check suitability etc. and to keep the Co-ordinator informed of any activity in this field of operation
- Record to be kept of all suggestions and whether acceptable or unacceptable (with the reason)
- An "Interview Request Form" to be completed by Office Staff (or whoever received the request) and passed to the Interview Co-ordinator for follow up re suitability. The form is available in the Office Masters Book
- Once passed as permissible, Co-ordinator to make arrangements with presenter wishing to do the interview or allocate a presenter for this and contact to be made with the organisation requesting interview
- Date for interview to be fixed and both interviewer and guest to be informed and if possible, they meet or talk re subject matter
- Once above organised, Co-ordinator to pass information on to Roster Co-ordinator for inclusion on Roster List and to Web Page Co-ordinator for updating same
- A register of interviews to be kept by Co-ordinator for future reference (with a copy to Secretary) – this will not only be a record but also will illustrate to ACMA the station's community involvement. If there are any complaints re an interview, it can be noted and resolved and will also show our impartiality when renewing our licence.
- Standard letter of thanks or an email (whichever is appropriate) to be sent by Co-ordinator once interview is completed with a copy to Secretary for record and information purposes.