



A sustainable and accessible local voice that reflects and enriches the diversity of our community

## **Programming Policy**

Indigo FM allows broadcasting of a range of programs of general interest to the community.

### **Types of programs**

Prospective presenters who have a hobby may wish to apply to present it as a regular program to be shared with other enthusiasts and the community in general. These can include music (and all/any of the many genres), news, motor vehicles, wine, IT, food, sport, arts, gardening, pets, bush walking, history, any combination of these – pretty much any topic you can think of.

### **Advertising and Business promotion**

Indigo FM does not allow Advertising or Advertorials (editorial that has a commercial bias) or the broadcasting of programs that promote a business. This applies to both the content of a program and/or the name of the program. For example the operator of a music store (Julie Davies) named "Soundwise" cannot have a program that incorporates that business name eg "Simply Soundwise", "Soundwise on Sundays", "Soundwise with Julie" etc. Julie is free to join Indigo FM as a member and apply to do a program, however, that program cannot be directly promoting a product line that Julie's business sells. For example, Julie could do a show primarily about music, however, there can be no specific reference to her business providing the music for the show or being able to assist listeners to further research the music played by visiting or contacting her business "Soundwise".

Businesses are invited to join Indigo FM as members. For this they are entitled to:

- a 30 second generic announcement that confirms their support for the Station (upon business supplying script) which will be played randomly approximately twice a day;
- email through any specials or promotional activities – these can be then read out by presenters at their discretion.

The Indigo FM do from time to time negotiate Sponsorship and Partnership arrangements with business and community organizations. In the past these have included pre-recorded specials on upcoming music events such as Yackandandah Folk Festival and Beechworth Music Festival.