

Code of Conduct

The following outlines the values and behaviours 103.9HopeFM volunteers are required to support and adhere to. This code of conduct aims to set expectations and a standard of conduct that will uphold the ethos of the radio station, and ensure we are all working together.

Esperance Sunshine Broadcasters Inc t/as 103.9HopeFM is founded upon Christian principles. 103.9HopeFM aims to **bring hope, share joy and build community**.

Our broadcast content and the way we interact with each other, and with others in our community through face to face, electronic and written communication, is guided by the mission of 103.9HopeFM to, '**Bring Hope, Share Joy and Build Community**'. In so doing, we trust that every person, organisation or business who has contact with 103.9 including amongst our own volunteers will have a positive experience leaving them encouraged, and with an increased sense of being connected into something much bigger than themselves.

Mission

Bring Hope

- Hope is the undying desire and belief to see something change or occur. Without hope, despair and despondency reign. Hope involves having the will to get where you are needing to go, and knowing that you can navigate and negotiate different ways to get there. It is our aim at 103.9HopeFM to ignite and grow a sense of hope in our community (1).

Share Joy

- Joy is the emotion of great delight or happiness caused by something exceptionally good or satisfying: a source or cause of keen pleasure or delight; something or someone greatly valued or appreciated: We aim for our content to create this experience in our community of listener's, and others in our local community who encounter 103.9HopeFM volunteers.

Build Community

- Strong community connections increase tolerance and wellbeing in the community. By broadcasting information about local community groups, businesses, organisations, events and, general information about strong vibrant communities we contribute to the strengthening of community connections.

Our Values - *Bring Hope, Share Joy, Build Community, Integrity & Respect Behaviours that demonstrate our values:*

- In our dealings with others, we will be respectful, open and honest.
- We will respect each other's dignity and treat one another fairly and with integrity. Any form of abuse, divisiveness, factionalising and bullying is unacceptable. We will aim to encourage and build up individuals and leave each encounter with other people and organisations, in so far as it depends on us, in a more hopeful and/or joyful state.
- All customers, colleagues and peers will be treated professionally and courteously.
- We will strive for excellence, participate in teamwork, and work to maintain the competencies required for performing in our role.
- Volunteers are requested to commit to promote positively 103.9HopeFM, other volunteers, employees, and events of the Esperance Community, when representing 103.9HopeFM in the community.
- Should any grievance arise, the grievance process as set out in the Rules of the Association, policies and procedures is to be followed by the parties involved.

- No information that is by nature confidential, be it stated or implied, obtained through your role at 103.9HopeFM is to be divulged to any person. Information that you receive about anything or anyone connected with 103.9HopeFM is not to be used for the purpose of personal gain or to the detriment of the organisation.
- Volunteers of 103.9HopeFM are not to smoke, consume alcohol or drugs, or, to be under the influence of alcohol or drugs while undertaking their role or fulfilling responsibilities for or with 103.9HopeFM.
- 103.9HopeFM will not tolerate discrimination against any person, on the grounds of sex, marital status or pregnancy, race, religious or political conviction, disability, age or family status/responsibility.
- Volunteers of 103.9HopeFM are expected to dress appropriately for their duties in respect to relevant circumstances. Covered shoes are requested to be worn whilst undertaking tasks for 103.9HopeFM during outdoor broadcasts and any other community events.
- 103.9HopeFM recognises that occasions may arise where a volunteer or board member is given a personal gift as a token of appreciation. Gifts that may be seen as creating an obligation with the possible intention of influencing decision-making should not be accepted. Gifts over the value of \$50 are to be recorded in the 103.9HopeFM Register of Gifts
- Intellectual Property includes, but is not limited to, legal rights relating to property such as copyright, registered designs, patents, and trademarks. Esperance Sunshine Broadcasters Inc t/as 103.9HopeFM retains the copyright of any work produced by volunteers, casual staff and contractors undertaking their tasks for 103.9HopeFM. 103.9HopeFM is bound by the current *Copyright Act* and its regulations. (Exceptions and variations to this is by exception and by arrangement with the Manager)
- Esperance Sunshine Broadcasters Inc Trading as 103.9HopeFM respects the intellectual property and copyrights of artists, It is our policy to comply with the copyright legislation and our broadcasting licence to broadcast music obtained legally. I.e. purchased, or played with permission from the artists.
- Official media statements (written or spoken) being broadcast or published relating to the organisation and its volunteers, or to any other media organisation must be authorised by the Chairperson, Secretary or Manager, or a person appointed by the chairperson secretary or board member overseeing the day to day operations of the station.
- 103.9HopeFM is committed to providing a healthy and safe work environment for all staff, volunteers, committee members, and the public. It is the responsibility of each of individual to work in a manner that ensures our own safety and that of our colleagues and clients.
- It is 103.9HopeFM policy that if you are volunteering in a role that requires access to bank accounts and administrating finances that a volunteer provide a current Criminal Record Check to 103.9HopeFM
- We are a family friendly organisation, and have many volunteers who are minors. It is 103.9HopeFM policy that volunteers provide a current WWCC or apply for one as soon as practicable following the commencement of volunteering. In the instance that a volunteer is not able to obtain a WWCC, the volunteer must inform the manager so that arrangements can be made.
- 103.9HopeFM is an apolitical organisation and will give fair access to any political party, politician or individual member.
- 103.9HopeFM seeks to be relevant today and ready for tomorrow. We recognise we have to evolve to best serve the ethos of our organisation and the needs of the community. To remain relevant today we must stay one step ahead and be ready for tomorrow.

- We seek to be always learning; from others, from our past and for the future
- We seek to have the right people in the right role, who are ready to act
- We embrace how things can change for better
- We aim to think ahead strategically, and plan to move in unity, knowing that is the most successful way to operate
- 103.9HopeFM welcomes involvement of all individuals and community organisations supportive of the mission, values and ethos of the station.
- 103.9HopeFM also welcomes the involvement of all Christian organisations who affirm the Apostles Creed – The Apostles Creed being the most common and broadly accepted declaration/description of a faith statement of Christian Denominations:

Apostles Creed

I believe in God, the Father almighty, creator of heaven and earth. I believe in Jesus Christ, God's only Son, our Lord, who was conceived by the Holy Spirit, born of the Virgin Mary, suffered under Pontius Pilate, was crucified, died, and was buried; he descended to the dead. On the third day, he rose again; he ascended into heaven, he is seated at the right hand of the Father, and he will come to judge the living and the dead. I believe in the Holy Spirit, the holy catholic Church, the communion of saints, the forgiveness of sins, the resurrection of the body, and the life everlasting. Amen.

103.9HopeFM is built on strong Christian foundations, it is the policy and signature feature of 103.9HopeFM to broadcast a bible verse at the beginning of each broadcast hour. Other Christian content is at the discretion of individual broadcasters and will be aligned with the values and aims of 103.9HopeFM to broadcast family friendly content, that brings hope, shares joy and builds community.

103.9HopeFM is also bound by the Community Broadcasting Association of Australia (CBAA). The relevant guidelines are outlined in the attached pages.

Community Broadcasting Association of Australia Codes of Practice

103.9HopeFM is a member of the Community Broadcasting Association Australia. As members, we are bound by the codes of practice of this organisation in addition to the code of conduct listed above. Detailed below are excerpts from the CBAA codes of practice that are required for us to be mindful of in our daily practice. The full CBAA Codes of Practice are available on their website <https://www.cbaa.org.au/resource/community-radio-broadcasting-codes-practice>

Community broadcasting plays a vital role in Australia as a unique sector operating together with commercial broadcasters and national broadcasters such as the Australian Broadcasting Corporation (ABC) and the Special Broadcasting Service (SBS). The sector actively promotes community access and participation and volunteers are largely responsible for the operations of community broadcasting stations. The stations vary significantly depending on the audience and community interest they serve.

The *Broadcasting Services Act 1992* (the Act) outlines the legal framework for community broadcasting and explains the role the sector plays in delivering diverse media services that reflect a sense of Australian identity, character and cultural diversity. The Community Radio Codes of Practice (the Codes) set out the guiding principles and policies for programming on community broadcasting stations. They also outline the operational standards for stations that hold a community broadcasting licence. *The Codes do not replace the licence conditions in the Act; they are complementary and we are legally obliged to follow both the licence conditions and the Codes.*

Under Section 123 of the Act, industry groups must develop the Codes in consultation with the Australian Communications and Media Authority. The Codes may cover programming requirements, fairness and accuracy in news and current affairs reporting, complaints handling and sponsorship, among other matters. The Codes outline that the sector organisation representing the majority of licensees will be responsible for coordinating a review of the Codes.

NOTE: Appendices attached to the Codes are for guidance only and do not form part of the Codes.

Guiding principles

Community broadcasters are united by six guiding principles. We will work to:

- **Promote harmony and diversity and contribute to an inclusive, cohesive and culturally-diverse Australian community**
- **Pursue the principles of democracy, access and equity, especially for people and issues not adequately represented in other media**
- **Enhance the diversity of programming choices available to the public and present programs that expand the variety of viewpoints broadcast in Australia**
- **Demonstrate independence in programming as well as in editorial and management decisions**
- **Support and develop local arts and music**
- **Increase community involvement in broadcasting**

Legal obligations

Each community broadcasting station has legal obligations that relate to programming and station operations. The *Broadcasting Services Act 1992 (the Act)* outlines licence conditions and program standards that apply to all stations.

Key provisions in *the Act* require community broadcasters to:

- provide community broadcasting services for the benefit of the community and not operate for profit,
- continue to represent the community interest that it represented when the licence was allocated or last renewed, although a licensee can apply to change that community interest at renewal,
- encourage community access and participation in all aspects of station operations, from programming to management, and
- only broadcast sponsorship announcements, rather than advertising, which total no more than five minutes in any hour of broadcasting.

Throughout the Codes, community broadcasting licensees are referred to as 'we' or 'our'. The terms are legally binding. [\(2\)](#)

Codes of Practice - Code 1: Our responsibilities in broadcasting to meet our community interest

The Community Radio Codes of Practice (the Codes) set out the guiding principles and policies for programming on community broadcasting stations. They also outline the operational standards for stations that hold a community broadcasting licence.

Purpose: To make sure that community radio stations operate according to the guiding principles and within a framework of sound corporate governance

1. Each community radio station will be controlled and operated by an independent body that represents its community interest.
2. We will have in place written corporate governance policies and procedures that support management, financial, and technical operations to meet all legal requirements.
3. We will have training in place to ensure that everyone is aware of his or her legal obligations and is able to effectively participate in providing the service.
4. We will have written policy documents in place that outline:
 - a. the principles of financial membership,
 - b. the rights and responsibilities of financial members within the organisation, and
 - c. the rights and responsibilities of the organisation to financial members.

A register of financial members will also be kept and made available to ACMA on request.

5. We will have written policies and procedures in place to effectively deal with internal conflict.
6. We will have policies and procedures in place to handle complaints from our members and volunteers. See Code 7: Complaints for more information.
7. We will broadcast at least one on-air announcement each week that contains information about the Codes and where listeners can get a copy. A copy of the announcement is to be made available to ACMA on request. [\(3\)](#)

Codes of Practice - Code 3: General Programming

The Community Radio Codes of Practice (the Codes) set out the guiding principles and policies for programming on community broadcasting stations. They also outline the operational standards for stations that hold a community broadcasting licence.

Purpose: To encourage programming that reflects our community interest and guiding principles

1. Our community radio station will not broadcast material that may:
 - a. incite, encourage, or present for its own sake violence or brutality,
 - b. mislead or alarm listeners by simulating news or events,
 - c. present as desirable the use of illegal drugs, the misuse of tobacco and alcohol as well as other harmful substances, and
 - d. glamorise, sensationalise, or present suicide as a solution to life problems. In particular, broadcast material should not provide explicit details about the method and/or location of a suicide attempt or death.
2. We will attempt to avoid censorship where possible. However, in our programming decisions we will consider our community interest, context, degree of explicitness, the possibility of alarming the listener, the potential for distress or shock, prevailing Indigenous laws or community standards and the social importance of the broadcast.

3. We will not broadcast material that is likely to stereotype, incite, vilify, or perpetuate hatred against, or attempt to demean any person or group, on the basis of ethnicity, nationality, race, language, gender, sexuality, religion, age, physical or mental ability, occupation, cultural belief or political affiliation. The requirement is not intended to prevent the broadcast of material which is factual, or the expression of genuinely held opinion in a news or current affairs program or in the legitimate context of a humorous, satirical or dramatic work.
4. We will have programming practices that protect children from harmful material but will avoid concealing the real world from them.
5. We will follow applicable privacy laws by:
 - a. respecting people's legitimate right to protection from unjustified use of material which is obtained without consent or through an invasion of privacy,
 - b. only broadcasting the words of an identifiable person where:
 - i. that person has been told in advance that the words may be broadcast, or
 - ii. it was clearly indicated at the time the recording was made that the material would be broadcast, or
 - iii. in the case of words that have been recorded without the knowledge of a person, that person has indicated his/her agreement prior to broadcast.
6. News, current affairs (including news updates and promotions), documentaries, feature programs and interviews shall:
 - a. provide access to views not adequately represented by other broadcasting sectors,
 - b. present factual material accurately and ensure that reasonable efforts are made to correct substantial errors of fact as quickly as possible,
 - c. clearly distinguish factual material from commentary and analysis,
 - d. present news in such a way that it does not create public panic or unnecessary distress to listeners, and
 - e. represent viewpoints fairly without having a misleading emphasis, editing out of context or withholding relevant and available material.
7. Community broadcasters play a vital role in broadcasting emergency information. Community radio stations with the ability to offer emergency broadcasts will:
 - a. have procedures in place to enable appropriate local emergency broadcasts,
 - b. liaise with appropriate emergency and essential service organisations, and
 - c. ensure the accuracy of emergency information.

Codes of Practice – From Appendix 2: Codes of Practice Announcement Example

Under Code 1.7 community radio stations are required to broadcast "one on-air announcement each week that contains information about the Codes and where listeners can get a copy".

The following script is an example of a community service announcement that could be recorded and played in order to meet the requirements of Code 1.7.

This example points the audience to the website of the Community Broadcasting Association of Australia in order to download a copy. While this would satisfy the requirements of the Codes, stations are encouraged to make copies available on your own websites or through a direct request to the station. As such, stations may edit the script accordingly.

This appendix is for guidance only and does not form part of the Community Radio Codes of Practice 2008

Title: Codes of Practice CSA

Duration: 30 sec

Cast:

Music

What you hear on community radio is governed by the Community Radio Codes of Practice.

The Codes of Practice cover matters relating to program content, including local content, news, current affairs, Australian music content, programs for children and the responsibilities associated with broadcasting to the community.

They also cover aspects such as community access and participation in the operation of this service.

Copies of the Codes are available on the Community Broadcasting Association website

<https://www.cbaa.org.au/resource/codes-practice-appendix-2-codes-practiceannouncement-example>

Codes of Practice – From Appendix 5: Reporting suicide and mental illness responsibly

This appendix is for guidance only and does not form part of the Community Radio Codes of Practice 2008.

Suicide is a prominent public health issue in Australia with over 2,000 people dying by suicide each year.

Some important facts about suicide are:

- rates of suicide are generally three to four times higher among males than females
- Many more people attempt than die by suicide with hospital admissions for intentional self injury about ten times as common as deaths by suicide
- Migrants in Australia show similar suicide rates to those in their country of origin
- People in any form of custody have a suicide rate three times higher than the general population.

Mental illness is a major risk factor for suicide with psychological autopsy studies showing that up to 90% of people who suicide may have been experiencing mental disorder at the time of their death.

Issues to consider when reporting

- Should I run the story?
- Be careful with the language you use
- Don't be explicit about the method or location of suicide
- Discussion of celebrity suicide can glamorise suicide
- Consider the angle (or positioning) of the story • Should you interview the bereaved? Is it necessary?
- Place the story in context
- Include helpline contacts in your story.

The Mindframe Media and Mental Health (MMMh) project is one of a suite of projects on suicide, mental illness and the media developed as part of the national media strategy. MMMh aims to build a collaborative relationship with the Australian media and mental health systems to enable a more accurate and sensitive portrayal of suicide and mental health issues across all news media in Australia. A key activity of MMMh is the development of a resource kit for use by media professionals, available from: www.mindframe-media.info

-  [Appendix 5 - Reporting suicide and mental illness responsibly resources available.pdf](#)

References

- (1) <https://www.psychologytoday.com/blog/beautiful-minds/201112/the-will-and-ways-hope>.
- (2) <https://www.cbaa.org.au/resource/codes-practice-introduction>
- (3) <https://www.cbaa.org.au/resource/codes-practice-code-1-our-responsibilities-broadcasting-meetour-community-interest>
- (4) [Codes of Practice - Appendix 5: Reporting suicide and mental illness responsibly](#)
- (5) <https://www.cbaa.org.au/resource/codes-practice-code-3-general-programming>
- (6) Detailed information can be found on the CBAA website on this link <https://www.cbaa.org.au/resource/community-radio-broadcasting-codes-practice>
- (7) <https://www.cbaa.org.au/resource/codes-practice-appendix-5-reporting-suicide-and-mentalillness-responsibly>