

Radio Teesdale Music Policy

Why have a policy?

The Music played on Radio Teesdale needs to be chosen with three considerations in mind:

1. *The listener – both existing and potential*
2. *The broadcaster – their knowledge, interest and creativity*
3. *Radio Teesdale's commitment to Ofcom and the community to appeal to a wide range of listeners.*

To be successful any radio station needs to work constantly not only in gaining new listeners, but equally importantly, in retaining existing listeners. To achieve this, a level of consistency needs to be maintained to ensure that listeners hear a style of programming, delivery and content that they can identify with and come to expect.

When Radio Teesdale successfully secured the licence, a number of key commitments were made. In summary, those relating to music are:

- *Output will typically comprise 76% music and 24% speech. This ratio will vary slightly at different times of the day and during weekends.*
- *Total music output will be broadly split between familiar songs from the 1950's through to current hits; specialist music; and live performances.*

Within a framework reflecting listeners' expectations at different times of day and of various programmes, we feel community broadcasters should be able to select the specific tracks which they feel are most appropriate in the circumstances.

THE POLICY

In order to maintain a consistent approach to music choices, the following guidelines should be observed:

Expectations of audiences will vary according to various principles of scheduling, including time of day and the established style and content of regular programmes. Presenters must respond to this in their music choices.

Specialist Music Programmes

Musical content of specialist programmes will be agreed and outlined in the programme proposal and reviewed as necessary. Music may be taken from anywhere on Myriad and any other (legal) source. Care should be taken to avoid playing any offensive music.

General Audience Programmes

In planning musical content in other programmes, presenters should consider the following:

- Listeners will expect a higher content of familiar, melodic and inoffensive songs, as represented in the appropriately indicated Myriad carts
- These programmes should contain a good mix of familiar songs from the 1950's to current hits with no era dominating any hour.
- If presenters find that they want to play music that is not indicated on the cart system then they should be able to justify their choices, particularly to the listener. They should also keep details of the recording for PRS (Performing Rights Society) purposes. Care should be taken to ensure that inappropriate material is not broadcast
- Review of music content should be through listener feedback and peer advice.