

## **Program Selection Criteria**

1. Submissions for programs are invited from interested parties.
2. All program concept submissions must be made in writing and addressed to the Station Manager. All submissions must address the following criteria:
  - Target Audience
  - Commitment to program viability and maintenance
  - Concept of program
  - Demographic Appeal
  - Duration of program
  - Host name and experience
  - Lifespan of program
  - Music to be featured
  - Rationale of program relevance
  - Recommended day part
  - Talk content explanation
3. Program submissions will be addressed at a 6 monthly meeting of a Program Selection Panel which will comprise the Station Manager, Program Coordinator, Volunteer delegate and University delegate. If the program meets the station's general mission and goals an invitation to produce a pilot program will be issued, utilising station facilities at no charge.
4. Upon completion of the pilot the program will be auditioned and assessed to meet the following criteria:
  - What is the purpose of the program?
  - How well does it fulfill that purpose?
  - How does the program fit in with the station's mission and goals?
  - Is there enough variety to keep the program interesting and listenable?
  - Is the program well organised?
  - Is the program well researched?
  - Is there a good balance between talk and music content?
  - Is the program "station audience" friendly
  - Is the talk content appropriate to the station's mission and goals?
  - Is the music appropriate to the station's mission and goals?
  - Is the music content is special compared to other programs both on this and other radio stations?
  - Is the music appropriate to station target audience?
  - Is air time available air time for the program?
  - Does the proposed program compliment the clear and identifiable station image and format?
5. The Program Selection Panel decision is final
6. All station programs will be reviewed annually by the Program Selection Panel.
7. New programs are added annually or by invitation by Station Management.