

### **GENERAL PROGRAMMING**

#### **Policy**

- Sonshine is committed to presenting positive values to the community through all elements of its programming policies.
- These positive values will reflect the Christian ethos that is fundamental to Sonshine but will be manifested in both mainstream and Christian programming elements.
- The audience demographic that is targeted by these programming policies is the 25-54 years age group.

### **MUSIC**

#### **Policy**

- All music to be played on Sonshine will first be selected by the Music team consisting of at least three staff including the Content Director and music scheduler, and conform to these and the General Programming policies.

### **NEWS AND CURRENT AFFAIRS**

#### **Policy**

- News and Current Affairs will be chosen and reported in ways that support these and the General Programming Policies.

### **CHRISTIAN PROGRAMS**

#### **Policy**

- Sonshine will broadcast some programs of interest to its committed Christian constituency and those programs, whether produced in-house or provided by other organisations, shall comply with these and the General Programming policies. It is also Sonshine policy to partner with local Churches and Christians for content in preference to interstate or overseas providers.

### ALCOHOL PROMOTION

#### Policy

- Sponsorship will not be accepted from companies that promote tobacco, gambling or alcohol. The station can promote venues that serve alcohol but the promotion must be for the food or entertainment and alcoholic products cannot be mentioned or promoted.
  - Example 1.1 We cannot promote the casino but we can promote a restaurant or specific performance within the casino premises as long as gambling or alcohol are not mentioned.
  - Example 1.2 We can promote the local "Bar and Bistro" including specials for food or performance and entertainment but cannot mention "free wine or beer with your meal".
- On air and digital content cannot promote the consumption or purchase of alcoholic products.
  - Example 2.1 We cannot promote wine tours, beer festivals and other events where alcohol is a key product (including in the Sonshine Diary).
  - Example 2.2 Presenters cannot mention "how good the beer/wine was they had the other night".
- If you are uncertain about a specific topic contact your Manager prior to moving forward.