**2RPH MUSIC GUIDELINES**

**1.Background**

The aim of this document is to provide guidelines to 2RPH program producers and presenters around the genres of music that are relevant to our audience. It will also highlight acceptable areas from which you can source music, the minimum format requirements and suggestions on how to select music within the context of a program.

**2.Scope**

All volunteers and employees producing programs for 2RPH must adhere to these procedures, which are to be read in conjunction with 2RPH New Programming Policy.

**3.Procedures**

3.1 *Genre:*

The 2RPH Station Community Engagement Survey (produced in 2019) highlighted that through a survey of regular listeners (i.e. those who listened within the last week of undertaking the survey), the genres that were selected the most rank as follows:

1. Classical Music (55%)
2. 60s & 70s Music (47%)
3. Easy Listening Music (38%)
4. Jazz / Blues (38%)

(Note: This question allowed participants to select as many applicable genres as they preferred, and so this snapshot is not a definitive indication of ALL participant’s selections.)

In order to comply with our audience, we encourage broadcasters to keep this in mind when selecting music to play.

To keep in line with our desire to support the local community, broadcasters are encouraged to consider playing more Australian music content wherever possible.

3.2 *Song Content*

Music with coarse language is always to be avoided to ensure our content can be heard at any time of day. Adult themes (such as violence or sexual themes) are also discouraged to cater to the wide variety of ages, demographics and beliefs of the 2RPH audience, and the far-reaching communities that hear 2RPH programming through the RPH network.

3.3 *Choosing songs in the context of your program*

To ensure that 2RPH programming has a sense of currency, it is encouraged to choose music that is relevant to a segment or story that is featured on a program.

An example of this could be as follows:

* An article that is being read ‘on air’ features a touring artist whose music aligns with the genres outlined in 3.1.
* A story discusses a film or television program that has what could be deemed a ‘distinctive’ soundtrack (e.g. Baz Luhrman’s ‘Moulin Rouge’)

It is also encouraged to occasionally select contemporary Australian music that meets the listeners taste to play ‘on air’.

3.4 *Song Duration*

3.4.1 Program Themes

You can use up to 30 seconds of music for a theme song. We would recommend instrumental music that suits the theme and feeling of your program.

 3.4.2. Music Content within Program

When using music to break up read content/segments, we recommend 10-20 seconds of instrumental music.

3.5 *Sourcing Music*

2RPH does not condone sourcing music from YouTube or Spotify. This is due to licensing requirements and potential copyright infringements that could occur. These files are also generally lower quality.

Approved ways to source music include:

* CDs that have been purchased either by the individual or by 2RPH.
* CDs found in the 2RPH studios.
* Music files purchased by an individual on iTunes (provided that they are at least 256KBpS and stereo)
* Amrap’s AirIt service – a platform that allows individual broadcasters to hold an account and order contemporary Australian releases as digital files or physical CDs for free. You can apply for an individual account via this link:
<http://www.airit.org.au/broadcasters-get-music.html>