

# MELBOURNE COMMUNITY TELEVISION CONSORTIUM LTD

(ACN 104 562 076)

## COMMUNITY ENGAGEMENT POLICY

*(Last revised 23 July 2013)*

### **1. Identifying community needs and interests**

- (a) Melbourne Community Television Consortium Ltd (MCTC) holds the licence to provide a community television service in the licence area of Greater Melbourne and Geelong, and operates the C31 community television station. The service's community of interest is the entire population within the licence area.
- (b) MCTC recognises the need for there to be an open access platform through which members of the community can participate in the medium of free-to-air television by having broadcast content which they themselves produce.
- (c) MCTC recognises that the community it serves, comprising over 4.5 million people, will have an extensive range of interests and needs due to the community's geographical, multicultural and socio-economic diversity.
- (d) MCTC will be receptive to program proposals from members of the community interested in producing content for broadcast on the station, particularly where the proposed program covers an area of interest which is not otherwise represented on the station.
- (e) MCTC will liaise with government bodies and peak sector organisations, and use census and other relevant data, to track the changing demographics of the community of Greater Melbourne and Geelong, and identify new and emergent communities.
- (f) MCTC will encourage its organisational members which represent specific communities of interest to also engage in activities to assess the needs and interests of their communities. MCTC members will be required to maintain open membership of their organisations. This will allow members of their target communities to participate in the decision making processes relating to the programming content they provide.
- (g) MCTC will invite feedback from viewers and from the wider community on existing program content and suggestions for future program content through such mechanisms as:
  - (i) on-air announcements;
  - (ii) social media and the station's website;
  - (iii) qualitative audience surveys;
  - (iv) calls for feedback in community newspapers and magazines; and
  - (v) direct contact with relevant community bodies.MCTC may consider any such feedback received as part of its programming deliberations, and will respect the confidentiality of those people providing feedback.
- (h) Members of the community are able to engage with MCTC's membership structure, and through participation in operational areas such as the Programming Committee can directly provide information on community needs and interests.

### **2. Meeting community needs**

- (a) MCTC provides a platform for members of the community to produce television content and have it broadcast on a free-to-air television service to the wider community.
- (b) To meet the programming and viewing needs of the community, MCTC will broadcast a diverse and broad range of programming, including both content which is targeted at specific communities, and content which attracts a general audience.
- (c) MCTC will provide programming for entertainment, information and education, giving priority to the broadcast of programming of local significance made by members of the community of interest.
- (d) MCTC will ensure that its community television service is programmed so that no particular genre of program dominates the schedule.
- (e) Whilst MCTC cannot undertake to produce content to address a specific community interest, it will encourage members of those communities to participate in television content production.

- (f) MCTC will ensure that it maintains open access for community program makers, including for those individuals and groups who may otherwise be denied access to free-to-air television.
- (g) MCTC will undertake promotional activities to encourage individuals and organisations within the licence area to produce programming which caters to their interests and meets the needs of the community. These promotional activities may encompass such forums as:
  - (i) on-air announcements;
  - (ii) film and television related web resources;
  - (iii) social media; and
  - (iv) community newspapers and magazines.Interested individuals and organisations will be encouraged to contact MCTC via email, through the C31 website, or by using the 1300 MAKETV telephone service.
- (h) MCTC will hold at least three "Make TV" information sessions per annum to allow members of the community to gain an understanding of the processes involved in producing community television and explore potential program concepts.
- (i) MCTC will encourage program production by representative community organisations, including CALD community groups, sporting and cultural organisations, educational institutions, and other organisations which may represent sectors of the community unrepresented or under-represented on other free-to-air television services.
- (j) MCTC will use its website to provide information on areas of community interest which have been identified as not being currently addressed; and encourage potential program makers to consider producing programs to address those needs.
- (k) MCTC will use audience viewing figures as one component of its measurement of the success of its programming strategies; however they will not be the sole determinant of the success or otherwise of a program.