

Music Policy

One of the main broadcast areas for Black Country Radio is music, which features throughout the output of the station - through our daytime output and through specialist shows.

Daytime Music Policy

During daytime, it is Black Country Radio's policy that music is playlist from a specific criteria. This is to attract our core listeners, and therefore make the station attractive to commercial advertisers and sponsors.

Music is not the primary focus of our daytime content - local content is. We are Black Country Radio - broadcasting to the people of the Black Country with relevant information, content and music that is attractive to our core audience, which is currently defined as being between 30-55.

This music is selected and programmed by the Head of Music supported by the Head of Production, with input from a group of volunteers as part of a music team. Music features new releases and classics, and is databased and categories via Myriad to give the overall Black Country Radio "station sound."

There is some flexibility for daytime presenters to change music to fit relevancy or appropriateness within their individual shows; however changes should be limited and changes outside music policy may have to be justified to the Head of Music.

This music is downloaded from subscribed music services, new releases and other industry services and is of a high quality to ensure the quality of our sound broadcast.

Specialist Music Shows

Black Country Radio airs a series of genre-based and specialist music shows, where each shows musical sound is led by the specialist presenter.

It is down to the specialist presenter to have a catalogue of music specific to their show, plus access to the comprehensive Myriad database of existing music, specific to their music show.

For any assistance with this contact the Head of Music and Head of Production.

Uploading of new Music Content to Myriad

Daytime music is uploaded by the Head of Music supported by the Head of Production, and where necessary checked for radio edit, and any 'top and tailing' that may be required for audio output.

Specialist music may not be broadcast direct from services such as iTunes or Spotify (this is illegal and in breach of copyright law). Music may also not be ripped or converted from sources such as Youtube - this is also copyright breach - and not of the audio quality consistent with the output of the station.

Music may be added direct from CD, or from purchased high quality digital files. Low quality audio output should not be played.

Uploaded music must be correctly titled - as our website and digital content will take the title of the track and artist direct from the Myriad database (see **On Air Policy**).

Specialist presenters are also responsible for their own databases. There is a **limit on space (carts)** allocated to each specialist presenter on Myriad and it is down to the individual presenter to manage their personal database and remove any tracks that are no longer in use.

Copyright

The station has PRS and PPL licenses which cover our broadcast of music through FM, digital and DAB services. For further information on copyright - please see our **Copyright Policy**.

For further advice please liaise with the Head of Music or Head of Production.