



# THE ETHNIC BROADCASTER

Journal of the National Ethnic and  
Multicultural Broadcasters' Council

Autumn 2004

## Inside:

PCR-FM at the seams of  
Australian multiculturalism  
3ZZZ honours long-service  
volunteers  
Meet the Director of FECCA

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Tony Manicaros Award  
Election year

and much more



### Use our stations to campaign for government funds

With an election looming, perhaps earlier than later this year, and the federal government now preparing its 2004-2005 budget, ethnic and other community broadcasters obviously need to act immediately to get active community and political party support for a badly needed increase in federal government funding.

Our role in informing, educating and entertaining ethnic Australians – in places where no other ethnic program reaches, and doing this in a non-discriminatory, multicultural way – has never been more important than now, with so much divisiveness, conflict and uncertainty in the world, including Australia.

Our willingness and capacity to maintain and extend this role is, however, restricted by declining government support. The last time we had an increase for ethnic and other community broadcasting was in 1996. Although government support covers no more than 20% of all money required to run ethnic community broadcasting (the community raises the rest, in addition to voluntary work), this subsidy is absolutely crucial to the very existence of ethnic broadcasting.

The best way to promote our services and get public and political support is to **use the one hundred radio stations from which we broadcast in one hundred languages**. Politicians love the microphones in radio stations, especially when an election is on – and a close one in particular. Invite them to your program and make them answer your questions about their and their party's support for ethnic community broadcasting.

More than 3,000,000 people listen to community radio. Invite community leaders to your program. Ask them to talk to, or better **write** to, all parties to support funding for community broadcasting. Tell your listeners why funding is important and how they can do something about it. Ask your station to organise an on air debate about funding.

Our first attempts to get political parties to listen to us have already begun – meetings were held on Thursday 19 February with Daryl Williams, Minister for Communications, and with Lindsay Tanner, the ALP's spokesperson on media. More will follow.

But one thing we know for sure: a meeting and even a sympathetic hearing with ministers and shadows is no substitute for community action if results are to follow. In the queue for government funds, let's make sure we are not last when we have the ability – via our one hundred radio stations – to be up the front.

**George Zangalis**



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**Cover image:** Radio Adelaide broadcasts live to air during the La Bomba broadcasters' Tropicana Festival



# 1400 years of volunteer service!

## 3ZZZ honours long-term broadcasters

3ZZZ honoured 140 of its volunteers who have given more than 10 years service to their communities at a presentation ceremony held at Victoria's Parliament House on Wednesday November 12 last year.

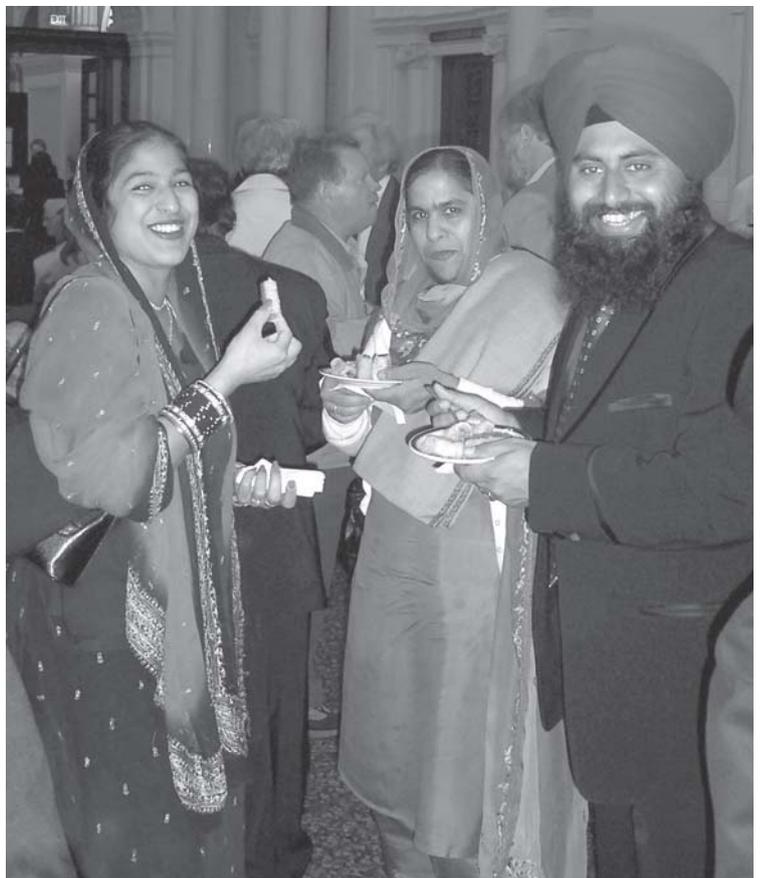
The event was hosted by the Minister for Aged Care, Gavin Jennings MLC, and was attended by more than 250 people including family members of the volunteers and government dignitaries.

3ZZZ President, George Zangalis, said it was a great opportunity to say thank you: "Many of these volunteers have been coming to the station since it started 14 years ago. Week in, week out they collect information from their communities and prepare and present their programs. We also ask them to help fundraise for the station. There's no doubt without volunteers we would not operate. This is a small way we can say thank you."

The 140 volunteers were presented with a Certificate of Achievement, together with a specially made token to acknowledge the efforts, dedication and hard work they had contributed to 3ZZZ.

Volunteers from the following communities were honoured: Arabic, Armenian, Assyrian, Austrian, Catalan, Chinese, Croatian, Dutch, Egyptian, Esperanto, Filipino, German, Greek, Hmong, Hungarian, Indonesian, Indian, Iraqi, Italian, Laotian, Lebanese, Macedonian, Maltese, Mauritian, Malaysian, Polish, Portuguese, Romanian, Russian, Serbian, Sri Lankan, Slovenian, Spanish-speaking, Syrian, Tamil, Turkish-Cypriot and Ukrainian.

3ZZZ hopes to be able to repeat the event every few years to ensure all volunteers receive recognition for their valuable service.





# PCR-FM at the seams of Australian multiculturalism

Norbert Lindberg, Secretary, PCR-FM

As you know we are currently off air and awaiting the ABA's good wishes to resume the allocation process. It may have been the first time that PCR-FM attended the NEMBC Conference but not the last. We are fighting on strongly and, all things being equal, are confident to get the license on our own merits.

I would like to tell you a bit about PCR-FM's management issues associated with being an ethnic and youth station.

As you would be well aware, one of the problems of ethnic broadcasting is to provide a "seam" between programs of various languages. Capital city ethnic broadcasters may not have this problem as they generally have a large pool of potential listeners. In our case – with a huge diversity of small ethnic groups – listeners would switch off as soon as their specific program finishes. I for example did not listen to Tagalog programs simply because I do not understand the language.

The best example I can put forward to show the negative aspect of the linguistic barrier is when I used to be a keen follower of greyhound racing on the Sydney commercial radio 2KY, many years ago. At one stage the program began to be broadcast in Italian, except for the races broadcast in English by the TAB. That was sufficient to put me off greyhound racing and I left the battler's racing scene for the Sport of Kings. And this had nothing to do with anti-Italian sentiments. It was simply bloody annoying.

Trying to partially overcome such problems we introduced "seam programs" between various linguistic programs. At PCR-FM, all programs in

specific ethnic languages are preceded by a one-hour program (some only 30 minutes) in English, in order to introduce to the listeners the culture of the particular country. It had the effect of allowing listeners to stay tuned even after "their" particular program had finished.

There is nothing better than to listen to ethnic music and English commentaries about the history and contemporary issues pertaining to the country. As a matter of fact, it certainly would be a huge improvement in multicultural acceptance and understanding of the various cultures of the world if SBS TV were able to present its excellent live World News with subtitles. Very often the images are compelling but the context is lost without proper understanding of the language.

So let's come to the youth programs. As you may have guessed, it is even more difficult to find a "seam" program between let's say a French program who broadcasts opera singers followed by a "heavy metal music" program produced by youth. The transition from one to the other is rather painful to the listeners and may even put them off altogether from the station.

We have found an excellent program that smoothly links the "Old" and the "Young". There are 28 broadcasters only in Australia that receive the prerecorded program "Radio Out There." We are one of only 13 community broadcasters in NSW that receives a free weekly CD produced by youth for youth. It has proven to be an ideal program to gently wean the "oldies" from any following contemporary youth programs.



The structure of our programming is such that our youth have been allocated exclusive air time from Friday midday to Saturday midday. (They also have some spots during the weekdays.) We protect their right to use their own contemporary language by preceding their programs with an announcement from our management that states:

"The following program is a program produced and presented by the youth for the youth of the Central Coast. PCR-FM management accepts contemporary youth language and warns that some lyrics may offend some conservative listeners. Gratuitous offensive language by presenters is not acceptable and any complaints should be addressed to PO Box 1056 Gosford NSW 2250."

Originally we moved to youth programs following a classical music program and for us "Radio Out There" had proved to be an invaluable tool of transition between discordant programs. You may or may not be aware of the program produced by "Radio Out There" but if you are not you could judge for yourself by logging onto their website: [www.radiooutthere.org](http://www.radiooutthere.org). Whether or not "Radio Out There" is a useful program for other ethnic broadcasters is not vital but it may throw an excellent challenge the NEMBC Youth Committee to put their thinking cap on and provide an Australian multicultural "seam" program of their own.

PCR-FM's philosophy about ethnic broadcasting is aligned with the NSW "Principles of Multiculturalism Act 2000" which emphasises, among other things, the benefits of multiculturalism to Australian society, English being the common link. In other words it represents "Australian Multiculturalism."

One pleasing aspect about the NEMBC ethnic youth was brought to me at our Saturday Conference dinner. As I was sitting at the table I looked across to the next table where most of the youth had gathered and I saw two things. I saw diversity but a unified diversity and I also saw Australian Multiculturalism.

... we realised that "ethnic youth" is already Australian youth, without distinctions.

Most young Australians are proud of their roots, and rightly so, but many youth do not speak the language of their parents. I believe that keeping ethnic youth in an "ethnic pigeon hole" is not conducive to furthering Australian multiculturalism.

At PCR-FM we have decided to merge our existing "ethnic youth coordinator" and "youth coordinator" into one position, as we realised that "ethnic youth" is already Australian youth without distinctions. Australia has already evolved into a multicultural society, despite some troglodytes still trying to make us believe otherwise.

The time has come to make a concerted effort to introduce ethnic youth programs into prime time broadcasting and it was pleasing to see that the NEMBC management had already identified and addressed the issue. The challenge obviously will be to convince individual ethnic broadcasters to support the inevitable but nothing is impossible if there is goodwill. If we can nurture the enthusiasm and commitments of our younger generation then the future of ethnic broadcasting is in good hands.

An important  
reminder:

is your station's  
management committee  
meeting with you?

Stations receiving funding for ethnic broadcasting from the CBF **must meet with the authorised representatives of the various ethnic broadcasters twice a year**. Formal written minutes of these meeting must be kept, and agreed to by both parties. At least 25% of the funds provided must be given to the broadcasters for legitimate program expenses, unless another arrangement has been agreed to by both parties. It is also a requirement that funded programs be responsible to a recognised community group. If you have any queries contact the NEMBC Executive Officer, Darce Cassidy: (03) 9654 6336 or [exec@nembc.org.au](mailto:exec@nembc.org.au).

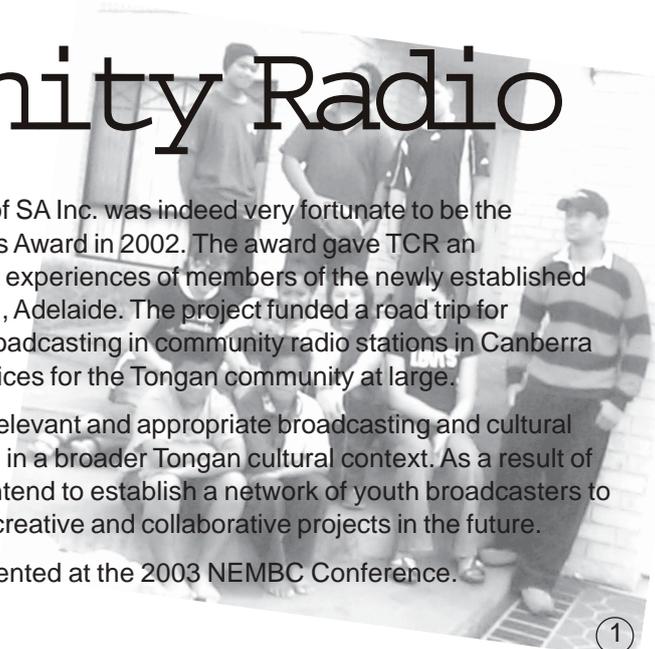
## Tongan Community Radio



The Tongan Community Radio (TCR) of SA Inc. was indeed very fortunate to be the recipient of the coveted Tony Manicaros Award in 2002. The award gave TCR an opportunity to extend the broadcasting experiences of members of the newly established Tongan Youth Radio (TYRadio) of 5EBI, Adelaide. The project funded a road trip for members of TYRadio to experience broadcasting in community radio stations in Canberra and Sydney which provide similar services for the Tongan community at large.

The project was focused on obtaining relevant and appropriate broadcasting and cultural experiences by TYRadio broadcasters in a broader Tongan cultural context. As a result of the project, TCR youth broadcasters intend to establish a network of youth broadcasters to share resources and working towards creative and collaborative projects in the future.

This report, by **Tangi Steen**, was presented at the 2003 NEMBC Conference.



### Stops along the road

#### **CMS 91.1FM Canberra** (Photo #2)

The aim of the visit to this radio station is not only to see its operations and similarities to Adelaide's 5EBInc, but also to see the different focus of each Tongan radio program. Unlike Adelaide, where radio programs are produced by both Tongan and non-Tongan descents regardless of their religious affiliations, the Canberra (and Sydney) radio programs are controlled to a large degree by the different religious denominations. It would appear that some Tongan youth radio programs may follow this pattern of control and ownership by religious groups.

#### **2XX FM98.3 Canberra** (Photo #4)

The focus of the visit here is to see the different programs made and produced by ethnic women with regards to women issues such as health, women's groups and women's rights. The Tongan program broadcast from this station deals with women's groups, preservation of arts and cultural traditions of Tonga amongst women of Canberra. Interviews with Tongan visiting dignitaries featured prominently to inform Tongan women of Canberra about women's work and the changing nature of women's status in Tonga.

#### **2000FM Sydney** (Photo #5)

The focus is to experience technologically advanced studios with state of the art broadcasting equipment, and seeing how different this studio operates to that of Adelaide's ageing 5EBI broadcasting equipment. In addition, as well as seeing different programs broadcast from this station, an important dimension that this station is very good at is winning sponsorship dollars for radio programs. Targeting the

market for sponsorship of the TYRadio could be a future possibility.

#### **Radio Skid Row Sydney** (Photo #6)

In contrast to 2000FM, Skid Row is perhaps technologically strapped for resources; however it is a functional radio station with special focus on youth issues. Further, Tongan youths (not necessarily youth broadcasters) are also encouraged by this radio to express themselves in arts and dramas. Their creative work culminates in a colour printed magazine.

#### **MacArthur & Campbelltown Family Information Forum, Sydney**

A family day where parents and children come together to talk about ways of improving Tongan lives in this area. Representatives of relevant government service providers spoke of the importance of forging the right path for youths with regards to education and employment opportunities.

#### **Preston Church of Tonga Youth's Meeting, Sydney**

This youth group wants to start a radio program and like to meet and talk about what they should do. The meeting was conducted informally to allow youths to talk at leisure about what they see as their role

#### **The Potatala 'ae Kolomu'a Network (PKN), Canberra**

This is a Tongan global network with a Canberra headquarter, which aims at giving Tongan youths an opportunity to voice their concerns about drugs and substance abuse and its effects on family, health and relationship.





## Achievements

- Establish what may be the start of a national network of youth broadcasters of Tongan descent to share resources, stories, opportunities as well as broadcasting experiences in a culturally appropriate way.
- Instill positive encouragement and enthusiasm in many youth groups that although print and electronic media may portray Tongan issues in a negative manner, Tongan youths can change the course of their lives by believing in themselves and working positively in what they do best.
- Making youths realise that employment opportunities for young people do exist not only in ethnic broadcasting locally and nationally, but also in commercial broadcasting
- Gain broad cultural experiences in broadcasting and in examining the different focus of each Tongan radio program e.g. religion, women's, and specific-purposes.
- The realisation of the importance of the Tongan language in broadcasting. Although most of the broadcasters know some Tonga words, but they themselves are not fluent Tonga speakers. Further, the team feels that learning the language further reinforces their identity as Tongans.
- The realisation of the pivotal role that religion plays in the social shaping of youths' lives.

- Surprise at how their radio experiences are valued by other Tongan youths in Canberra and Sydney. While it may be natural for the youth broadcasters to aspire to a high level of work in the production of their weekly half hour program in Adelaide, they were stunned that other Tongan youths admired their work and strategies that they use to cope with studies, radio and other extra-curricular activities e.g. drama, music, arts, dancing
- The sense of helping other Tongan youths to consider radio as a stepping stone to a career was great, as some haven't undertaken any training in community broadcasting.

## What's happened since?

- A Tongan language class is now conducted by TCR for non-Tongan speakers in the general community as well as the broadcasters of the TYRadio.
- Negotiations are underway with the Tongan Government Radio Broadcaster, A3Z and other radio stations A3V, and the FM bands to provide work and cultural experiences for the TYRadio youths during the Heilala Week, the annual Tongan Cultural Festival in June/July, 2004.
- Consolidation of a Tongan/Australian national youths' forum to discuss issues pertaining to living in a cross-cultural environment and benefiting from it.



## Manicaros Award: Congratulations!

The NEMBC congratulates the joint winners of the Tony Manicaros Award for 2004:

**Anthony Colombo (2000FM)**

Youth Week 2004 project: production of various segments for different ethnic groups, including intergenerational and multicultural collaboration.

**Bree McKilligan, Special Projects Coordinator, 3CR**

Women from the Horn of Africa: two days of intensive training at 3CR and 3ZZZ for some twenty participants from new and emerging communities.

## Who was Tony Manicaros?

Tony Manicaros was a significant figure in ethnic community broadcasting, whose memory lives on via the Tony Manicaros Award as well as in many of our lives.

Tony was born in Greece in 1944 and migrated with his family at the age of four. He grew up in Brisbane, where his deep interest in political and social issues guided him through his education in economics and information systems. He lectured at Queensland University of Technology from 1971 to 1980 after spending many years in the public service. His illness caused him to retire early in 1994, but Tony didn't hold back from his community work.

Tony was elected to the Board of Directors at 4EB in 1980. He served two years as Treasurer, seven as President, two as Vice-President, three as Programme Coordinator and four, until his untimely death, as Secretary.

In 1985 Manicaros was the principal founder of the NEMBC. He had also been chairman of the Community Broadcasting Foundation's (CBF) Ethnic Grants Advisory Committee. He was a Director and Treasurer on the CBF Board. Tony was also on the national committee which developed curriculum for the Australian Ethnic Radio Training Project (AERTP).

At the 1997 Community Broadcasting Association of Australia (CBAA) conference, Tony was awarded its highest honour: the Michael Law Award for outstanding contribution to community broadcasting. Sadly, Tony could not attend the ceremony in person, as his long battle with cancer had hospitalised him. In 1998 he was awarded the Order of Australia – an honour bestowed upon him posthumously, and of which he was only made aware in his last days.

Tony was known for his impartiality, for the absence of any kind of bias or prejudice, and for his highly developed sense of ethics. A prominent Queensland politician once likened him to Nelson Mandela. He never hated anyone, was always ready to forgive and never regarded anyone as his enemy.

In the years after his death, the Tony Manicaros Foundation was established with the support of the CBF and of Tony's family. The Tony Manicaros Award provides up to \$1500 to fund projects of significance for ethnic community broadcasting, with an emphasis on creative and innovative projects.

*Adapted from the eulogy delivered by George Sudull, member of the NEMBC Executive, first published in the Winter 1998 edition of The Ethnic Broadcaster.*



# Simbani Africa

## A New Voice for Community Radio

The World Association of Community Radio Broadcasters (AMARC) has set up a news agency on development issues. *Simbani Africa News Agency* will make use of technical information from various organizations, editing it into radio format, thus making it accessible to a wide audience, including to people in the most remote rural areas.

The agency's mandate is to gather information from various African communities in order to broadcast the many voices of Africa. With its editorial staff at AMARC headquarters in Johannesburg, South Africa, and its 54 correspondents covering Africa, *Simbani News* will develop a multi-thematic approach on human rights and democracy, gender and development, environment, HIV/AIDS and food security.

Fifteen correspondents have been identified among AMARC Africa's member community radio stations. In six months a second phase will identify and train a further fifteen correspondents – and so on.

More than ever, communication remains a challenge in a world that is exposed to globalisation. Although Africa is still far from overcoming poverty, hunger or malnutrition, far from eradicating bad governance, and even further from achieving reasonable thresholds of the right to food, the right to health and the right to education, there still hope.

Until recently, the African population was frequently denied the right to express itself. But, now, local community radio which is established, used and managed and owned by the communities is a great tool for changing attitudes and thus for sustainable development. Rural and community radio is a participatory medium that gives a voice to the people themselves, allowing them to take part in decision-making pro-actively, and thus to determine their own futures.

*Simbani Africa* is taking advantage of new information and communication technologies. While in many cases only a limited number of people will benefit from these technologies, for Africa they represent an essential step, as the agency's content

will be produced for and by Africans.

The agency's correspondents will access the information by email, internet, fax or by traditional mail. The radio stations will be able to exchange their programmes. This will enable Africans to put into perspective topics that are perceived in a different manner from one point of the continent to another. The news agency will also play the role of an information source, serving institutions, NGOs, civil society and the non-specialized media that too often report only on urban information.

The launch of the news agency coincided with a World Food Day Broadcast. The Broadcast was held in conjunction with the FAO theme "International Alliance Against Hunger".

On 11 December 2002, the Food and Agriculture Organization of the United Nations (FAO) and the World Association of Community Radio Broadcasters (AMARC) signed a letter of agreement, to promote consultation, sharing of information and coordination of their activities on communication for development, and particularly on rural, local and community radio broadcasting. Thanks to this agreement, AMARC will access specialized content including information and warning service on food security, via a dedicated web portal within FAO's World Agricultural Information Centre (WAICENT). The FAO-AMARC partnership will also lead to the implementation of an English-speaking training centre for rural radio and to the promotion by AMARC of the World Food Day (16 October) and TeleFood events organized by FAO. The collaboration will cover Africa, before being extended to other continents. Similar partnerships with other organizations are being pursued.

Contact the news agency through Shingai Nyoka of AMARC Africa's Regional Communications Programme Regional Office, Private Bag X42 Braamfontein 2017 Johannesburg, South Africa. Tel: +27 (11) 403 6785 Fax: +27 (11) 403 7514

*Simbani* is taken from ChiChewa, a language spoken in Malawi, Zambia and Mozambique. It means "Talk."



## Multiculturalism: back on the agenda

Studies show that the majority of Australians are comfortable with a multicultural mainstream Australia. Yet a divisive 'wedge politics' is at play, which seeks to exaggerate the differences between Australians and create a new 'us' and 'them.' The following is a short excerpt from Mary's conference presentation.

**Multiculturalism is a *social policy* that guarantees access and diversity, and manages the processes necessary to ensure access and diversity.**

*Access* means providing all people, particularly those from cultural and language backgrounds other than the dominant one, with the means to participate fully in public life, working life and community life.

But access without diversity is not enough. Assimilation is an example of a policy that sets out to provide access without diversity.

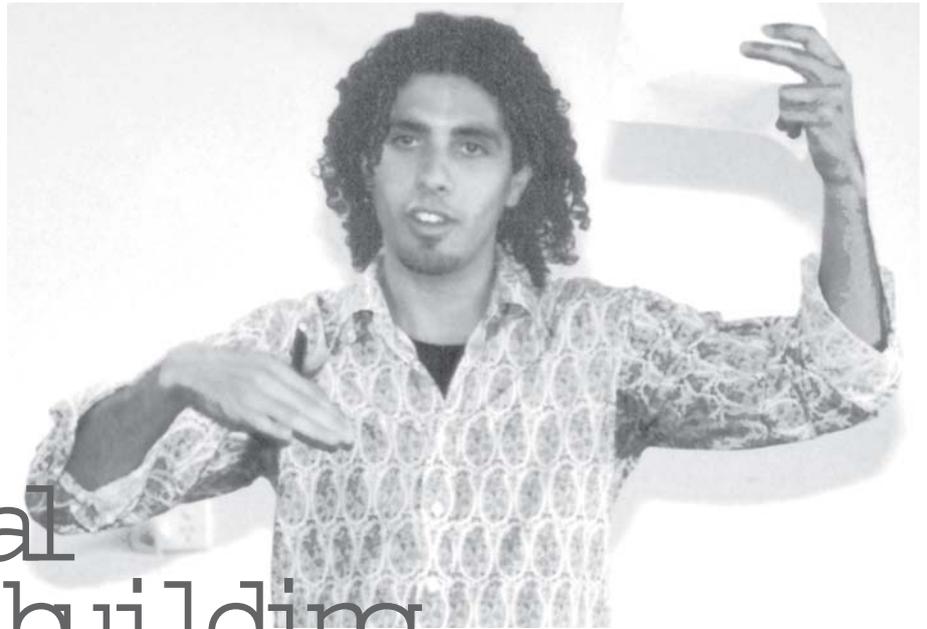
*Diversity* describes the social reality of different cultural and language backgrounds. Multicultural policies and practices

reflect and promote diversity as a fundamental social ethos.

But diversity without access often means that cultural differences are trivialised so they become exotic; that 'ethnic' describes cultures other than the mainstream and thus leaves this social division the way it is; that issues of difference are marginalised by tokenistic programs and difficult issues of access are not addressed; and that a sense of forced homogeneity is replaced by an uneasy sense of impending fragmentation.

**Multiculturalism is a policy which makes diversity a resource for access and through which access occurs without prejudice to diversity.**





# Multicultural community building and youth

In 2003, community broadcasting witnessed the emergence of new youth radio stations in almost every state across the country. Two of these stations, Edge Radio in Hobart and SYN FM in Melbourne have been particularly active with youth communities and were rewarded for their contributions at last year's CBAA annual conference in November. How exactly these new youth stations will effect ethnic multicultural broadcasting remains to be seen but the early signs are good, pointing towards a willingness from many of these stations to engage with young ethnic communities and allow them a chance to learn and develop their own program styles.

At the NEMBC conference in December, Patrick Abboud from SBS's Radio Alchemy demonstrated what multicultural youth radio can sound like when careful thought and preparation is involved. The pieces that were displayed were quite different from standard radio, using sound effects, delays, repetition and multiple languages to communicate to both English and non-English speaking listeners. The reality is that with a minidisc recorder and a copy of CoolEdit Pro, this level of production is possible even for volunteer community broadcasters who have limited resources. Not everyone is comfortable behind the microphone live on-air and making pre-produced pieces can be an extra way of getting involved. Have fun with it and push the boundaries. That's what community radio is there for: to have a go and gain experience.

A positive that came out of the NEMBC conference was the formation of the new NEMBC Youth Committee for 2004/05. Sinéad Lee from 4EB in Brisbane was elected as Convenor and state delegates include: Anthony Colombo of NSW, Danijela Ivkovic of Tasmania, Mitu Kaur of the Northern Territory, Abraham Kon Alier of SA, Naim Saifullah of the ACT, Jagdeep Shergill of Victoria and Paula Tsakisiris of WA. In coming months the Youth Committee will convene to discuss issues concerning youth broadcasting and device policy and practice to tackle these issues. If you have any suggestions or input you can contact the committee by sending an email to [youthcommittee@nembc.org.au](mailto:youthcommittee@nembc.org.au).

For those youth broadcasters who live in Victoria, the NEMBC will be holding an audio training day aimed at offering training and development for young broadcasters from across the state and providing advice and training from professional broadcasters. (For those outside of Victoria, your station might be interested in funding your trip - why not ask?) Young people under the age of thirty are welcome to attend the free event which will be held on **Saturday the 27th of March at 10:00am at Ross House, 247 Flinders Lane, Melbourne (see p.15 for details)**. For more information contact Andrew Apostola at the NEMBC office or visit the NEMBC website at [www.nembc.org.au](http://www.nembc.org.au) for more details. Also, if you have a new program starting, let us know. Send an email to [youth@nembc.org.au](mailto:youth@nembc.org.au) telling us all about it.

**Andrew Apostola**

# CONFERENCE 2003

by day...



...by night



The conference provided a wonderful opportunity for broadcasters to get to know one another!

Facing page (left to right, row by row): Karina Ceron, Brenda Degenhart and Badihe Mohebbi of the Women's Committee; Pru Goward, Federal Sex Discrimination Commissioner; Gaby Hasler; Hans Degenhart, Brenda Degenhart, Heinrich Stefanik and Jim Sarangas; Teresa Grima; Diane Popovich; Mahendra Pathik, Marta Klonowski, Karina Ceron and Blanca Llorente; Victor Marillanca, Davor Perovic and Hari Narain, who has kindly provided the photographs on this page; and Adam Lo.

On this page: Youth Coordinator Andrew Apostola and Victor Marillanca; Blanca Llorente and José Ansaldo; Alex Lutero; Esther Anatolitis, Andrew Apostola, Bryce Ives and the dancefloor at the Italian Club in Canberra. Photos by Darce Cassidy.



## NEMBC Committees for 2004-5

### Executive Committee

George Zangalis, VIC (President)  
Victor Marillanca, ACT (Vice-President)  
Brenda Degenhart, SA  
Osai Faiva, NSW  
Estela Fuentes, SA  
Peter Ho, QLD  
Ramkumar Konesparamoorthy, NT  
Nikola Nikolich, WA  
Marisol Salinas, VIC

### Women's Committee

Jiselle Hanna, VIC  
Gaby Hasler, ACT  
Marta Klonowski, QLD  
Blanca Llorente, NSW  
Diane Popovich, WA  
Tangi Steen, SA  
Judith Ventic, NT

### Youth Committee

Anthony Colombo, NSW  
Danijela Ivkovic, TAS  
Gurmeet Kaur, NT  
Abraham Kon Alier, SA  
Sinéad Lee, QLD  
Naim Saifullah, ACT  
Jagdeep Shergill, VIC  
Paula Tsakisiris, WA

### Ethnic Grants Advisory Committee

Indra Esquerro (Chair)  
Theresa Grima  
Inoki Huakau  
Davor Perovic (Alternate Member)

Committees were elected for a two-year term at the AGM on Sunday, 7 December 2003.



Need an expert *who speaks your language* to interview on your program?

Want to do some research on current issues *in your language*?

The Ethnic News Digest now offers Research Resources - news sources, experts and media commentators who cover areas of interest to ethnic community broadcasters. These include: Refugees and Immigration; Health; Economics (including globalisation, small business, unemployment etc); Women; Youth; Aged; Indigenous; and War and Peace.

Find Research Resources on our website at:

<http://www.nembc.org.au/news/research.html>

or, contact the NEMBC office to receive a booklet in the mail.

New to the  
Ethnic News Digest:

Research Resources

*this page is the ad for  
the youth media day*



# Alex Lutero: Life Member



On Saturday, December 8, the NEMBC Executive bestowed the honour of Life Membership on Alex Lutero, in recognition of his long and meritorious service to the NEMBC and to ethnic community broadcasting in Australia.

## 3CR at CBAA Awards 2003

### **Baxter Detention Coverage Most innovative place/event for a Outside Broadcast**

Over the 2003 Easter weekend, 3CR programmers travelled into the desert near Port Augusta to cover the convergence at the Baxter Detention Centre in South Australia.

Braving heat, dust, wind and police raids on the camp, they used minidisk recorders and the 3CR mobile broadcasting unit to produce two four-hour blocks of outside broadcasting.

The Easter broadcast included interviews with activists and Indigenous traditional owners, recordings of actions outside the high-security compound, and coverage of the raids on the protest camp by police armed with automatic weapons. The broadcast involved five 3CR programmers in South Australia and more than 10 volunteers in the studios of 3CR in Melbourne.

In November, 3CR's special broadcast picked up a CBAA (Community Broadcasting Association of Australia) award for Radio: the most innovative place/subject for an outside broadcast. The project was truly innovative, as well as dedicated – just achieving the broadcast under the conditions and without funding was something in itself.

This award is a significant reminder of how important 3CR is as a broadcaster in the Australian media. The station's dedication to covering issues like Australia's notorious detention centres allows the public to hear voices and political analysis not heard elsewhere.

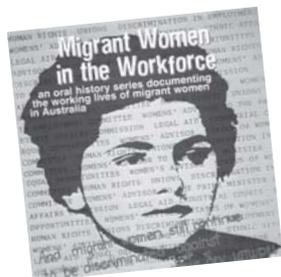
### **Outworker Voice Contribution to ethnic broadcasting**

Outworker Voice, going to air between 6.30 and 7.00pm on Wednesdays, is the result of a

unique training collaboration between 3CR and the Textile Clothing and Footwear Union of Australia. Presenters all have experience in the manufacturing industry and tell the stories of the women behind cheap garment production and this program brings the unheard voices of Vietnamese Outworkers to the airwaves. The women who work in this industry are (like the industry itself) largely invisible and the program is an important way that these women can gain connections and discuss the issues they face in their lives. Outworker Voice receives a lot of response from the community and is a very popular program.

*Outworker Voice* won the 2003 CBAA award for Contribution to Ethnic Broadcasting (Radio and TV). The members of the broadcasting team had the added achievement of being the recipients of the annual AMWU Neil Marshall award for contribution to Industrial Relations reporting. It's not surprising that the women who present the program, Bach Tuyet, Thien Huong, Mai Anh and Nhu Ngoc, are extremely proud of their accomplishments.





Dear Esther,

Thanks very much for the CD collections. These will be beneficial as a teaching resource particularly in the General Education department. They will be shared throughout the campuses in the Riverina Institute where they can also be accessed by teachers and students.

Kerri Leadbitter.

## Educators adopt Women's Committee project

*Ethnic Women in the Workforce*, produced in 2001 by the NEMBC Women's Committee with Nicola Joseph, tell the stories of migrant women in all kinds of workplaces - from the factory floors to the courtrooms of Australia. A few copies are still available through the NEMBC office.



## Women's Committee member honoured by local council on Australia Day

The Mayor of Waverly Council recently presented Blanca Llorente with a Scroll of Honour, in recognition of her community work. "It was surprise for me," says Blanca, "I was not expecting this!" Blanca was nominated by the Halliwick Group for her work with people with disabilities.



## Nicola Joseph wins CBAA's highest honour

Ms Nicola Joseph picked up community broadcasting's highest individual honour for her long term service, passion, and commitment to the community broadcasting sector.

Ms Joseph, who is presently both the training manager at the CBAA and the Ethnic News Digest journalist, has worked at several community radio stations including 4ZZZ in Brisbane and Radio Skid Row in Sydney. She has also worked as a presenter and executive producer at ABC Radio National and at SBS radio.

"I find that community radio is the one place that I can be myself on air and that says something for the sector's independence and diversity.

"I have no doubt that our sector's future is tied up in both providing balance to the rest of the media's

system of "embedded journalism" and in providing diversity which even the ABC and SBS-TV have abandoned on recent years."

Ms Joseph was very surprised to receive the award and also met the man whom the award is named after. "It was the biggest surprise I have had in a long time, there are so many people who I thought should get this award before me. It has particular meaning for me because I remember Michael Law as a young woman in my 20s. In a sense it was the excitement of those times, when the sector was really starting out, that have kept me going for so many years.

"Getting the award also reminds me of how important this recognition and appreciation is in our sector. I hope no one forgets to thank those who make similar contributions at their stations." - **CBAA**



## What's new at 3ZZZ?

### **New on air: Sudanese program**

3ZZZ is proud to add another new group to its family. The Sudanese are a growing community in Melbourne and have been welcomed as the 64th Ethnic Group to broadcast at the Station.

The Sudanese are currently broadcasting each Friday fortnight at 1pm and hope to soon move to a weekly program.

### **3ZZZ Portuguese Broadcaster receives Citizen of the Year Award**

3ZZZ's Portuguese Broadcaster, Joaquim Da Silva, has received a Citizen of the Year Award from Melbourne's Moreland City Council.

The Award was made in recognition of Joaquim's service to the Portuguese community, including his volunteer work at Radio 3ZZZ.

In late 2003, Joaquim also received a 10 year service award for his services to 3ZZZ's Portuguese program.

In the capacity as Treasurer, Joaquim began with the Radio on 24th April, 1988 and we honour and applaud him for his award as Citizen of the Year and thank him for his efforts with 3ZZZ.

### **Staff changes at 3ZZZ**

Station Manager Maureen O'Keeffe has left 3ZZZ after 2.5 years to pursue other interests.

She has been replaced by Martin Wright, previously Station Manager at Plenty Valley FM.

The position of administrative officer has been upgraded to that of Administrative Officer/ Assistant Manager.

This position has been filled by Annette Parton, who has many years experience working with international students and communities.



## La Bomba festival gets Radio Adelaide broadcasters into the open air



Radio Adelaide broadcast live to air from this year's Tropicana Festival – a two-day Latin extravaganza organised by Radio Adelaide's Latin music program La Bomba. Some of the members of the NEO team (featured in the Spring 2003 *Ethnic Broadcaster*) were there as part of the next stage of their training project. The group received some CBF youth participation funding to allow them to broadcast from three cultural festivals this year. *The group running the outside broadcast are featured on the cover.*

## How can I use the Ethnic News Digest?

The NEMBC runs a news service, providing news in *your* language.



1. View current news stories at our website [www.nembc.org.au](http://www.nembc.org.au) – short Australian news stories in 20 languages

2. Print the articles you want to use

3. Use them in your program – no copyright worries, this news is for you!

*It's that easy!*



# Another communication is possible!

Civil society voices at the World Social Forum 2004 took to the airwaves from Mumbai, India with the message "Another communication is possible!"

Community broadcasters from all continents of the world collaborated on the joint broadcast organised by the World Association of Community Radio Broadcasters (AMARC) from January 16th-21st. They included producers from Radio Lora (Switzerland), Radio Tierra (Chile), Simbani Africa News Service, AmmanNet (Jordan), Sri Lankan Association of Community Broadcasters, Mass Line Media (Bangladesh), Sheffield Live! (UK), Community Broadcasting Association of Australia, Radio Sagarmatha and Radio Lumbini (Nepal) and Voices (India).

The World Social Forum 2004 has adopted "media, culture and knowledge" as one of its nine core themes highlighted in conferences, practical workshops and cultural events.

Alongside the five day broadcast, the World Association of Community Radio Broadcasters (AMARC) and other community organisations held a conference at the World Social Forum to showcase civil society media, information and communications initiatives.

The conference reflected on the results of civil society involvement in the recent World Summit on the Information Society and consider strategies for strengthening the movement for communication rights.

*"Whose Information Society? Communication Rights and Media Alternatives" was held at the World Social Forum on 20 January 2004, from 9.00 - 12.00am in Mumbai, India. It was organised by AMARC in cooperation with Association for Progressive Communications (APC), Agencia Latinoamericana de Informacion (ALAI), Isis International and others.*



## Have we got your email address?

*Are you missing out on vital correspondence from the NEMBC because your details aren't up to date?*

We send regular newsletters by email, as well as passing on valuable news and information as soon as we get it.

We also rely on having your postal address - not your stations' - so we can get stuff **straight to you**.

Call (03) 9486 9549 or email Esther on [nembc@nembc.org.au](mailto:nembc@nembc.org.au) to update your details.





# News about the CBF

## CONSULTATION AND ETHNIC GRANTS

### Has station management consulted with you about your ethnic program grants?

While stations commonly manage the ethnic grant application & reporting process on behalf of ethnic broadcasting groups, it is important to remember that it is required to be a joint and consultative process between station management and ethnic broadcasters.

One of the things the Ethnic Grants Advisory Committee looks for in an application is evidence that station management and ethnic broadcasters have co-operated and consulted with each other to agree about how CBF Ethnic grants are spent.

Consultative meetings must be held at least once in the funding round; that is, at least twice a year. Minutes of those meetings should be available to the CBF on request and must record the decisions reached on how the total grant funds received will be expended.

The Ethnic grant must be used for the maintenance and development of ethnic community broadcasting at your station. When consulting with management on how Ethnic grant funds are spent there are some special conditions you need to discuss. These conditions are outlined in the Ethnic Grant guidelines available online at: [www.cbf.com.au/ethnic.htm](http://www.cbf.com.au/ethnic.htm)

If you feel that there has not been proper consultation by your station, or you are not happy with what has been recorded in the minutes, or you do not agree with the way the grant is being spent, contact the NEMBC Executive Officer, Darce Cassidy on 03 9654 6336 or email [exec@nembc.org.au](mailto:exec@nembc.org.au).

## LANGUAGE & ETHNICITY/CULTURAL IDENTITY

In the past the CBF focused simply on "language" when identifying ethnic programming groups. The Foundation recognises that for many broadcast groups language alone is not an appropriate or effective indicator for program grant funding eligibility. Spanish or Arabic language broadcasters, for example, come from a range of national, cultural and ethnic identities.

In line with this development Ethnic Grant application forms now require applicants to include both the broadcast language/s as well as the cultural / ethnic identity of the program's target audience.

Ethnic Grant application forms and guidelines are available online at: [www.cbf.com.au/ethnic.htm](http://www.cbf.com.au/ethnic.htm) Please contact Barbara Baxter, Grants Administrator, with any queries.

## NEW ETHNIC GRANTS ADVISORY COMMITTEE MEMBERS

At our Annual General Meeting members of the NEMBC elected Indra Esguerra as Chair of the Ethnic Grants Advisory Committee. Theresa Grima (3CR – Melbourne) and Inoke Huakau (2000FM - Sydney) were elected as members of EGAC. The meeting elected Davor Perovic (7THE – Hobart) as an alternate member of EGAC – available to replace any of the other EGAC members if they are unable to attend. As is the usual practice Indra Esguerra, as Chair of EGAC, will be appointed as a member of the CBF Board.

## NEW VICE-PRESIDENT ON CBF BOARD

Patrick Malone is the new Vice President of the Community Broadcasting Foundation. Patrick has a strong background in Indigenous education and training, policy development and advocacy. He has been instrumental in the development of many Indigenous community media services in Australia. Patrick is currently Manager, Indigenous Broadcasting, with the ABC.

The CBF Board is responsible for the governance, operation and strategic development of the Foundation. For more information on current Board members and the Foundation's structure see the CBF website: [www.cbf.com.au/structure.htm](http://www.cbf.com.au/structure.htm)

## CHANGES TO GRANT GUIDELINES

The NEMBC would be interested in any comments or suggestions you have about the CBF grants process. Please contact the NEMBC Executive Officer Darce Cassidy on 03 9654 6336 or email [exec@nembc.org.au](mailto:exec@nembc.org.au) with any comments or suggestions.

## YOUR FEEDBACK IS WELCOMED

We would be interested in any comments or suggestions you have about the CBF grants process. Please give us your feedback through the CBF website: [www.cbf.com.au/feedback.htm](http://www.cbf.com.au/feedback.htm)

## CBF ANNUAL REPORT 2003

The CBF Annual Report for 2003 reviews the Foundation's recent activities and provides detailed information on Ethnic and other CBF grant programs. The report is available online at: [www.cbf.com.au/publications.htm](http://www.cbf.com.au/publications.htm) or contact the CBF on (03) 9419 8055 to receive a hardcopy.

## GRANT APPLICATIONS – CLOSING DATES

Grant Category	Due Date
Ethnic grants Rd 2, 03/04	7 April 04
RPH grants Rd 2, 2003/04	2 April 04
Indigenous grants Rd 2, 03/04	5 April 04
AMRAP Rd 2, 03/04	04
General grants Rd 2, 03/04	. 04
Digital Delivery Network	mid 04
CAN Infrastructure grants	e
Satellite Equipment	e



# Meet the Director of FECCA



Federation of Ethnic Communities' Councils of Australia

Thank you for this opportunity to write about FECCA for NEMBC's magazine. In this short article I would like to talk a little about FECCA, why issues to do with the media are very important for us, and what we are doing that is media-related in our work plan.

FECCA is the national peak body that represents Australians from diverse cultural and linguistic backgrounds. **FECCA's role is to advocate, lobby and promote issues on behalf of its constituency to government, business and the broader community.** Established in 1979, FECCA is a non-political community-based organisation. Apart from its national office professional staff, it is supported by the work a voluntary Executive Council.

FECCA promotes Multiculturalism as a core value that defines what it means to be Australian in the 21st century. **FECCA works to protect the fundamental rights of all Australians, regardless of culture, spirituality, gender, language, social status, political or other affiliations.** Our goal is to enrich and enhance Australian society through the fullest participation of all members of the community by:

- promoting full access and equity;
- advocating community harmony and the celebration of diversity;
- championing human rights, and
- arguing that multiculturalism as central to the social, economic and cultural health of Australia in the 21st century.

The subject of the media is very important to FECCA: it is one of the "bread and butter" issues for communities.

The media particularly came to the fore as a priority area early in 2003 with the impending war with Iraq. **Out of that crisis was born the group APERO (the Australian Partnership of Ethnic and Religious Organisations).** This is a "peak of peaks" body for which FECCA provides

secretariat services, it is an Australian-first attempt to bring together both leaders in ethnic and faith communities in a formal and ongoing way. APERO has endorsed a statement of shared values and works to promote these through our various constituencies.

APERO and FECCA very much support the concepts of community harmony, social justice, access and equity, and of mutual co-operation, acceptance and respect between communities. The vital elements to building this better understanding are destigmatisation, ending stereotyping and promoting factual information. In the many discussions held a year ago, the role of the media was considered vital.

By the media we mean both ethnic and mainstream media, and media in its various forms (primarily television, print, radio and the internet). It is through the media that all community members receive information that they regard as credible. It is therefore vital that FECCA and APERO need to target the media to achieve their over-arching goals – indeed this has become a primary goal.

Some issues that have been identified as of critical importance include:

- news room diversity and the "culture" of news broadcasting which can often be sensational, stereotyping, looking for victims and lazy. In this, the role of the editor is considered vital.
- An ethnic media that does not encourage the introduction of any of the prejudices or conflicts in other parts of the world into Australia.
- The training of the next generation of journalists. While media organisation culture can change attitudes amongst journalists, it is nevertheless considered vital that tertiary curricula encourage curiosity and professionalism in the report of issues to do with cultural pluralism, social justice and religious affairs.
- The lack of knowledge generally about diverse cultural and faith communities by journalists – young as well as experienced – and the uncertainty about where to find both credible information and community contacts. This is what so often leads to stereotyping.

FECCA is therefore working with its partners in APERO and elsewhere to make a contribution to changing some of the entrenched culture in the media. We are publishing our next edition of our quarterly magazine (*Australian mosaic*) on the issue. We are building up our website to contain as much useful information about communities as we can – the goal here is to "network" multicultural Australia – and to provide a portal to credible information for journalists. We hope to eventually establish an "on-line press room" for use by people working in the news media.



FECCA has also been actively involved in issues relating to the Special Broadcasting Service (SBS) in recent months. We have held a meeting with the management team at SBS and have lobbied to cease broadcast of the VTV4 news program from Vietnam. Community consultations about SBS Television are anticipated in 2004 and FECCA welcomes the opportunity to be an active partner with SBS in this process. There are a number of other matters that we hope can be addressed in a continuing spirit of mutual co-operation between ethnic communities and SBS. A vibrant, national multicultural broadcaster that works closely with, and listens to, its constituency as an outcome we both want.

FECCA is also working with some program managers at schools of journalism and professional communications to explore ways we can encourage better curricula development at tertiary institutions. Training the next generation of journalists is one critical way to change reporting practice. We are also piloting an Award in Multicultural Journalism targeting trainee journalists and encouraging them to think, and write, positively about cultural diversity.

**APERO, FECCA and the Australian Multicultural Foundation are also hoping to collaborate on a media forum to be held in Sydney before the end of the 2003-04 financial year.**

Much of this relates to the mainstream media. However, FECCA has also identified that it is most important to work with ethnic media as well. We hope to build closer relationships with many of the print and electronic ethnic

media outlets by improving our communications with the sector.

FECCA has a draft media policy. We intend to establish a media policy committee within the next year. The responsibility for this committee will be to refine the policy document, provide advice to FECCA on emerging issues relating to the media and, where possible, assist with advocacy work.

Additional information about FECCA's draft media policy, *Australian mosaic*, journalism awards, media releases relating to SBS, APERO and other issues raised in this article can all be found on our website: [www.fecca.org.au](http://www.fecca.org.au).

Finally, I would like to acknowledge the important role that NEMBC plays in the ethnic media in Australia. FECCA recognises NEMBC as the peak body for Australian ethnic media and that you are a professional, specialist organisation with the expertise to advise FECCA on many issues of shared concern. In recent months we have begun to communicate a little better, but this must improve. **I therefore look forward to FECCA/NEMBC partnerships in the years ahead around issues to do with building a more responsible, engaged mainstream media and an even more vibrant ethnic media that meets the needs of the communities we have both been established to represent and serve.**



Sinhala	Greek	Vietnamese	Cypriot	Turkish	Italian	Arabic-Youth	Mauritian
Turkish	Turkish	Polish	Punjabi	Iraqi	Austrian	Harari	Mauritian
Jewish	Punjabi-youth	Arabic	Iraqi	Armenian	Somali	Coptic	Egyptian
Japanese	Syrian	Italian	Lebanese	Lebanese	Coptic	Jewish	Romania
Oromo	Tamil	Egyptian	Filipino	Filipino	Macedonian	Spanish	Laotian
Spanish	Tongan	Harari	Cambodian	Cambodian	Hungarian	Maltese	Kurdish
Lebanese	Austrian	Albanian	Spanish	Spanish	Spanish	Albanian	Spanish
Assyrian	Dutch	Macedonian	Syrian	Syrian	Arabic	Austrian	Polish
	Maltese						

Targeted funding:  
be prepared

How is your station doing when it comes to programming for youth and emerging communities?

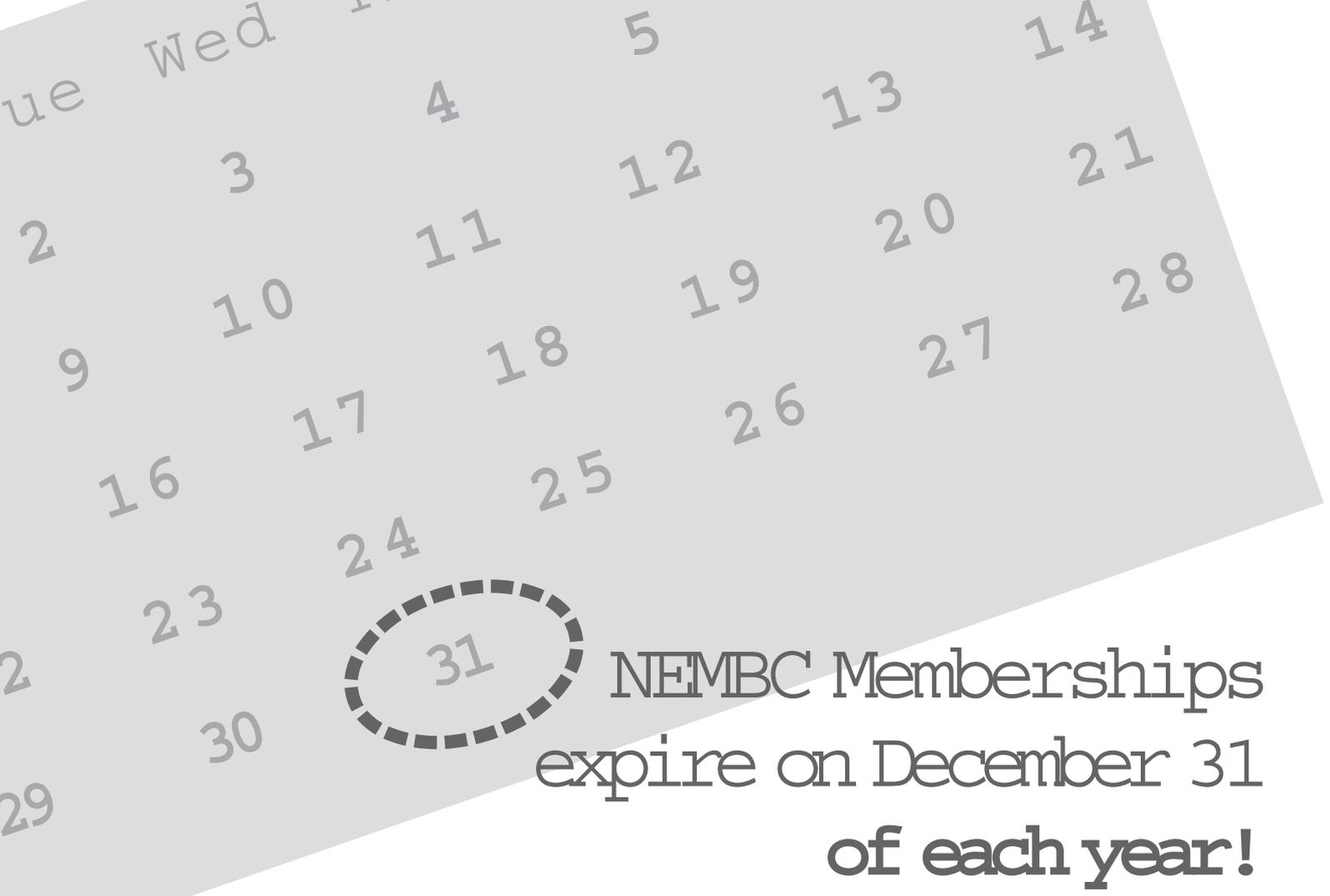
For ethnic grants issued during the financial year 2004-2005, we can expect that the following condition will apply: **that 20% of the targeted funding should be directed towards youth programs or programs for**

**members of new, emerging and refugee communities.**

We estimate that that close to this percentage is already going to these areas. However, it's a good idea to start identifying which programs fall into these categories at your station.

Take a look at your grid today!





# NEMBC Memberships expire on December 31 of each year!

The National Ethnic & Multicultural Broadcasters' Council is the peak body for ethnic community broadcasters. The NEMBC develops policy, advocates on behalf of broadcasters, organises the annual national conference and provides networking opportunities and various resources to broadcasters. Join the NEMBC and become a member of the strong and rapidly growing ethnic community broadcasting sector. Full membership is open to ethnic community programming groups. Affiliate membership is available for interested individuals or organisations. Annual membership to the NEMBC costs \$25 (includes \$2.27 GST).

To become an NEMBC Member please complete the application form on the facing page and post with a cheque or money order to the NEMBC at 247 Flinders Lane Melbourne VIC 3000. Or fax it to (03) 9650 3689. We'll be mailing out to all recent Members in the coming weeks.

Some of the benefits of being an NEMBC Member:

- NEMBC successfully continues to lobby politicians for increased funding for ethnic community broadcasters. At a time when government is keen to reduce spending, we are seeking to increase current funding levels for ethnic broadcasting. This money is paid directly to ethnic community stations.
- NEMBC is a Registered Training Organisation and is Australia's leading broadcast training provider through the Australian Ethnic Radio Training Project (AERTP). NEMBC offers free production and programming training to ethnic community broadcasters through the AERTP. AERTP is the only nationally accredited community radio training project.
- NEMBC works to encourage and increase participation within the sector of young people, women, and new, emerging and refugee community broadcasters.
- NEMBC runs The Ethnic News Digest, Australia's first multilingual internet based news service, which provides ethnic community broadcasters with Australian news in 20 languages.
- NEMBC members receive this journal *The Ethnic Broadcaster*, as well as regular email updates.
- NEMBC members are invited to the annual national conference for ethnic community broadcasters. The NEMBC Conference is a major meeting of ethnic community broadcasters and leaders from around Australia. It brings together ethnic and multicultural broadcasters for three days of discussions and workshops.



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attached PDF  
memberform\_2004.pdf***

## Building communities and breaking barriers

### Diversity in Broadcasting

If you wanted a modern definition of diversity, it would be hard to go past multicultural broadcasters.

Multicultural broadcasters routinely deal in diversity...difference in personalities, programming, stations and communities. They also deal in inclusiveness: continuously blending the old with the new, the young with the old and the traditional with the present-day.

### Harmony Day: 21 March

21 March is the United Nations International Day for the Elimination of Racism. Harmony Day on 21 March is Australia's largest national multicultural event. It's an opportunity for Australians to get to know one another better, share cultures and say *no* to racism.

It began in 1999 and has grown steadily over the past five years. The Department of Immigration, Multicultural and Indigenous Affairs administers Harmony Day as part of the Australian Government's *Living in Harmony* Initiative.

This year multicultural broadcasters are being invited to support the Day through programming and by getting involved in local events.

### Programming

Many NEMBC members have taken part in previous Harmony Days. Knowing their communities and their formats so well, they will have definite thoughts on how the spirit of the Harmony Day messages can feature in their March programs. These ideas could include:

- Describing the "cultural map" of your area for listeners.
- Covering the contributions your community makes to multicultural Australia.
- Interviewing someone doing something about community harmony.
- Bringing together local Indigenous and migrant stories.

- Reporting what local schools and community groups plan for Harmony Day and including Harmony Day happenings in 21 March programs.
- The official Harmony Day colour is orange. Devise an on-air promotion involving wearing, decorating etc with orange.
- Interviewing someone from a Living in Harmony grant. (This year the Australian Government has awarded 44 grants, totalling some \$1.5 million to encourage organisations to work with local and Indigenous communities to promote harmony and address racism in communities across the country).
- Comparing the settlement experiences of a long-time resident with those of a recent arrival. Involve someone from an organisation that helps new arrivals.
- Spotlighting places like schools, businesses, sporting teams where cultures connect.
- Pavement interviews with people talking about Australia's diversity and racism.
- Interviewing someone becoming an Australian citizen around Harmony Day.
- Listing local Harmony Day events and backing the Day on your Station website.

### Helping Broadcasters

To help your March programming, you can:

- access the NEMBC website for a community service script and a copy of a pre-recorded Harmony Day announcement.
- Download a community service announcement through ComRadSat in mid March.
- Research an overseas born community in Australia through <http://www.immi.gov.au/statistics/infosummary/index.htm>.
- Email [harmonyday@immi.gov.au](mailto:harmonyday@immi.gov.au) for a diversity snapshot of your listening area.
- Visit [www.immi.gov.au/harmony](http://www.immi.gov.au/harmony) to find out about events in your area and to order limited stocks of free ribbons, stickers and posters for your station.

This March get your team and your listeners actively celebrating Harmony Day 2004.



## MEMBERS' LOBBYING GUIDE

The federal budget will be presented to Parliament in May this year, and there is likely to be an election a couple of months later.

This is therefore an excellent time to make the needs of ethnic community radio known to politicians.

**An easy way of getting their attention is to ask them to talk, on air, about their favourite subject – themselves.** While they are in your station you might also have an opportunity to remind them of the value, and the needs, of ethnic community radio.

Alternatively, you might be able to find time to make an appointment to meet your local member in his or her office.

In either case, if you can get your local member's ear, here are some points you might wish to make:

### **Part of the mainstream.**

2.9 million Australians, nearly 15% of the population, speak a language other than English at home. Nearly 40% of Australians were either born overseas or have at least one parent who is a migrant.

### **Public support for immigration and multiculturalism.**

A recent survey indicates that 67% of Australians believe that immigration benefits the country and 59% believe that cultural diversity is a strength of Australian society.

### **Harmony.**

Across Australia thousands of volunteers, speaking 100 different languages, work together in 104 community radio stations to produce more than 1700 hours of local programs each week in languages other than English.

### **Settlement services.**

For many newly arrived migrant communities, struggling with the difficulties of settling in a new country, ethnic broadcasting is an essential service. It is the gateway for vital information about health, education and other government services. It also has a key role in community building.

### **Australia's largest language laboratory.**

Equally important is our role in helping second and subsequent generations retain the language and culture of their parents. Ethnic community broadcasting is the largest single institution involved in the teaching and practice of our community languages. While English is the common national language, it is in Australia's self-interest to extend the reach and depth of our community languages. We need more, not less, teachers, interpreters, diplomats, hospitality staff, business people and journalists with proper language skills and cultural understanding.

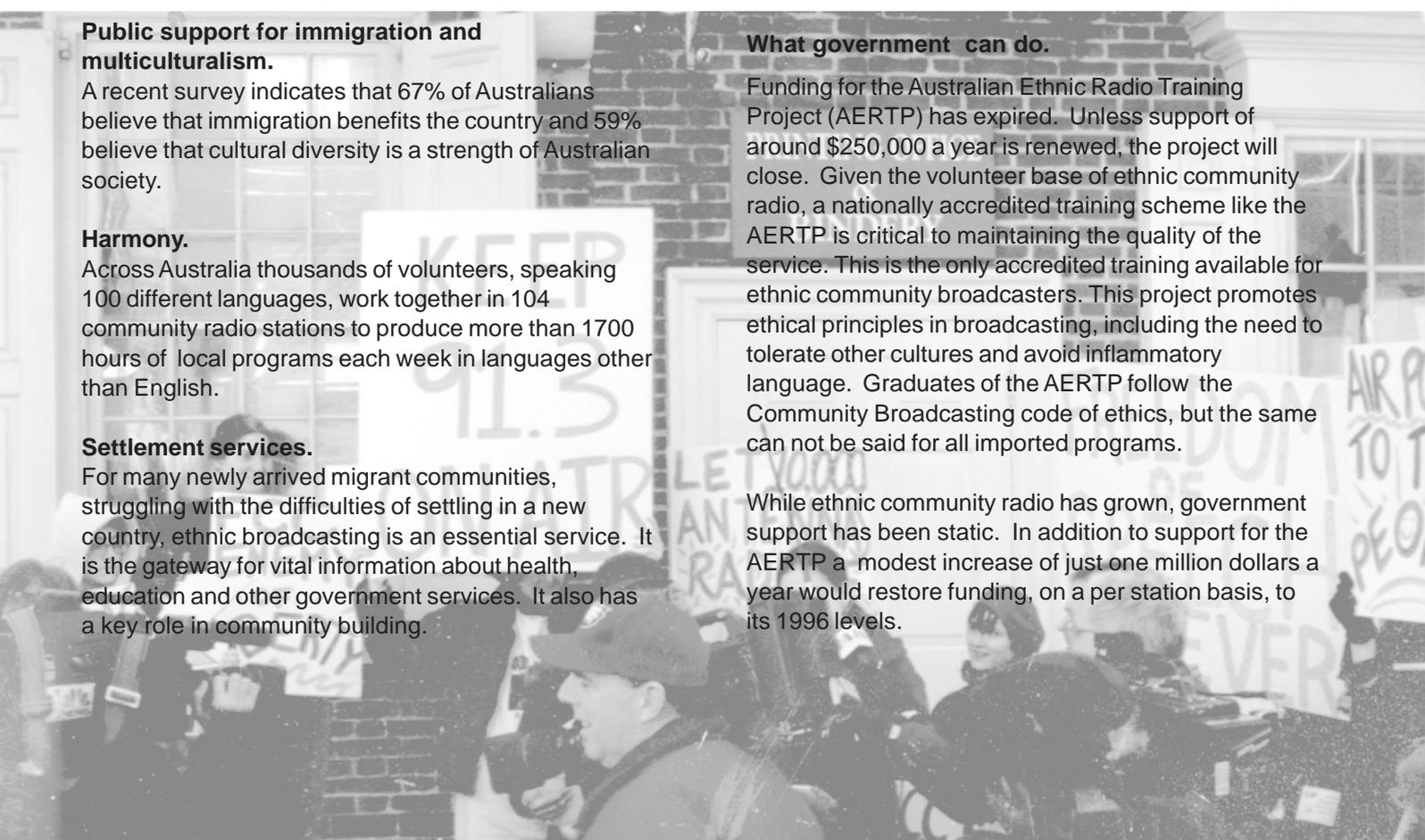
### **Value for money.**

Ethnic community radio is made largely by volunteers. With a fraction of the taxpayer support of SBS radio, our sector covers 50% more languages and three times as much original programming. Significantly ethnic community radio is heard in regional and remote Australia. Grants from the Department of Communications, the main source of government support for ethnic community radio, totalled \$2.51 million in the last financial year, as against around \$20 million for SBS radio.

### **What government can do.**

Funding for the Australian Ethnic Radio Training Project (AERTP) has expired. Unless support of around \$250,000 a year is renewed, the project will close. Given the volunteer base of ethnic community radio, a nationally accredited training scheme like the AERTP is critical to maintaining the quality of the service. This is the only accredited training available for ethnic community broadcasters. This project promotes ethical principles in broadcasting, including the need to tolerate other cultures and avoid inflammatory language. Graduates of the AERTP follow the Community Broadcasting code of ethics, but the same can not be said for all imported programs.

While ethnic community radio has grown, government support has been static. In addition to support for the AERTP a modest increase of just one million dollars a year would restore funding, on a per station basis, to its 1996 levels.



## Australian Democrats' Policy Statement



*At the 2003 NEMBC Conference, Roslyn Dundas, ACT MLA, gave a presentation on the Australian Democrats' policy, on behalf of Senator John Cherry.*

The Australian Democrats have a long history of supporting ethnic community broadcasting. We believe that a democratic, cohesive, multicultural society can only be maintained and developed if all immigrants - including those who come from non-English speaking backgrounds - achieve equality in access to services, benefits and opportunities in Australia.

Ethnic community broadcasting plays a critical role in promoting harmony and understanding by providing a vital source of independent programming delivered to ethnic specific and local audiences, providing specialized information unavailable elsewhere.

The Democrats recognise that ethnic community broadcasters also play a vital role in:

- preventing isolation and increasing connectedness to communities;
- distributing information about government services to ethnic communities;
- providing employment opportunities for people from ethnically diverse backgrounds;
- providing an environment to develop ethnic community leaders;
- provision of news and information that assist new immigrants understand their rights and responsibilities in their new society, as well as provide news from home; and
- increasing understanding about other cultures, fostering a sense of inclusion and national cohesion.

The Democrats have urged the Federal Government to direct funding to the ethnic community broadcasting sector from revenue raised from the sale of commercial radio licenses. In particular, funding should be directed towards:

- The Australian Ethnic Radio Training Project;
- Transfer community licensed stations to digital broadcasting;
- Core funding for community and ethnic community broadcasters; and
- Content development

The issues outlined above are embedded in the Democrats balloted policies.

The objective of the Democrats' 'Multiculturalism Policy' is:

- To recognise and maintain a multicultural society which values all those who live in Australia and ensures that all have a part to play in building a strong, safe, harmonious and prosperous nation.

One of the principles to support that policy objective is:

- To support the role of ethnic community broadcasting, SBS and community based indigenous broadcasting.

The Democrats' policies on Media and Broadcasting, and Multiculturalism can be found at <http://www.democrats.org.au/policies/#>

Senator John Cherry  
Senator for Queensland  
Australian Democrats' Spokesperson on  
Broadcasting and Communications  
December 2003

# Communications Minister's policy statement for NEMBC 2003 Conference delegates



MINISTER FOR COMMUNICATIONS  
INFORMATION TECHNOLOGY AND THE ARTS  
THE HON DARYL WILLIAMS AM QC MP

## Message to delegates to the annual conference of the National Ethnic and Multicultural Broadcasters' Council

Welcome to Canberra and to the annual conference of the National Ethnic and Multicultural Broadcasters' Council.

For almost 30 years ethnic broadcasting has played a valuable role in Australia's vibrant multicultural community. Your work continues to be important - both to well-established ethnic communities and to newly arrived migrants and refugees.

Ethnic broadcasting helps new arrivals to access Government information and programs and to establish and maintain vital community networks and support structures. It plays a significant community development role, demonstrating to recent arrivals that they have an important role to play in Australian society and helping them to establish themselves as a valuable part of it. It also provides continuity for many Australians, giving freedom for cultural expression and helping to maintain languages.

The participation of young people is crucial to the future of the ethnic broadcasting industry. A significant proportion of the five million Australians aged between 15 and 34 years speak a language other than English at home. Ethnic community broadcasting can meet their language needs as well as provide them with valuable experience in the broadcasting industry.

The conference program includes sessions examining these important issues.

I encourage you to have a lively debate and to enjoy this conference.

DARYL WILLIAMS

## Australian Labor Party Policy Statements



*At the 2003 NEMBC Conference, Laurie Ferguson, Shadow Minister for Citizenship and Multicultural Affairs, reaffirmed his strong support for the ethnic community broadcasting sector.*

### **Role of ethnic community broadcasting**

To me ethnic community broadcasting is really about community building. It provides a means for otherwise isolated individuals to link together, exchange information, take action and fight for recognition. This is particularly important for smaller and newly emerging communities, as our migrant and refugee intake becomes increasingly diverse and people arrive without the community infrastructure that is in place for our more established ethnic communities.

Of course your work is also important to these established communities. There is a dearth of freely available and accurate news and information in community languages in the mainstream media. SBS radio provides a valuable service, but in comparison with ethnic community broadcasting it is quite limited in its geographical reach and in the number of languages it covers.

Too often critics suggest that programs that focus on ethnic communities are divisive and benefit tiny minorities. Such views ignore the fact that almost 40% of our population was born overseas or has at least one parent who is a migrant. Many elderly migrants did not have access to the English language programs that are now available and in any event the ageing process has been shown to result in a loss of acquired English skills. Your work is thus crucial in providing information, companionship and support to older migrants.

A third focus that I endorse is on second generation migrants. Most migrants came to Australia to build a better life for their children. The published research shows that many migrant families do so very effectively. In general, second generation migrants

tend to attain better educational and occupational outcomes than their Anglo-Australian peers. With this achievement comes the risk that community language skills decline over the generations. While English is our national language, it is very much in Australia's self-interest to extend the reach and depth of our community languages. We need more, not less, teachers, interpreters and translators, diplomats, hospitality staff, business people, journalists and cultural workers with proper language skills and cultural understanding. I know that you are all very disappointed that the Australian Ethnic Radio Training Project has still not obtained further Government funding. I certainly know its value and strongly believe it deserves continuing support.

### **Broadcasting, multiculturalism and community harmony**

It is indisputable that we live in times where there are increased threats to community harmony. To a large degree this reflects international events, with the terrorist attacks in the US, Bali, Jakarta, Turkey and elsewhere having a major impact on popular consciousness. How broadcasters have responded to these developments is of considerable significance.

I know as community broadcasters you operate under a Code of Practice that prohibits the broadcast of material that stereotypes, incites, vilifies, demeans or perpetuates hatred against individuals or groups on the basis of ethnicity, nationality, race, religion or other specified grounds. I understand that over the last 8 years the Australian Broadcasting Authority (ABA) has only ever received nine complaints against community broadcasters regarding this aspect of the Code which the ABA considered warranted further investigation. In the circumstances, that is a remarkable record.

Like you I was shocked at Minister Hardgrave's letter of 9 January 2003 urging all ethnic community broadcasters not to dwell on negative pictures of life in Australia and suggesting you should tell good news stories and reflect a sense of belonging and loyalty. This letter was widely interpreted as a 'watch your step' move, linked to the fact that your sector is partially Government-funded. One searches in vain on



Shadow  
Communications  
Minister's policy  
statement for NEMBC  
2003 Conference  
delegates

**STATEMENT TO NEMBC NATIONAL CONFERENCE  
FROM LINDSAY TANNER, MP  
SHADOW MINISTER FOR COMMUNICATIONS**

Labor is a strong supporter of ethnic broadcasting and we are currently finalising our policies in this area in the lead up to the next election. Ethnic broadcasting performs a vital task in multicultural Australia. It helps communities connect with their cultures, even more so in the difficult years when immigrants first arrive. Labor wants to ensure that policies are in place to ensure that ethnic broadcasters are adequately funded and that staff, particularly in the community ethnic broadcasting sector, have adequate training.

SBS's charter calls on SBS to provide multicultural and multi-lingual radio and television for all Australians, reflecting Australia's multicultural society. While SBS radio has been performing these tasks admirably, there has been some concern expressed by some members of the Australian community regarding a slight drift away from SBS charter requirements at SBS television. For instance, Languages other than English (LOTE) programming has declined during prime time from 6pm to 10pm on SBS television. There is often no LOTE programming at all during these times. Also the SBS board and executive management team does not appear to adequately reflect Australia's multicultural society itself. Labor has committed to a new ABC and SBS board appointment process to ensure that appointments are based on merit and suitability and that there is no ministerial involvement in the shortlisting of board candidates. Labor wants to ensure that SBS maintains its key multicultural and multilingual charter obligations.

December 3, 2003

the Minister's website for examples of similar letters from him to other media outlets that are more prone to engage in sensationalist and divisive reporting.

### The SBS

I will conclude by making some observations about the SBS, which receives annual funding from the Budget of more than \$82 million. At present it has only one person from a non-English speaking background on its board. The organisation is criticised by some for its failure to develop *effective* consultative arrangements with ethnic community organisations, with its Advisory Council being seen to have no real power or influence over the Board or management.

There is a marked contrast between the output of SBS radio and SBS television. SBS television seems to be chasing a younger, more educated, upmarket and English-speaking audience. Data obtained by the

Opposition highlights a marked disparity between SBS TV broadcast hours in community languages, and the languages spoken by the wider Australian community. For example:

- While Arabic is the fourth most commonly spoken community language in Australia (spoken by 210,000 people), SBS TV broadcast just 67 hours of Arab content in 2002-03. That is equivalent to little more than an hour a week.
- While Vietnamese is our fifth most commonly spoken community language (175,000), SBS TV carried just 17 hours of Vietnamese language content in 2002-03. That was just over an hour a month.
- The data shows that in the same year SBS TV broadcast 448 hours of French language content, 427 hours in German and 404 in Italian.

While believing that programming decisions must rest with SBS board and management, the Opposition has real concerns about this situation.



NEMBC Youth event: PLUG-IN  
Melbourne, Saturday 27 March  
Turn to page 15 for full details!

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We welcome contributions to *The Ethnic Broadcaster*, especially from NEMBC members.

### **Deadline for Winter 2004: 31 May**

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