



THE ETHNIC BROADCASTER

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Multicultural Broadcasters' Council

Autumn 2005

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and much more

President's Pen



The training of ethnic community broadcasters, requiring additional and specific skills, has been widely recognised as an imperative in the delivery of media services to the ethnic communities, as indeed broadcaster training is for the ethnic community sector.

Although our claim for the continuation of the Ethnic Radio Training Program (AERTP) has not been accepted by the government, the NEMBC acknowledges that the government's commitment of \$2 million over the next four years for community broadcaster training can provide the ability for maintaining ethnic training in a substantial manner. Currently an advisory committee, constituting of all sections of the community broadcasting sector is looking at how next training can be delivered under the new funding and priority government targets.

The NEMBC, whilst appreciating that all broadcasters may wish to aim for the fullest accredited courses, it is also recognised that probably most broadcasters and their station can do with less. In any case the availability of money will have a limiting effect (in previous years the AERTP alone had a budget of over \$200,000 annually. To minimize administrative costs, that can be as high as 60% of total funds, it will be prudent to directly fund stations for the delivery of suitable and recognized training. Station ownership of training will clearly be more effective and efficient. If training is to be in the community's interest, then the involvement of stations is so obviously necessary.

As our conference declared last year, a top priority is to (a) multiply our efforts in winning greater support and appreciation for the role of ethnic community broadcasting in the protection and promotion of Australia's multiculturalism. We are unquestionably the major language and culture maintenance workshop, with thousands of volunteer broadcasters producing 2000 hours of weekly radio programs in over 100 languages, all over Australia, often in places where no other government or commercial ethnic broadcasting happens (b) the funding guidelines, be strictly and consistently adhered to that is broadcasters must be community responsive and accountable and stations meet twice a year with their ethnic broadcasters to discuss their rights to funding.

This year marked the 30th Anniversary of 5EBi radio. On behalf of the Executive and Secretariat of the NEMBC, I would like to take this opportunity to congratulate 5EBi of 30 years of outstanding ethnic community broadcasting.

May I take this opportunity to welcome Suzana Mihajlovic as our new Executive Officer and Zulejha Klike, as the new Youth Coordinator/ Administration Officer and wish Andrew Apostola who recently left the NEMBC all the best in the future. I am also very pleased to inform members that Darce Cassidy will continue to work in the secretariat.

George Zangalis, NEMBC President



The Ethnic Broadcaster
Autumn 2005

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Cover image: Members of Logan City Community Radio 101FM - AERTP Training

Back L-R: Juan Pablo Calvo, Laura Calvo, Elizabeth Rossotti, Ana Sibilin, Oscar Melendez, Jorge Hernando, Aida Vailatoro, Fernando Fiores, Jose Haddad
Front L-R: Victor Marillanca, Jose Ansaldo, Jose Melendez
(More information on Page 11)

New Faces

at the NEMBC Secretariat

2005 sees some changes in the NEMBC Secretariat. Our Executive Officer, Darce Cassidy, had intended to retire after the annual conference, but after some discussions with the NEMBC's Staffing Committee Darce has agreed to stay with the NEMBC in a different role, and on a part time basis. Darce has moved to the new position of Policy Officer, where he will focus on policy advice and development, and on representing the NEMBC in areas where he has special expertise.

Suzana Mihajlovic has taken over the Executive Officer position, which is responsible for the leadership of the NEMBC Secretariat.

Andrew Apostola has left the position of Youth/Membership Officer. This position has been redesignated Youth/Administrative Officer. Zulejha Kliko, who has been appointed to this position will divide her time between promoting youth involvement in ethnic community radio and providing administrative support to the NEMBC Secretariat.

Responsibility for membership services and recruitment will be shared among the Secretariat.



From left to right: **Nikola Nikolich** Chairman 6EBA, **Suzana Mihajlovic** NEMBC Executive Officer & **Zulejha Kliko** NEMBC Administration Officer/Youth Coordinator at the Victorian Multicultural Commission's Premiere's Gala Dinner, in Melbourne.

To all the members of the NEMBC, I would like to take this opportunity to introduce myself as the new Executive Officer at the National Ethnic and Multicultural Broadcasters Council.

Ethnic community radio programs have been a part of my life as far as I could remember. A large percentage of very relevant information including information on health issues, settlement issues, and national and international news that my parents, grandparents and relatives received has been delivered through ethnic community radio programs. My family would eagerly await their radio program and would listen intensely to the information provided. Ethnic community radio has certainly been, and still is, the most powerful means of information delivery to my family, particularly parents and extended family members.

Community radio has played a prominent role in my family's life. Therefore I am excited about this new opportunity to work in the ethnic community broadcasting sector. Community broadcasting is a means of giving people, who are often marginalised, a voice. It allows people of various backgrounds to receive news and information in their community language.

I have an interest in people, multiculturalism, social justice and human rights thus, my educational background includes studies in Psychology and Health Counselling. I have lived and worked in a number of countries including England and Japan. My understanding and appreciation of different cultures, traditions, and people has been enriched by these experiences.

Previously, I have worked in Social and Settlement Services as well as Welfare and have worked with different communities including refugees and newly arrived as well as established migrants. Having grown up in a European family, I understand the many issues that migrants face as well as the issues that the second generation in migrant families living in Australia face.

In my short time at the NEMBC, I have had the opportunity to meet with managers and broadcasters from a number of community broadcasting stations including 3CR, 3ZZZ, 6EBA, 2000FM, Skid Row and SYN FM. All of these stations have ethnic broadcasting either on a full time or part time capacity. I have been impressed and inspired by the great work that these radio stations have been doing. I look forward to meeting with other community station managers and broadcasters and hope I will be able to deliver exceptional service on behalf of the NEMBC.

Suzana Mihajlovic, NEMBC Executive Officer

As One Door Closes, Another One Opens:

New funding for training, but where does it leave ethnic broadcasters?



For more than ten years the Australian government supported the special needs of ethnic community broadcasters through funding for the Australian Ethnic Radio Training Project (AERTP). The AERTP was specifically designed and operated for the special needs of ethnic broadcasters.

When the funds for the AERTP ran out the government declined to renew the project. We were therefore obliged to put the AERTP into mothballs in July of last year. However towards the end of 2004 the government decided to establish a training fund for the community broadcasting sector generally. Within this general fund ethnic broadcasters (along with Indigenous broadcasters, broadcasters from regional and remote areas, and print handicapped broadcasters) have been recognised as having special needs.

However this fund will now have to cover all of community broadcasting, and cover management training as well as broadcaster training. It is therefore likely that the amount available for ethnic broadcasting will be much less than in the past. Will we be able to start the AERTP up again? The NEMBC believes there is still a need for a training scheme specially designed for ethnic broadcasters, and delivered by people who understand their needs.

Any system of training that is devised for this sector must have the flexibility to recognise that diversity.

However there are some within the broader community broadcasting sector who take a "one size fits all" approach. It has generally been our experience that ethnic broadcasters (and other minority groups) do not fare so well in such a system. The NEMBC has therefore provided a paper to the CBF, which will administer the government funds.

In this paper we have pointed out:

The community broadcasting sector, including

Aboriginal and Torres Strait Islander broadcasters and listeners, broadcasters from ethnic communities speaking some one hundred different languages, print handicapped listeners, regional and rural audiences, metropolitan and sub-metropolitan stations, is notable for its diversity.

Any system of training that is devised for this sector must have the flexibility to recognise that diversity. An inflexible system that attempts to impose the one rigid template on all broadcasters is not acceptable.

An inflexible system that attempts to impose the one rigid template on all broadcasters is not acceptable.

Another of our concerns has been the expense associated with delivering nationally accredited training in the past, particularly the cost of compliance with government regulations. In our paper we pointed out the need for financial transparency and noted:

we think it is important to know what percentage of the funding is used for training delivery (primarily the payment of trainers), what percentage of those funds are going to the CBF for their role as an administrative conduit for government funds, and how much is being consumed by consultants and by the administrative and compliance costs of Registered Training Organisations or any other parties who might be draining funds from the pool provided by the government.

It is unfortunate that the funding for the training of ethnic broadcasters has been cut back by so much. It would be even more unfortunate if such a successful program as the AERTP were to be swallowed up into an inappropriate, over centralised and unduly costly scheme, especially if it was organised on a one size fits all basis that does not take proper account of the diversity of the community broadcasting sector, and the special needs of ethnic broadcasters.

Diversity Model

The Community Broadcasting Foundation (CBF) has engaged consultants to make recommendations about how the new fund should be administered. It appears from discussions that the NEMBC has had with the consultants that a number of different models are being considered. There is a strong contrast between two particular approaches – the diversity model and the monopoly model.

Under this approach trainees and stations would have maximum choice.

- >Stations will have the power to choose their own trainers (so long as the trainers have the proper qualifications, currently the Certificate IV in workplace training and assessment). Stations will be able to choose the level of training (Certificate II, III or IV level)

- >Stations will be able to choose a full course (a relatively expensive option) or just the key modules in a course, for example just the media law and panel operation modules (this is a much cheaper option).

- >Stations would be able to choose between “free” training, and training where the station or the students paid part of the cost. For example if a station received a \$5,000 training grant, and training courses cost \$500 each it could train 10 students. If it charged each student \$50 it would in effect have \$5,500 and could train 11 students. Stations could have a choice of curriculum from any Registered Training Organisation offering courses relevant to community broadcasting.

- >Stations would receive all the money, and would be able to use this money to employ trainers of their choice and an RTO of their choice (naturally, they could not use the money for non-training purposes).

- >Stations could choose which RTO to use. The role of the RTO is to confirm that the trainer is qualified, to provide an accredited course, and, where requested, to issue certificates and statements of attainment to those trainees who have been assessed as competent. Stations may wish to choose a specialist RTO (like the AERTP, which has specialised in Ethnic Broadcasting) or they may prefer to use a locally based RTO. They will have an ability to “shop around” for the cheapest rates from an appropriate RTO. In addition to there being a number of RTOs in the community broadcaster sector, a number of regional TAFEs also have RTO status.

Monopoly Model

This has sometimes been described as the “one big RTO” model. One variation of this model could have features something like this:

- >Only one RTO would be recognised by the fund. Stations could not use any other RTO for training carried out under the fund.

- >Stations would have no ability to shop around for cheaper RTO rates.

- >Stations could only use trainers approved by the monopoly RTO.

- >Stations could only use curriculum owned by and approved by the monopoly RTO.

- >Some CBF funding would go directly to the RTO (although some would also probably go to stations).

- >There may be a compulsory “user pays” element in such a model.

- >The monopoly RTO is likely to be located in Sydney or Melbourne.

The NEMBC will continue to fight vigorously for a system that is affordable, flexible and consistent with the diversity of the sector.

"Developing Media Works": Consultants for Training

In late 2004, the Australian government recognised the importance of training for broadcasters and announced to fund a new training initiative for community broadcasters. The Community Broadcasting Foundation (CBF) will disperse the funding for training. As a part of establishing an appropriate training model for the diverse community radio broadcasters, the CBF announced a tender process where consultants would be appointed to analyse and produce a training model for the community broadcasting sector, particularly for ethnic and multicultural, Indigenous, and print handicapped radio. A Training Advisory Group was established consisting of representatives from the community broadcasting sector to assess the tender applications for the consultancy. There were a number of applications made for the tenders and Developing Media Works (DMW) won the tender.

...consultants would be appointed to analyse and produce a training model for the ethnic and multicultural, Indigenous, and print handicapped radio.

The consultancy process will involve thorough investigation and research of the sector for a period of two months. The process will be complete in mid May, 2005 with a report about the results of the consultation being submitted to the CBF.

DMW specialises in providing research, training, media management and consultancy services. DMW consists of three members who have broad knowledge and experience in community broadcasting. David Melzer is the principal consultant. With over 15 years experience, he has delivered broadcast and radio management training for metropolitan community radio stations and broadcasters in remote and regional Australia, East Timor and South Africa.

David currently manages 3MBS-FM. 3MBS was one of the first community radio stations in Melbourne, and



**David Melzer,
Principal
Consultant of
Developing Media
Works & Station
Manager 3MBS-FM**

Australia. Listeners from the general community, including people from many different ethnic backgrounds tune into 3MBS and enjoy its fine music programs.

Maureen O'Keeffe has extensive knowledge in community broadcasting with over fifteen years experience in the sector. Maureen has been a station manager at 3ZZZ, broadcasters and trainer.

Simon Goodrich is an educational media consultant and has had over seven years experience in community broadcasting. He has previously worked for the government, community and philanthropic education bodies and has provided training for young people across Australia with an emphasis on people who have been marginalized. Currently, Simon works for Diversitat, an ethnic community organization based in Geelong.

The purpose of DMW consultancy is to research how the fund could best deliver community radio training in station management and broadcast skills by meeting the needs of broadcasters and station managers for the period of 2004/05 and 2007/08.

The consultancy process will involve a review and analysis of the development of current training infrastructure and will assess its potential for delivering accredited station management training and broadcast skills training. DMW consultants will do this by analysing existing governance and viability of sector Registered Training Organisations (RTOs) through interviews and research, reviewing previous AERTP accredited trainers and current trainers used by the sector RTOs, investigating different models and accessing the models applicability and efficiency - including regional assessors, online delivery and RPL delivery, an analysis of the viability of station management training through outreach interviews with a representative range existing station management, and assessment of the impact of ANTA's de-formation.

The DMW consultants will meet with all key stakeholders involved with the delivery of accredited training including the CBF, DCITA, NEMBC, AICA, CBAA, IRCA, RPH Australia and others to discuss funding objectives.

To identify other models of training that may be beneficial or appropriate to community broadcasting, DMW will research similar organisations that have many locations, have capacity for minimal teacher guidance and deliver accredited training modules to volunteers. Thus, DMW will conduct research of organisations such as the State Emergency Services, Red Cross, Country Fire Authority, and St John's Ambulance, Lifeline, and others.

DMW will establish training models that would be





applicable to the sector and will get feedback on the models from representatives in the sector. The preference of models will be assessed through a feedback process with stakeholders.

All existing training material, including NSW DET (CBAA), AERTP and others specifically used for community broadcasting, will be assessed and reviewed by DMW (who are all accredited trainers). In addition, the review will also involve consultation with other key stakeholders experienced in delivering community radio training.

Furthermore, there will be a review and assessment of appropriate existing ANTA approved training packages, including Film, Television, Radio and Multimedia Industry and Business Services Training Package and the costing models of these training packages will be assessed.

In order to determine the likely level of demand for accredited training at fully funded and partially funded levels, DMW will consult with a significant number of stations about potential structure of the courses and cost involved and demand for courses ensuring that objectives of the fund, as set out by the Minister, are being met.

Methods of effective delivery of broadcast skills training within the confines of the training fund, will be determined through a process of consultation and discussion about the models identified and the responses from

stations. This will include the analysis of RTO administration and compliance, trainer costs, travel, flexible and on-line delivery models, regional assessment, RPL assessment and a station share of revenue. The response provided by the sector bodies and fee structures will then be evaluated and fee structures for training will be produced.¹

A framework for evaluation of the disbursement of the training fund will be established at the end of the consultancy that will provide information about the number of people trained with categorical information on trainees such as their geographical location, ethnicity, Indigenous, age, print handicapped, the type of training that was delivered – broadcast or management.

DMV will establish training models... and will get feedback from the models representatives in the sector.

Finally, the consultancy will review relevant previous studies and research and will examine material inclusive of the CBF, Queensland University, Digital Dreaming and ANTA. Findings of the consultancy will be summarized in a detailed report.

1. Tender to the CBF in relation to implementation of the Community Broadcasting Training Fund - Feb. 2005

Australian Ethnic Audiences Talk Back



Ethnic broadcasters will be aware of the recent quantitative survey compiled by McNair Ingenuity (2004). Funded by the CBAA, the report found that just under one quarter of the population aged 15 or more listened to community radio in a typical week and that 685,000 people (aged 15 and over) listened exclusively in a typical week. While the McNair report (2004) is useful for an overall picture of Australian community broadcasting audiences, the local and often specific nature of these audiences remains largely unknown.

This is especially the case where audiences may be comparatively small, such as some ethnic audiences, but nevertheless provide some critical service and/or cultural resource to their specific 'community of interest'. The NEMBC, in particular, had specific objections to the quantitative study, arguing that an exercise in 'counting' would fail effectively to capture its role in ethnic communities.

The ethnic broadcasting sector has really taken on the task of bringing to life the idea of multicultural Australia

Current research undertaken by Griffith University researchers, Assoc. Prof Michael Meadows, Dr Susan Jacqui Ewart, Ms. Christine Morris and Ms. Kerrie Foxwell will address the concerns raised by the NEMBC with regard to quantitative research. The project entitled: *Remote, Regional and Radical: Australia's community broadcasting audiences talk back* is a *qualitative* research project designed to capture the role of ethnic broadcasters (and other specialist broadcasters) perform in their local communities. This two-year Australian Research Council project has received additional funding and in-

kind support from DCITA, CBAA, CBF and the NEMBC and involves other industry representatives through the project advisory committee. The research project involves 25 audience focus groups with metropolitan and regional radio stations, 10 ethnic language focus groups, 10 indigenous focus groups and 5 community television focus groups. Interviews will also be conducted with key station personnel and community groups who use the stations.

In ethnic focus groups, a primary consideration is to promote an environment where often marginalised communities feel comfortable about sharing their experience of community radio. Translators will be employed to give audience members an opportunity to relay their experience of community broadcasting. The project offers Australian audiences of ethnic programs the opportunity to be heard in a research environment that acknowledges the critical service provided by local radio for their specialist audiences. Chief Investigator, Associate Professor Michael Meadows is eager to begin talking with Australian ethnic audiences:

We are looking forward to speaking to ethnic audience members and hearing their stories and opinions

The ethnic broadcasting sector has really taken on the task of bringing to life the idea of multicultural Australia. Our previous station-based research presented in the report Culture Commitment Community – the Australian Community Radio Sector, found ethnic broadcasters servicing diverse cultures in numerous ways. Most memorable from this initial project were the many stations which, in contrast to government policy, actively promoted participation from new and emerging refugee communities. Regional, Remote and Radical is an excellent opportunity to gather more in-depth information from actual audience members on the role ethnic broadcasters perform in their everyday lives. We are looking forward to speaking to ethnic audience members and hearing their stories and opinions. We are excited about providing valuable research to the

This is a report written by Ms. Kerrie Foxwell, one of the Griffith University Research Team.



ethnic broadcasting sector and in particular, paying due attention to the subtleties and significance of its services.

The qualitative research project captures the 'audience first' philosophy of community broadcasting and, in line with the industry's legislative requirements, looks beyond markets and statistics to obtain a clearer picture of community broadcasting services in local communities. This data will be useful for both supplementing broad quantitative research results and also in terms of showcasing the diversity of community radio audiences – and thus is particularly appropriate for ethnic audiences.

Furthermore, the research method has potential to empower community broadcasters through providing them with a cheap and effective method for investigating their audiences. This is a significant goal of the research team: to ensure that the participatory and active role of participants in this project is transferred into a tangible and useful method for future application.

... the research method has potential to empower community broadcasters through providing them with a cheap and effective method for investigating their audiences

The NEMBC partnership with the Griffith University Research team is collating a list of potential 'ethnic language groups'. Over the next few months, they will select 10 ethnic language programs which adequately represent the diversity of ethnic programming in Australia. The list will include more established language and ethnic groups, new and emerging ethnicities, youth programming, metropolitan and regional services, etc. The NEMBC will be central to the selection of ethnic languages, providing advice on stations, communities and any other potential issues relevant to the ethnic component of the research.

Any further enquiries about the project can be directed to Senior research Officer, Kerrie Foxwell at K.Foxwell@griffith.edu.au or by phone on (07) 3875 7229. Dr Peter Ho is the NEMBC representative on the research committee. Dr Ho can be contacted on peter_ho@iprimus.com.au.

Community Broadcasting: The Fundamentals

As the community broadcasting sector grows, stations move in different directions. In some cases there does not seem to be much "community" in community broadcasting. It was timely then that in the introduction to the Annual Report for 2004, delivered at our Annual General Meeting in Perth, that our President, George Zangalis, outlined the fundamentals of community broadcasting as the NEMBC sees them.

- Broadcasting by the community for the community. The people and structures required to perform a multitude of tasks must be representative of and accountable to the communities they serve.
- Community broadcasting should protect at all times its independence from government and commercial interests, and be accessible to all points of view in our diverse society.
- Ethnic community broadcasting in particular has the unique and primary responsibility to give effect to and promote multiculturalism and multilingualism, so important for social cohesion and national unity.
- Ethnic community broadcasting, going to air in some one hundred languages spoken in Australia through some one hundred radio stations all over the country, and involving thousands of volunteers, performs a function that no other medium can or could perform.

Ethnic community broadcasters, their stations and their national organisation, the NEMBC, fought very hard to get bipartisan political support for a modest level of government funding. Three quarters of the money need to produce more than 2000 hours of programming a week comes from community sources (memberships and donations) and from varying degrees of sponsorship. None the less government funding support remains critical.



Culture, Commitment, Community

'From its beginnings in the mid-1970s, community radio in Australia has championed its role in giving voice to the voiceless. This is nowhere more apparent than in Indigenous and ethnic community broadcasting.'¹

"...community radio in Australia has championed its role in giving voice to the voiceless".

The above statement reflects the power of ethnic community broadcasting. For over thirty years ethnic community radio in Australia has done just that "provide a voice to the voiceless". Ethnic community radio programs are essential in delivering information and resources about various issues, services, and community announcements to their specific communities. The great advantage of radio is that people don't have to be literate and don't have to pick up written material as a means of receiving information about their needs. Thus, community radio is an ideal mechanism for information distribution to ethnic communities. Further, community radio is an interactive means of sharing information and bringing communities together as it has options for talkback radio. It also plays an important role in cultural maintenance and decreases "home sickness" as listeners can enjoy music and culturally specific



information and news.

Ethnic community radio plays a vital role in maintaining multiculturalism particularly during recent periods and events that have threatened the concept of multiculturalism in Australia. The white Australia policy, the rise and fall of One Nation and recent international events such as September 11 and the Bali bombing have resulted in further marginalisation of many ethnic communities. As Forde, Medows, and Foxwell (2002) have stated in their study 'Culture Commitment and Community' ethnic radio is a persistent and concrete means of representing cultural diversity. As outlined in the study, *'the National Multicultural Advisory Council (1999) defines Australian multiculturalism as a process which 'recognises and celebrates Australia's cultural diversity':*

It accepts and respects the right of all Australians to express and share their individual cultural heritage within an overriding commitment to Australia and the basic structures and values of Australian democracy. It refers to the strategies, policies and programs that are designed to:

- *make our administrative structure, social and economic infrastructure more responsive to the rights, obligations and needs of our culturally diverse population;*
- *promote social harmony among the different cultural groups in our society; and*
- *optimizing the benefits of our cultural diversity for all Australians.*²

Australian ethnic broadcasters have created an environment with true exchange and discussion through dialogue in specific languages linking people to their ideas of identity.

"...ethnic broadcasters have created an environment... through dialogue in specific languages linking people to their ideas of identity".

Australian ethnic broadcasting has a pivotal role in raising listener's awareness about sustaining linguistic diversity and egalitarian multiculturalism without having to listen to English only broadcasting. Ethnic broadcasting protects Australian multiculturalism in a number of ways. It

gives people the power to influence changes in language use and also forming identities in Australia. It further, assists in sustaining linguistic diversity in Australia and it also encourages creation of the Australian identity.³

According to the Culture, Commitment, Community study, there are countless ways that ethnic community broadcasters have taken an inclusive approach to multiculturalism in an environment that often excludes the needs and issues of ethnic communities. Some ways that ethnic radio programs have done this previously, as pointed out in the study, are through telling stories. Many ethnic community radio programs have included women and refugees to participate and share their stories with the wider community. This is quite powerful as it is often the women and refugees or new and emerging communities that are excluded in the Australian society. We see this exclusion through the Federal governments policy to remove or detain many refugees. 'While the federal government sought solutions that focused on removing many of them from the community, radio station representatives in our national focus group discussions spoke passionately about the strategies they introduced to include these 'new Australians' ⁴

Even though ethnic community broadcasting is a very powerful tool in providing information, resources and promoting multiculturalism, many ethnic communities have encountered a number of difficulties in accessing space for a program. As identified in a survey by the NEMBC, getting access to airwaves for new ethnic community programs has been quite difficult, particularly for the new and emerging communities. Although information via ethnic radio programs is vital, particularly during the initial period of settlement, often members of new and emerging communities lack awareness about the ethnic community radio sector, lack confidence and mobility; lack awareness of funding and training available, lack resources and airtime, and often stations lack resources for new programs.

"...many ethnic communities have encountered a number of difficulties in accessing space for a program".

In addition, there are other concerns that ethnic broadcasters have as evident from the focus groups of the Culture, Commitment, and Community study. Many of these concerns are related to funding and how funding is structured. Some broadcasters, in this study were concerned about funding being directed to the production of programs in languages that have a small audience in the areas that they are being

broadcasted. As a result, many stations apply for funding for the money, as a sole purpose, instead of for the need. A further concern about funding structures was the guidelines and the restrictions of programs that truly meet the community's need.

"...members of new and emerging communities lack awareness about the ethnic community sector... and often stations lack resources for new programs".



Logan Radio Station 101FM has been blessed with a new group of presenters from various ethnic backgrounds to undertake the future of the Spanish slot "Spanish Music Wold" after the unfortunate departure of the long time presenter Jose Ansaldo to his homeland.

Over a two day period the group was trained by Victor Marillanca under the AERTP, they learnt all they would need to know to continue this vital community radio slot for the Spanish speaking community of Logan City and surrounding areas.

**Mundo Musical Hispano
101 FM**

1. Forde, Meadows, and Foxwell (2002): "Reconciliation in Action - Indigenous and Multicultural Voices" in Culture, Commitment and Community. The Australian Community Radio Sector. Pg. 47

2. Ibid. Pg. 55

3. Ibid. Pg.

4. Ibid. Pg. 57



NEMBC Memberships expire on December 31 of each year!

Why become a member of the NEMBC?

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 P.O Box 1144, Collingwood 3066.

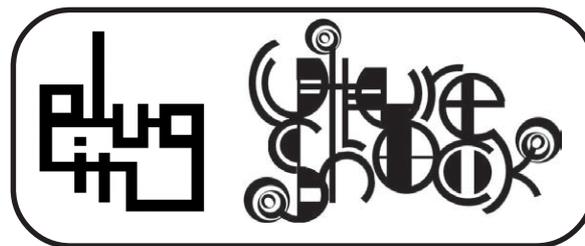
Some of the benefits of being an NEMBC Member:

- 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 works to encourage and increase participation within the sector of young people, women, and new, emerging and refugee community broadcasters.
- 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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2005memberform.pdf***

youth report



In 2004, the NEMBC made its greatest effort yet to change the age imbalance that exists in ethnic community broadcasting. With a rejuvenated youth committee meeting regularly and becoming more vocal, a range of projects and initiatives were developed and put into action across the country. However, the youth project continues to face a series of obstacles on it's way to creating greater age parity in ethnic community broadcasting.

One of the new initiatives to come out of 2004 was the Plug-In training initiative, which was designed to help attract young people to the sector.

Paula Tsakisiris, National Coordinator of the Plug-In project and Station Administrator of 6EBA in Perth believes that Plug-In has played a vital role in attracting dozens of new people to her station.

"The best thing about Plug-In is that it attracts young people to radio without intimidating them. Once they are made to feel comfortable with the idea of working in radio, they become more active and want to get involved: that's what Plug-In does," says Paula.

In fact, the Plug-In event held in Western Australia was so successful that a statewide committee was formed to push for greater youth involvement. The committee now has over 55 members, and is planning to hold another Plug-In event early in 2005. Events are also scheduled for Melbourne and Brisbane throughout this year.

Sinead Lee, Chairperson of the NEMBC Youth Committee, says that the restructuring of the way in which the youth committee operates in 2004 has

paved the way for greater developments and initiatives in 2005.

"Last year the youth committee met on-line more regularly than it ever had before and this meant that we could really develop and drive new initiatives," says Sinead.

"Projects such as Culture Shock and the Plug-In training initiative are just the tip of the ice-berg when it comes to the changes that have taken place. The real progress has been made through our regular outreach work as well as the establishment of state committees to empower young people at stations."

As a part of their general activities, youth committee delegates were required to visit stations in their states and territories to help promote youth broadcasting. As a result, stronger relationships have been built between stations and young ethnic broadcasters. Delegates also gained a greater understanding of the issues surrounding ethnic broadcasting and ethnic politics in general.

In February, Andrew Apostola resigned from the position of youth coordinator at the NEMBC. One of the major focuses for the new youth coordinator and the NEMBC Youth Committee in the months ahead will be to build upon the recruitment and advocacy work that was a major element of the job, says Andrew. "One of the first things we noticed early on in this project was the lack of appropriate access structures at stations that was preventing young people from getting on board," says Andrew.

"A lot of the work I have done has been to help negotiate air-time on behalf of young people wanting to



The NEMBC is calling on a variety of artists, soloists, bands and choirs - who play different styles of ethnically and culturally diverse (in English or any language) and music that most importantly appeals to a young audience - to submit a demo of one of their songs. The music which is chosen for the "Culture Shock" CD will receive air-time on radio stations across the country!

So if interested please send your demo; along with your name, address, contact numbers, email address, song title and duration, brief sentence describing your style of music and any additional comments to:

**NEMBC Youth Co-ordinator
Level 1, 156 George St. Fitzroy VIC 3065**

If you have any questions or queries contact Zulejha Kliko at youth@nembc.org.au



get involved, because most stations still do not provide basic induction.”

Asked if any of the major full-time stations had made any progress, Andrew says that 6EBA in Perth is the only station that is really being proactive about change.

“What we have learned from the youth project in 2005 is that unless full-time stations offer structured induction and training services to new comers, then programs on ethnic stations will continue to represent the family and friends of entrenched broadcasters, rather than the broader ethnic community. 6EBA is the only station in Australia that has made any serious effort.”

In 2005 the youth committee will be working to address a number of policy issues including CBF funding structures for youth broadcasting, licenses for youth stations and partnerships with education providers.

“One of the major policy issues will be dealing with this year relates to the way in which the Ethnic Grants Advisory Committee (EGAC) structures funding for youth broadcasters,” says Sinead.

A special meeting of both the Executive Committee, EGAC and representatives of the youth and women’s committees to discuss recommended changes to funding arrangements.

“We are yet to finalise our policy on funding structures but it’s an issue that is bound to generate heated discussion. What you can be sure of is that we will be pushing vigorous for any change that will encourage stations to take on more youth broadcasters.”



A big hello to all the members of the NEMBC,

My first experience with community broadcasting was about six years ago, when I walked into my local community radio station, Gippsland FM. What sticks out in my mind about that encounter was meeting all the people who were volunteers and broadcasters who were involved with the station. Some were shy, some were loud and some were even a little bit quirky, but all in all they all accepted me with open arms.

That’s what I believe is the beauty about community broadcasting. It has the ability to encourage difference and variation in its broadcasting because of the different sorts of people who can become involved. But most importantly it can provide a variety of people from all backgrounds with the power of a voice, especially those of Australia’s ethnic youth.

I see my new position as Youth Coordinator at the NEMBC as an opportunity to help increase the following:

First of all, encouraging more young people to become involved with community broadcasting stations strengthens the sector as a whole. By young people getting involved now, and learning skills from the more experienced broadcasters, we can have peace of mind knowing the future of these stations is strong, and that there is more potential for growth continues.

Second of all, I think community broadcasting is a vital way for young people to express their voice - their ideas, their concerns and their passions. It’s important to enable young people to express themselves in this way because it helps build self-esteem, sense of identity, as well as encouraging to build a stronger link between young people and their ethnic communities.

To help achieve these goals, I will contact stations all over the country offering them ideas and support to help them get more young people involved with stations and helping to get more young people on the air.

If you have any ideas or require any assistance, send me an email on youth@nembc.org.au or call the NEMBC office on (03) 9486 9549.

Zulejha Kliko, NEMBC Youth Coordinator

Edge Radio leading the way

In March 2005, I interviewed two remarkable young men doing some remarkable work in community radio, and particularly at Edge Radio, Hobart, Tasmania. Chris Johnson, the Station Manager of Edge Radio has been with the station since it began in February, 2003 and has experienced the station's growth during the past two years. Oisín Collins has been working at Edge radio for just over six months and has primarily been involved with the 'Multiedge Project' at the station.

Edge radio was established as a youth community station with a focus on filling a gap in media in Hobart that wasn't providing for a youth voice and participation. Edge radio was built around a model for being for 'youth of all ages'. As Chris stated "We don't discriminate on age participation and we certainly don't discriminate on age for listenership." Currently, the station runs around 80 programs per week, although this does fluctuate depending on program applications. All of Edge radio programs are produced by young volunteers who work at the station. The station has over 150 volunteers.

The volunteers at Edge radio put in a lot of work and effort at producing excellent programs. Edge radio has a train the trainer type model where experienced volunteers train new volunteers to broadcast and use equipment. Edge radio has one on air studio, one production studio, and a couple of small offices that they use for training.

"We don't discriminate on age participation and we certainly don't discriminate on age for listenership".

The programming philosophy at Edge radio is to find underrepresented concepts whether they be music, particular styles of music, ideas or issues. These are some of the things that has attracted so many people to the programs. Edge radio aims at developing volunteer presenters to get their voice and message on air, general programs through to specific programs.

Edge radio has some special projects that they are currently working on. These include an Indigenous program, a "schoolies" program for grade 11 and 12 students and multi edge – a multicultural music based program. The Multiedge is a multicultural music based program

that also aims to build a network of contents to provide some multicultural news for Hobart. The multiedge project is about including different cultures in radio by playing a variety of music. The project has had presenters from Ethiopia and Sudan so far. "We see radio as representing communication so it is a way for young people to develop their communication skills."

Oisín and the team are focusing on getting funding for a project officer in order to develop the Multi-edge program further. The project officer will work on building networks, identifying people within communities to help sustain the project into the future.

"...we would rather have the listeners exposed to different cultures and different ideas".

One of the difficulties that they have come across in getting young people of all ethnic backgrounds involved in broadcasting is shyness. Members of edge radio assist young people to overcome their shyness with broadcasting by trying to build a community in which presenters could meet other presenters and people who want to get on air can have access to talking with people that are already on air. Edge radio has a club that meets every month at a bar where anyone can attend either listeners or presenters and it becomes "Club Edge" for the night. Chris pointed out that they are planning to have more programming meetings regularly where people can come along and have open discussions and forums.



Another challenge that they have, particularly in multicultural programming, is "dispelling the myths". As Oisin stated "People might feel they have language barriers or accent barriers so they're not comfortable with English yet, however we try to work through this because we would rather have the listeners exposed to different cultures and different ideas".

The team at Edge radio encourage young people to get involved in broadcasting by making it relevant to the young people themselves. They believe it is important to find what the individual wants to get out of it and the reasons why they want to broadcast. For some people it might be music, for others it might be that they feel their community is under represented.

This year's key priorities are to develop programs such as the Schoolies project; a community based project where community organisations can submit material and have interviews with a focus on health and not for profit organisations, and multicultural programs.

Chris Johnson, being a pioneer at Edge radio said that Edge radio had a trial period of four weeks on air when they applied for a permanent broadcasting license with the Australian Broadcasting Association. During this period Edge radio received overall support from the community however, there were some "conservatives", as Chris put it, that did not want the station to happen possibly because there would be more competition in the sector.

Advice that Chris would give to young people who are interested in running similar projects is to do their homework. "One of the reasons Edge radio has been so successful is that there was a lot of energy invested in how other stations have done it. We looked at things that have worked and things that haven't worked and have been very measured in our approach to make sure that we are not out there as radical young people stirring the pot without knowing what is in it".

Edge radio has received a number of awards from the CBAA and according to a recent radio survey, Edge radio has 37% of the listenership in Hobart, just after two years of broadcasting. If you would like to get more information about Edge Radio, please refer to CB Online website www.cbonline.org.au or contact the station on 03 6226 7273.



In 2004 a Western Australia state youth committee was formed under the umbrella of the NEMBC National Youth Committee, MY Media. At the 'Plug-In' youth media conference, the Multicultural Youth Media Committee of WA (My MEDIA WA) was opened up to all youth. The Committee consists of a core group, including NEMBC and National Youth Media Network (NYMN) youth delegates of Western Australia. A number of sub-committees were formed to support the Committee and to allow youth to work and develop the specific areas in the sector that appeal to them.

The Committee has mainly been focusing on reaching the young media buffs all around Western Australia and getting them connected with all the multicultural youth and intern, connecting them to community media. One of the important goals has also been to reach the high school students and introduce them to the wonderful world of community media.

The Committee has also been promoting the various projects of the National Youth Committee such as "Culture Shock" and is also continuing to strongly develop the 'Plug-In' initiative.

MY Media WA will be hosting, in June 2005, a 'Plug-In' 3 day conference. With an emphasis on all forms of Media, not just radio. This conference will see the inaugural Multicultural Youth Media Awards. This will give an opportunity for youth all around Western Australia to showcase their talents.

With other media projects also ready to be released in WA, I can see that this will be an enormous year of growth for the media sector in Western Australia.

We are putting out a call to all Multicultural youth in Western Australia to join us! If you would like more details to register your interest, contact us at admin@mrtawa.org.au

Yours in the media,
Paula Tsakiisiris
NEMBC WA Youth Delegate



Annual General Meeting 2004

The 2004 Annual General Meeting of the NEMBC, held in Perth, considered a range of important issues.

The meeting reaffirmed the principle that the community should control community broadcasting. The AGM took the view that apart from compliance with the Community Broadcasting Code of practice, the provisions of the Broadcasting Services Act and the general laws relating to defamation, copyright and the like, that community broadcasting should be free from government and commercial interference, and be controlled by the relevant communities.

The meeting asked the NEMBC to work with its members and the wider community in a campaign in support of multilingualism and multiculturalism. This campaign should emphasise, both to the government and the community at large, the enormous benefits, both social and economic, of a multi-lingual of multicultural Australia.

The meeting urged the federal government to increase program funding for ethnic community broadcasting, and invited the Community Broadcasting Foundation (CBF) to support this request. Speakers noted that the hourly rate of subsidy from the federal government had fallen, (in dollar terms) from \$43.50 in 1997 to \$35.10 in the last half of 2004. When inflation is taken into

account the decline is even more significant.

A motion was carried urging the CBF to ensure at all times the enforcement of its own rules in relation to eligibility for ethnic grants. In particular the meeting wanted the following CBF rules to be enforced:

- Ethnic program makers must be responsible to the community and preferably to an incorporated community group.
- A minimum of 25% of ethnic grant money must be available to ethnic broadcasters to assist with program making expenses, unless otherwise agreed to by the ethnic broadcaster and the station.
- Stations must meet twice a year with their ethnic broadcasters to reach agreement on how grant money is to be spent. Minutes of these meetings must be kept and produced on request.

A paper containing recommendations from the Ethnic Grants Advisory Committee, and a response from the NEMBC Executive, was mailed to all members before the meeting. The meeting decided that the issues raised in these two papers should be referred to consideration and finalisation by the next meeting of the NEMBC Executive, which should also be attended by the members of the Ethnic Grants Advisory Committee. This meeting has been scheduled for March 2005.



NEMBC Annual Conference 2004: Acacia Hotel, Perth

Toni Manicaros Winners



There were a large number of applicants for the 2005 Tony Manicaros Award, and the NEMBC decided that the Award should go to two applicants.

★ 4EB FM, Brisbane

A group of young people led by Adam Lo received the award for a project involving the production of a narrative short film about a young person's discovery of an ethnic community radio station, and the positive outcomes that result.

The film will be produced, directed, acted and edited entirely by young people who are currently involved in Brisbane's Radio 4EB FM. It also aims to portray some of the challenges that young people can face in their area, and how they deal with those challenges.

The project will involve young people from five or more different communities including Italian, Portugese, Greek, Polish and Chinese. The group's co-ordinator is Adam Lo. Adam has been involved with community radio for five years. He is currently a member of the 4EB board of directors, with the Youth Affairs portfolio. Adam is also the co-ordinator of the Chinese group.

In addition to support from the NEMBC's Tony Manicaros Trust, the project is anticipating both financial and in kind support from 4EB FM.

When completed the film will be made available to school and youth organisations, community television and radio stations, film festivals and the SBS.

★ 2XX FM, Canberra

Radio 2XX believes that the refugee issue is of historic importance to multicultural Australia and proposes using the money from the Tony Manicaros Award to fund a national Refugee Youth Program.

Initial surveys of Canberra's refugee communities have indicated that there is considerable interest among young refugees living in Canberra for a radio program run by and for refugees, in which they can cover the issues that are of interest to themselves and their communities, including their experiences as refugees in Australia, the threat of deportation and family reunion.

It is envisaged that the program will initially be broadcast locally by 2XX as a pilot program. When the presenters have had an opportunity to develop their skills and become more confident, 2XX intends to approach community radio stations in other Australian cities so that the program can be broadcast nationally via the ComRadSat, with contributions from refugee communities in other parts of Australia.

In addition to refugees living in Canberra the production and presentation team will include:

Michael Shaik, who took a leading role in the station's last Radiothon, and provides technical support for the Finnish and Ukrainian programs.

Tanya McConvell, producer of the weekly program "Radio without borders" on 2XX. Tanya is a very experienced producer and between 2000 and 2003 coordinated Canberra's weekly contribution to *Undercurrents*, the national current affairs program.

Victor Marillanca, another experienced broadcaster who has been with 2XX in many capacities since its inception. A political refugee himself, and an accredited trainer, Victor will be able to provide experienced support for refugee presenters.

Indra Esguerra, station manager at 2XX for the last four years, will provide organisational support for the program.

Naim Saifullah, coordinator of the *Youthwaves* multicultural program on 2XX. Naim has a passion for youth involvement in ethnic radio.



Naim Saifullah,
NEMBC Annual
Conference 2004

We Only Have Diversity in the Cleaning Department



This is an edited version of a paper delivered to the NEMBC Conference in Perth by Cathy Hollander Acting Manager of the Substantive Equality Unit located within the Equal Opportunity Commission, of Western Australia.

I have been asked to speak on the topic 'connecting with communities'. One cannot engage in this topic without considering the forces that may impact on the media generally and the ability to engage with communities. Public opinion and or debate does not exist in a vacuum. It is shaped by the way in which information is accessed or mediated, how it is interpreted and articulated and by whom I hasten to add that this paper is a reflection upon insights and experiences that have been generated by the media and on the issue of ethnic diversity' in particular from a concern expressed of the role and operation of ethnic minority media.

"Multiculturalism must be embraced on every level and not merely gazed at as something exotic..."

Consequently, in the points put forward, the focus is explicitly the domain of media as an institution and the minority ethnic personnel working within them. Much of what I have to say draws on conversations, and observations in a variety of settings over the years.

From this perspective the strength and vitality of the media rests with the ability to communicate, engage and guarantee a flow of information amongst a population, and to do so in a way, which facilitates a critical response to the many and varied issues confronting particular communities.

This then points to a right to communicate; freedom of communication; and access to the means of communication remains critical. This is where the State positively intervenes enabling ethnic communities to have a media infrastructure, which can adequately give voice to the concerns of particular communities and appropriately represent the diversity within communities.

However, this is not without its difficulties. For example, given the exclusion and marginalisation of many minority

ethnic groups from some commercial media, it is hardly surprising that ethnic media have a distinct significance for minority communities. Here, communicating through the media on matters of discrimination and exclusion based on ignorance and thoughtlessness may be challenged. This may in itself present problems, and express itself in divisive struggles over who may speak on behalf of whom.

The lack of diversity in news rooms can also contribute to the way in which news is interpreted; articulated and reported. A media organisation that makes this a priority is able to provide a broader perspective on often complex issues affecting communities as a whole - and as a result make for more effective connections with communities it is meant to represent.

"At a time when we are facing issues of war and heightened fears... we stand on fragile ground in support of a consensus that upholds difference, diversity and multiculturalism."

In a recent article journalist Antonio Castillo reports that a journalist colleague of his said with a sense of shame and apology that "the only diversity you will find in our media organisations is in the cleaning department"

The cleaning department that Antonio Castillo mentions has often been referred to as 3D work - 'dirty, dangerous and deadly'. Perhaps not literally, but it does remind us all to be conscious of the way in which multiculturalism is talked about.

While we can see multiculturalism, we often find it hard to really discuss it. It is important that we as a society embrace the many contributions of the migrant Diaspora but to highlight the struggles connected to racism and racial thinking is just as important. Multiculturalism must be embraced on every level and not merely gazed at as something exotic or something to taste that is worth tantalising the tastebuds.

My point is this: it is ironic that a century that has seen unparalleled acts of inhumanity displayed by human beings against each other has witnessed an extraordinary growth of consensus amongst the nations of the world about the inherent dignity of the human being. At a time when we are facing issues of war and heightened fears - no matter how misguided, and winding back civil liberties in the name of



security, we stand on fragile ground in support of a consensus that upholds difference, diversity and multiculturalism.

For example:

In the face of this fragility, the Gallop government has undertaken initiatives, such as the development of the *WA Charter of Multiculturalism*. This charter is a policy response to indigenous and ethnic diversity and the recognition of difference.

**“...if you want to treat me equally,
you may have to be prepared to treat
me differently”**

The charter moves beyond the notion of equal treatment in which we share common needs: in essence - you respect me, I respect you, and we all treat each other equally.

This notion has been central to many policies, in which showing respect for others has essentially meant treating all people the same: in effect, people have been treated, quite literally, equally.

This preempts any meaningful acknowledgement of individual, and communities' quite different needs and priorities. The multicultural charter and recognition of difference here means something else and insists, “if you want to treat me equally, you may have to be prepared to treat me differently”.

The charter articulates rights with the principle of treating people equally by treating them differently.

These rights go beyond protecting minorities from discrimination and victimisation; they include a proactive agenda of corrective intervention to address the barriers to access and equity. Special state support for sustaining ethnic languages is a good example of such a policy and state support for ethnic media are rights recognised within media provision.

As you would know, there are within the community of nations varying political, legal and social traditions represented and this makes the formulation and agreed standards sometimes a complex process, calling for perseverance and constant goodwill - to engage with as many communities as possible and to build a prosperous state. Western Australia's record in this context has seen growth, recognising the importance and strength of partnerships between agencies and all members of the community.

Crime Stoppers Victoria and 3ZZZ partner up to “break the language barrier”

Crime Stoppers Victoria relies heavily on community involvement. Indeed the key concept behind the Crime Stoppers Program is to encourage everyday people to report any suspicious behaviour or incidents that have lead to crime. Clearly aware of the multicultural nature of Victoria, Crime Stoppers Victoria recognised that need for a Multilingual Program. The Crime Stoppers Multilingual Program was developed to help break down the language barrier. In order to achieve this, Crime Stoppers Victoria produced in-language brochures and Community Service Announcements for over 20 community groups. They also began the process of building and maintaining meaningful relationships with key stakeholders within the multicultural sector.

In November 2004, Crime Stoppers Victoria asked 3ZZZ to support their multilingual campaign. They had a very small budget and a desire to make Community Service Announcements in 21 languages. 3ZZZ agreed that it was a very worthwhile cause and got on the job of coordinating our trusty volunteers to translate and produce the Community Service Announcements. The end result was fantastic and Crime Stoppers Victoria was very pleased with what was produced.

The multilingual campaign was officially launched on Tuesday the 22nd of March. Key speakers included Chief of Police, Christine Nixon, Chairperson of the Victorian Multicultural Commission, Leigh Trinh. The launch itself was a great success with many members of the multilingual media choosing to cover the event. 3ZZZ is very proud of its involvement with this campaign and would like to thank everyone who helped make it a success. Community Service Announcements will be distributed to all Victorian NEMBC members and we encourage everyone to support this very important project.





CBF News

BUDGET 2004/05 & THE CAMPAIGN FOR INCREASED SECTOR FUNDING

Support for community broadcasting in the 2004/05 federal Budget continues at its present level of approximately \$5.7m. per annum (GST inclusive).

On 31 May CBF President, John Martin, accompanied NEMBC President, George Zangalis, CBAA President, Paul Terdich, Australian Indigenous Communications Association (AICA) Interim General Manager, Wayne Wharton, and RPH Australia Chairman, Peter Lockett, to Canberra for a meeting with the Minister for Communications, the Hon. Daryl Williams AM QC MP to discuss the sector's submission for an additional \$10.8m. in core annual funding assistance from the Australian Government.

The Foundation, working with sector organisations through the FSG, will continue to lobby Government and other political parties, for additional funding in the lead-up to the next Federal election later in 2004.

For further information on the sector's campaign for adequate funding for community broadcasting refer to the 'Election 04' tab on the navigation bar at: www.cbonline.org.au

EGAC DISCUSSION PAPER

The Ethnic Grants Advisory Committee are preparing a paper for the NEMBC aimed at encouraging discussion by ethnic broadcasters around strategies to increase access to community broadcasting by new and emerging communities and youth. Suggested strategies may include changes to CBF Ethnic grant guidelines in the areas of eligibility, funding priorities and reporting requirements. It is anticipated that the discussion paper and implementation plan will be tabled at the 2004 NEMBC conference for discussion by the NEMBC membership.

ANNUAL STATEMENT OF CBF GRANTS

All organisations who received a CBF grant in the 2003/04 financial year, (including 2002/03 grants paid after July 2003), will receive an Annual Statement of CBF Grants in late June. This will tell you whether:

a) your organisation received total CBF grants of \$15,000 or more in the year and you are required to submit an Auditor's Financial Certificate when your annual accounts are audited as well as a Grant Report for each grant (if not already provided); or

b) your organisation has received total CBF grants of less than \$15,000, and you need only submit a Grant Report for each grant (if not already provided).

Any Grant Agreements received after 25 June will be held over for payment until after 1 July to allow time for the Annual Statements to be prepared.

For more information on Grant reporting requirements contact a CBF Grants Administrator or visit the CBF website: <http://www.cbf.com.au/reporting.htm>

CHANGES TO NARROWCASTERS' ELIGIBILITY FOR CBF FUNDING

The Foundation appreciates the important broadcast service narrowcasters provide to their communities, but unfortunately the CBF is unable to continue its support of narrowcast services.

Under its agreement with the Australian Government, funding is provided to the Foundation only for the benefit of community broadcasting services as defined in s.15 of the Broadcasting Services Act.

For further information please contact the CBF on (03) 9419 8055 or via email: info@cbf.com.au

GRANT DEADLINES - CLOSING DATES

Grant Category	Due Date
RPH Service Support Grants	
Round 1 2004/05	15 July 04
Transmission Facilities	
Subsidy 2004/05	16 July 04
Digital Delivery Network (DDN)	19 July 04
General Grants 2004/05	15 Sept 04
Ethnic Grants Round 1 2004/05	17 Sept 04
Indigenous Grants Round 1 2004/05	20 Sept 04
CAN Infrastructure grants	Anytime
Satellite Reception Equipment grants	Anytime



>>>YOUR RIGHTS

Ethnic community broadcasters, who are all volunteers, make a significant contribution not only to their own community, but to Australian society as a whole.

Volunteer broadcasters get information to the relevant community promptly, cheaply, and in the way in which it can be best understood – in the first language of the target audience. Ethnic community broadcasting is a valued and critically important supplement to the work of Migrant Resource Centres, a range of welfare agencies and the SBS. All of these organisations receive substantial financial support from the government.

In recognition of its important community service role ethnic community broadcasting also receives financial support from the government, although by comparison to the SBS funding for ethnic community radio is very modest.

Funding is provided to support ethnic community broadcasting, and while the bulk of these funds are being properly used NEMBC is concerned that in some cases it may not be used for the purposes intended, and in other cases it may be paid to people who are not entitled to receive it. Given that money for ethnic programs is limited funding that is wrongly or fraudulently claimed deprives legitimate ethnic community broadcasters of support.

Support for ethnic community broadcasting is provided by the Australian government through the Department of Communications, Information Technology and the Arts, and administered by the Community Broadcasting Foundation. In making grants available for ethnic broadcasting the CBF is advised by the Ethnic Grants Advisory Committee (EGAC), whose members are elected by the NEMBC.

On the advice of EGAC the CBF has placed certain conditions on grants for ethnic broadcasting. These conditions include:

- Stations which receive ethnic grants from the CBF must meet at least twice a year with their ethnic broadcasters to agree on how the grant money is spent. Minutes must be kept of these meetings, and produced on request.
- Of the grant money provided to stations a minimum of 25% must be made available to ethnic broadcasters for expenses associated with the production of their programs. These expenses do not include salary or wages, or travel costs, but legitimate expenses do include CDs, tapes, printed materials, telephone, studio and Internet access, etc.
- Applications for ethnic grants must be a joint and consultative process between station management and ethnic broadcasters.
- Programs may be no more than 50% music.
- The program provides for the needs of the language community in the areas of settlement assistance, news, information, education and cultural maintenance and development.
- The program must be responsible to a recognized, and preferably incorporated, ethnic community organisation.

If you are not receiving your entitlements, or if you know of situations where funding is being wrongly claimed by stations which are not following the funding guidelines, please contact the NEMBC Executive Officer, Suzana Mihajlovic or Policy Officer, Darce Cassidy



Have your say about the skills and qualifications needed in community broadcasting!

Innovation and Business Skills Australia, the national skills council for creative industries, is now reviewing the national qualifications and competency standards for the film, television, radio and multimedia industries. This process will directly affect training in community broadcasting.

We would like to hear from people working on the ground stations across Australia about the key skills and knowledge needed to work effectively in community broadcasting.

To provide input, please contact Nicola Burridge on nburridge@tmims.com.au



*Nikola Nikolich & Paula Tsakiisiris
The NEMBC Annual Conference, 2004
Acacia Hotel, Perth
More pictures on page 18*

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The views expressed in *The Ethnic Broadcaster* are not necessarily the views of the NEMBC.

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

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Submit to: admin@nembc.org.au