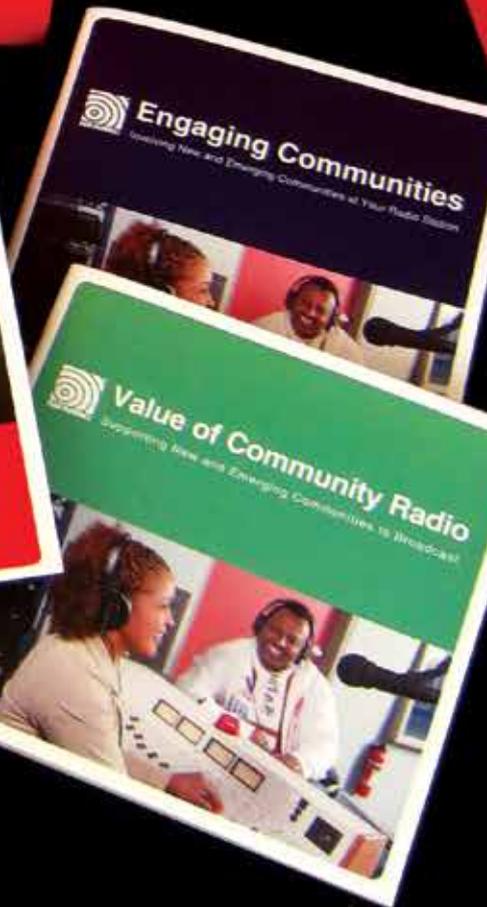
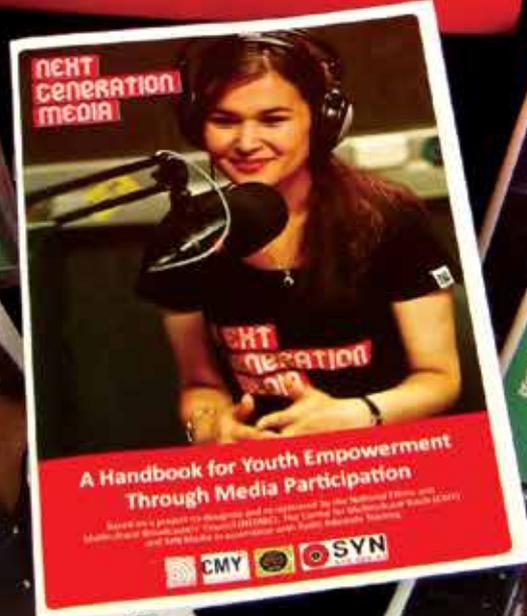
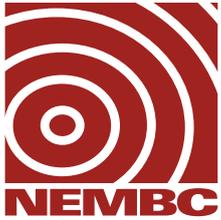


The Ethnic Broadcaster

Autumn/Winter 2013 Edition – Journal of the National Ethnic & Multicultural Broadcasters' Council



- Features
- Lobby Campaign
- Racism. It Stops with Me
- Parliamentary Findings into Multiculturalism
- ENGAGE Media Kit
- NEMBC Conference - Adelaide & Brisbane
- Around the Stations



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

Front Cover- the ENGAGE Media Kit - see full story of the launch inside.

*Welcome to the journal of the
National Ethnic & Multicultural Broadcasters' Council,
representing and resourcing ethnic community
broadcasters across Australia.*

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NEMBC 2013
Broadcasting Awards
now open
see website for details

Malō e lelei (Greetings to you in Tongan)

I have had the honour of being President of the NEMBC for one term now and I am very pleased and impressed with the unity and strong leadership shown by our Executive Committee. We have been able to make important decisions for the broader sake of ethnic community broadcasters and have demonstrated we can ride the different currents and provide positive outcomes.

The NEMBC actively lobbied the Federal government before the May budget. High level meetings were held with a number of Ministers including Finance Minister Senator Penny Wong and representatives from Prime Minister Julia Gillard's Office. A full report on our lobbying activities is provided on the next page.

The recent findings of the Parliamentary Inquiry into Migration and Multiculturalism were that "Multiculturalism is an indisputable success story for Australia". The NEMBC provided detailed written submissions to the inquiry and presented at the public hearing. The NEMBC's input is noteworthy, with some pages of the report devoted to our input. A report about the Inquiry can be read on pages 6-7.

Communicating with members is a core function of the NEMBC and our recent survey was the first time such a large survey had been held to seek member's views on content and funding. There was a great response with 147 broadcasters from over 44 language groups participating in the survey. I was particularly heartened by the supportive response from older broadcasters towards our youth members and to see how caring ethnic broadcasters were in showing their support for new and emerging communities and regional and rural areas. The full results are reported on page 14.

The Department of Immigration and Citizenship recognises the good work of the NEMBC and has provided funding for a project to 'ENGAGE' and equip new and emerging communities with the skills to understand and respond to media. A series of four training programs are being held in rural areas in Victoria. One of the training sessions was held April 21-22 at One FM in Shepparton. We hope this successful pilot can be repeated in other states.

The ENGAGE Project also produced a Media Kit consisting of a series of booklets and a DVD, to help assist new programs and language groups. The kit included the production of a new Leadership Media Manual. The manual is a useful tool for

people interested in the basics of leadership and knowing how to use the media.

I am excited that the 2013 NEMBC Conference will be held in Brisbane and hosted by our very competent 4EB broadcasters. This year we are trialing a new initiative, a one-day NEMBC Youth Conference to be held prior to the weekend's conference.



The NEMBC continues to provide support for training opportunities for new emerging communities, youth and new technologies. The successful Next Generation Media training held in Melbourne last year will soon be repeated in Adelaide and the NEMBC recently held a podcast and streaming workshop, called Lukuluku, in Sydney for the Tongan community broadcasters. This is a first of its kind and the aim is to replicate this for other language groups to provide ways of sharing resources through the NEMBC website.

The NEMBC has reviewed its strategic plan for 2013-2017 and a successful strategic planning workshop was held in February, to deliberate on the organisation's goals, objectives and outcomes. The NEMBC's Executive Committee has worked on improving the organisations governance and accountability with the completion of the board charter and the drafting of final 'schedules' on risk, conflict resolution and performance management.

Finally, I have no doubt in my mind that we are passionate about what we do. Over the years we have achieved so much together, but we still need to focus our efforts on the core tasks as well as the bigger picture for the NEMBC. We value your dedicated support and look forward to working together with you, so that we can continue to improve our organisation.

On a more personal note, congratulations to our Executive Officer Russell Anderson on the birth of his baby Ruben Jai. He is a strong healthy boy born into a very multicultural world; we look forward to Russell telling his multicultural story.

I hope you enjoy this edition of the EB!



Tangi Steen
President NEMBC

NEMBC Conference 2013 Brisbane
29 November - 1 December



Election Year and Lobbying

The NEMBCs' new approach to lobbying government was successful in achieving high level meetings with the PM's Office and prominent ministers. We are developing a broad inclusive approach; one that involves more ethnic broadcasters, so we can become more experienced as advocates for the ethnic radio stations that we serve across Australia. We held a one day lobby workshop for the Executive Committee, and we will build on the conference lobby workshop to involve more people in the upcoming federal election.

In the lobby campaign for the May budget the NEMBC was successful in setting up a number of meetings with political leaders and their advisors. In March, meetings in Canberra were held with:

- Former Prime Minister Julia Gillard's office; meeting with her Senior Advisor and Communications Officer;
- Minister for Broadband, Communications and the Digital Economy; meeting with the Senior Advisor to Senator Stephen Conroy;
- the Minister for Immigration and Citizenship, Brendan O'Connor;
- the Greens Senator Scott Ludlum; Communications Portfolio;
- the member for Moore WA, Dr Mal Washer;
- the Greens Senator for Victoria, Senator Richard Di Natale.



NEMBC's Ekaterina Loy and Tangi Steen with Senator Penny Wong.

Additionally, a meeting in April was held in Adelaide with Senator Penny Wong, Minister for Finance and Deregulation and her Senior Advisor.

The above lobbying appointments were all extremely high level meetings, and as we gain more experience and confidence, we will provide the opportunity for all members of the Executive Committee to undertake lobbying. Additionally, the NEMBC will be developing lobby strategies that could be utilised effectively not only on a national level but also utilised on local



NEMBC Committee members Joe De Luca and Werner Albrecht lobbying on behalf of members in Canberra.

campaigns. We are proud of our achievements, and the meetings that we have been able to make happen, and we also acknowledge that we can always do more, and will continue to do so in the future.

Federal Budget

The submission for the Federal May budget was a 'Strategy to Grow and Develop the Ethnic and Multicultural Broadcasters' Sector'. It included four key areas:

1. Targeted Support for Refugee and New and Emerging Communities
2. Specialist training and skills development for multicultural broadcasters
3. Content and Program Production
4. Broadcasting on the Digital Spectrum

1. Targeted Support for Refugee and New Emerging Communities

Australia has increased its migrant intake. In 2012/13, migration and humanitarian programs are expected to bring 204,000 people to Australia—the highest since the Second World War—with the majority being from non-English speaking countries. The recent NEMBC Survey also showed that ethnic community broadcasters support funding for new and emerging communities as a priority.

Rural and regional areas are also being targeted for new migrant intake. The Federal government migration plans for 2011-13, as announced in previous budgets, includes an improved regional strategy. However, adequate settlement services in rural areas need to be developed to encourage social cohesion. Community radio can play an important role in assisting an inclusive approach to build a strong multicultural community.

2. Specialist training and skills development for multicultural broadcasters

Training, notably ethnic specific training, is crucial in order to develop skills and empower communities

Election Year and Lobbying

from non-English speaking backgrounds. The NEMBC has always maintained that training is integral, and a priority for the ethnic sector. The NEMBC would like to see a renewal of the Australian Ethnic Radio Training Program (AERTP). The NEMBC estimates that an amount of \$250,000 per annum from an increase in Training Fund would be required, so that the NEMBC is equipped to develop and deliver dedicated training for ethnic community broadcasters.

3. Content and Program Production

Content production — the making of programs — is the bread and butter of ethnic community broadcasting and the NEMBC would like to see a return to previous funding levels of \$50 an hour for an ethnic program. This helps Australia to maintain multiculturalism and build social cohesion. Ethnic community broadcasting is made up of many thousands of volunteers. The radio 'Stations Census' 2009-10 confirms the large number of volunteers involved in the production of ethnic programs. On average, there are 285 volunteers per station — from the 7 full-time ethnic stations — a total of almost 2,000 volunteers. Combined with other general stations, there are almost 1,000 multilingual radio programs in Australia. Generally, multilingual programs have between two to six people connected to them. It is not unrealistic to say that the ethnic sector has between three to four thousand regular ethnic volunteer broadcasters.

4. Broadcasting on the Digital Spectrum

While there has been funding given for the infrastructure and broadcast of digital, the NEMBC would like to see funding provided for content production on the digital spectrum.

May Budget

While the May budget did not bring additional funding for ethnic community broadcasting despite the lobby work of the NEMBC, the positives of the lobby campaign were that the ethnic community broadcasting funding is secured and remains earmarked. Executive committee members have gained valuable experience in lobbying, with Joe De Luca and Werner Albrecht lobbying in Canberra and Tangi Steen and Ekatarina Loy meeting with Senator Penny Wong in Adelaide. The lobby activities have resulted in the development of crucial skills, and have enhanced partnerships with government officials for the next election campaign. Follow-up letters were written to thank Ministers for their time and for the NEMBC to maintain and build a long-term relationship with these leaders.

We should not be daunted by the federal budget, the advocacy work must continue and we must be persistent in our endeavours. Lobbying and advocacy for ethnic community broadcasting is an on-going campaign and not just for funding, but to further the understanding of the benefits of multiculturalism in Australia.

The Election Campaign

Now we turn our attention to the federal election. The election is changing as we go to print — Kevin Rudd is Prime Minister! Also, the government has just announced funding for digital.

The NEMBC is working constructively with the whole sector to develop a broad campaign for funding, and to influence the political parties for a more positive policy on ethnic community broadcasting.

The 'Commit to Community Radio' campaign was successful in raising the profile of the community

broadcasting sector with over 43,000 people becoming campaign supporters and thousands of emails being sent to MPs and Senator Conroy.

The funding of digital was to be a central plank in the election campaign, however as that has just been funded the whole of sector submission will need to be re-thought.

The other positive result

of the federal budget meant that Australian Music Radio Airplay Project (Amrap) received its much needed funding, and Amrap will be able to continue to promote new Australian music on air and online. Amrap funds of approximately \$600,000 per annum are now indexed and on-going.

The election campaign for this year will see a whole of sector approach. The NEMBC will be pursuing the four key areas, from its submission, for the election campaign. The areas that the ethnic sector will focus on are: support for new and emerging communities, support for regional and rural areas, and a strong push for ethnic community dedicated training funding.

If you would like to become involved in lobbying and work in your local areas we encourage you to speak to politicians.

The most important thing to realise is that you have a microphone, and this is an important voice for your community. Please contact the NEMBC if you want to become involved in this year's election campaign and learn important advocacy skills.

Tangi Steen
President NEMBC



NEMBC 2013 National Conference Brisbane, Queensland

2013 NEMBC National Conference

We Speak Your Language

29 November NEMBC Youth Conference
30 November NEMBC Main Conference
1 December NEMBC AGM

The NEMBC is pleased to announce the 2013 National Conference will be held in Brisbane, on the 29 November to the 1 December.



Conference Registration

See the registration forms and details on page 32 or from our website, also see prices and get the **early bird cheap rates**. Forms can be sent to the NEMBC by email, fax or post.

The NEMBC offers discounted registration fees for concession holders and for early payments (by 18 October 2013).

Payment can be made to the NEMBC by cheque, money order or direct electronic payment (EFT). See the registration form for all the details.

Key Main Conference Dates

Friday 25 October	EARLY BIRD registrations close
Friday 29 November	Youth Conference
Friday 29 November	Official reception
Saturday 30 November	NEMBC 2013 Conference and Gala Dinner
Sunday 1 December	NEMBC 2013 AGM

Travel Subsidies

The NEMBC provides official station delegates with travel subsidies to help with their costs of travel to and from the conference.

- The amount of the subsidy will be 50% of the cost of a return economy/budget airfare.
- Subsidies are available for a maximum of three people per station, provided that at least one is female, one is under the age of 30 or one is from a New & Emerging Community.
- Subsidies are only available to official station delegates who have been authorised by the governing body of the station or umbrella group.
- Subsidies will only be paid after the conference on presentation of receipts to the NEMBC Secretariat.

NEMBC 2013
Broadcasting Awards
now open
see website for details

NEMBC 2013 National Conference Brisbane, Queensland



NEMBC 2013

Broadcasting Awards

This year the National Ethnic and Multicultural Broadcasters' Council (NEMBC) is offering five broadcasting awards to recognise excellence in ethnic and multicultural community broadcasting. Winners will be announced during the Gala Dinner at the NEMBC Conference, on Saturday 30 November.

The deadline for entries is Sunday 13 October and finalists will be announced in early November. For full details of criteria and eligibility please go to the NEMBC website:

www.nembc.org.au

NEMBC Program of the Year

This award will recognise the best produced ethnic or multicultural radio program. It will be judged on:

1. Addressing relevant and topical issues
2. Includes interview(s) or stories
3. Engaging with your audience
4. Creativity and originality
5. Technical ability and
6. Flow of program.

Tony Manicaros Award - grants up to \$2,000

We are pleased to announce new criteria and a simpler application process for the Tony Manicaros award, and it will be open all year round and judged quarterly, so you can make an application at a time that suits your project. This award will fund an innovative project which utilises, extends or develops opportunities in ethnic community broadcasting. It is open to stations, programming groups and individuals. For a full list of the new criteria please download the application form from the NEMBC website. This grant is given in memory of Tony Manicaros; up to \$2000 can be granted to a project.

The Multicultural/Ethnic Women's Program of the Year

This award will go to the best ethnic/multicultural women's program. It will be awarded to the best program presented by women. Submissions will be judged on: 1. Relevance to issues in your community 2. Engaging with your audience 3. Creativity and originality 4. Technical ability 5. Flow of program.

The Multicultural/Ethnic Youth Program of the Year

This award will go to the best ethnic/multicultural youth program. It will be judged on: 1. Addressing Youth issues 2. Engaging with your audience 3. Creativity and originality 4. Technical ability and 5. Flow of program.

The Multicultural/Ethnic Youth Feature Program of the Year

This award will go to the best audio feature. We ask applicants to submit a short audio feature (maximum 4-15mins). Produce a story, feature interview or mini documentary on something you're passionate about in your community. Be creative! Submissions will be judged on: 1. Addressing youth issues 2. Engaging with your audience 3. Creativity and originality 4. Technical ability and 5. Flow of program. Please submit a written statement of your feature and how it addresses youth issues.

Please submit an audio file, a summary and outline of the program; programs broadcasted in language(s) other than English must include an English transcript for their interview. Please submit a photograph that best displays your program. Your show must be saved as an mp3.

All nominations must be submitted by Sunday 13 October 2013.

Please refer to the NEMBC website www.nembc.org.au to download nomination forms and view the full award eligibility and selection criteria. Or phone (03) 9486 9549 or email admin@nembc.org.au

Parliamentary Inquiry into Migration and Multiculturalism in Australia

The Inquiry into Migration and Multiculturalism in Australia, released in March 2013, was a positive affirmation of multiculturalism in Australia. Ethnic and multicultural community broadcasters should find this report a useful resource for their radio programs.

The Committee received a large number of written submissions and the NEMBC was thanked for its valuable contributions to the report. The recommendations outlined in the report were consistent with the positions that the NEMBC has taken over the years, and expressed the need to recognise the important role that culturally and linguistically diverse Australians have made in the formation of this nation.

The recommendations aim to maximise the positive effects of migration. Further, they articulate federal, state and local government commitment to ensuring that settlement and multicultural policies and programs achieve these goals.

The Committee agreed that multiculturalism has been a defining story of success in Australia.

“For over forty years the policy of multiculturalism has given effect to an ameliorating vision of social harmony, and one which delivers practical commitments to respect difference but invites social inclusion.”¹

This viewpoint coincides with the objectives of the Galbally report, which terms multiculturalism as the right to retain one’s culture without prejudice and disadvantage. The Inquiry says there must be greater recognition that diversity is connected to prosperity and social harmony and that all Australians can embrace and share our diverse and shared history.

The Commission notes that culturally, linguistically and religiously diverse communities are not confined to niche sections of the Australian community. As The People of Australia Policy reports, 44% of people in Australia were born overseas or have a parent who was.² This demonstrates that there needs to be a celebration of who we are collectively as a cosmopolitan society. This sentiment was expressed by Dr Tim Soutphommasane, political philosopher and commentator, at the NEMBC Annual Conference in 2011:

“All Australians should have the right to express our diverse cultural heritage and identity because we are all committed to living together as citizens of a national, liberal democratic community.”³

The Politics of Multiculturalism

Australia’s non-discriminatory migration system supports cultural diversity, and it is clear that the policy of multiculturalism has shaped Australia’s development as a successful multicultural society.⁴

Race Discrimination laws, rather than prohibit free speech in Australia, focus to ensure an inclusive democratic society in support of fundamental human rights. There exists the view that multiculturalism is a major challenge, but this does not take into account the richness and strength that multiculturalism can offer.

The Inquiry brought to light the assumption that multiculturalism is a policy which places demands on public funds - which then becomes a form of favouritism. Undeniably, an inclusive society which embraces multiculturalism requires on-going work, commitment and resources. Rather than being ‘favouritism’, multiculturalism is a policy of an outward looking society, willing to embrace the challenges of an emerging globalised world.

“ *...diversity is connected to prosperity and social harmony...* ”

The views of the NEMBC on social inclusion and multiculturalism were also included in the Inquiry. In particular, the concern that social inclusion is limited in

its ability to account for ‘difference’, and has problems identifying diversity and rights and that being outside mainstream society may be a ‘positive value’. The NEMBC’s view is that social inclusion must appreciate the benefits of cultural and linguistic diversity through looking at more holistic approaches of encouraging better models for active participation in society.

The Role of the Media

The media plays a crucial role in shaping society; and its role was heavily scrutinised in the Inquiry - especially the way mainstream media represented particular ethnic minorities. The report included one of the NEMBC’s case studies on racism in the media, which was the Cronulla riots and the extent to which this reportage was racist. The example noted was the commentary on the unrest in 2005, when 2GB radio presenter Allan Jones referred to conflict with “Middle Eastern grubs.”⁶

False reporting of stories can have serious consequences, fuel racism, distort facts and unfairly demonise minority groups. In light of the diverse voices that exist in Australia, the media has responsibility to ensure that reality is reflected in their broadcasting. The media also has an important role to play in communicating positive messages, such as exploring Australia’s multiple cultural identities.⁷ The potential to achieve this is by engaging multicultural communities through digital technology - a recommendation by the NEMBC listed in the Inquiry. The NEMBC, along with other groups also argued it was in the public interest for the Government to do more to ensure media compliance with existing racial vilification standards.⁸

Parliamentary Inquiry into Migration and Multiculturalism in Australia

The Impact of Racism

The report found that most Australians are not racist; they are comfortable with cultural diversity and enjoy its benefits.⁹ But it warns that the impact of race discrimination and prejudice is real and is becoming more pervasive.¹⁰ The Anti-Racism Strategy developed in late August 2012 aims to provide a public awareness campaign, with a focus on community education and youth awareness. The strategy is committed to three major objectives: creating awareness on racism and its effects, building good initiatives to reduce racism and to empower communities.

In conclusion, the *Inquiry into Migration and Multiculturalism in Australia* highlighted the benefits of migration and multiculturalism in shaping Australian society. The strength of the report lies in its recommendations, and it is essential that they continue to be a priority as it is fundamental to ensure a successful multicultural society. The message conveyed is clear - multiculturalism is an inclusive policy which values and respects diversity and promotes inclusiveness and engagement within the framework of Australian laws.

Recommendations

The report received bi-partisan support and included 32 recommendations supporting migration and multiculturalism in Australia, thus providing a rich source of information for community broadcasters to explore through their radio programs.

Some of the points were: The reaffirmation of the Galbally report, which means to ensure equal opportunity and equality of access to services, through mainstream services but also through specially targeted programs, and that consultation and self-reliance be a goal when assisting migrants. The Galbally report identified the extension of grants and the support and broadening of ethnic radio.

Of particular importance to ethnic community radio was the third recommendation; that the Australian Government assist community organisations and service providers to develop programs and circulate information in community languages.

When looking at the 'Multiculturalism and the Social Inclusion Agenda' there were recommendations that the Social Inclusion Agenda have a clear definition on

how it responds to the needs of a culturally diverse society; and that there are formal links made between the Social Inclusion Board and the peak bodies in the area of multiculturalism.

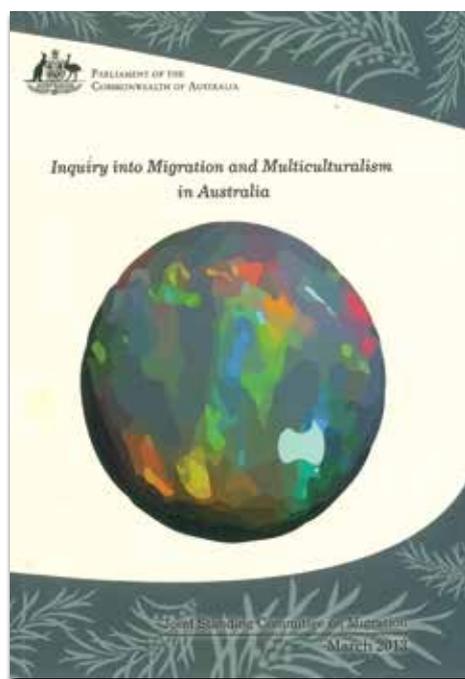
Multiculturalism plays an important part of Australia's national identity. In the 'National approach to planning and policy,' recommendations were for the Department of the Prime Minister and Cabinet to deliver a 'whole-of-government perspective' and consult closely with the community, thus strengthening access and equity.

Another recommendation put forth by the committee was that the Australian Government must continue its commitment to anti-racism messages, which celebrate the benefits of cultural diversity. This is vital to develop policies which eliminate racism and promote understanding. The report also strongly supported the current Anti-Racism Strategy.

The NEMBC noted in the recommendations that the mainstream media promoted negative stereotypes, and asked Government to do more to ensure compliance with existing regulations and standards.

Further recommendations - from 25 to 32 - are very instructive about improving our 'National productive capacity'; addressing Employment issues and 'Incentives to support new business enterprises'.

Jasmine Budisa
NEMBC Administration Officer



To view and download the full report, please visit:

http://www.aph.gov.au/Parliamentary_Business/Committees/House_of_Representatives_Committees?url=mig/multiculturalism/report.htm

Footnotes

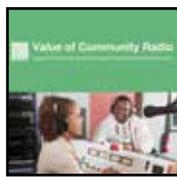
1. "Inquiry into Migration and Multiculturalism in Australia", Parliament of the Commonwealth of Australia 2013, p. 20.
2. Australian Government, The People of Australia: Australia's Multicultural Policy (2011) at page 2. At: <http://www.immi.gov.au/living-in-australia/a-multicultural-australia/multicultural-policy/> (viewed 21 February 2012).
3. Speech by Dr Tim Southommasane, Australian Multicultural Council - 26 November, Launceston <<http://www.amc.gov.au/speeches/nembc-conference-20111126.htm>> vie-wed 6 May 2013.
4. *ibid*, p. 7.
5. *ibid*, p. 96.
6. *ibid*, p. 34.
7. *ibid*, p. 50.
8. *ibid*, p. 35.
9. *ibid*, p. 51.
10. *ibid*, p. 39.

It's time to ENGAGE with New and Emerging Communities

New and emerging communities are often not aware of the benefits that community radio stations can offer their community and radio stations are often too busy to reach out and involve new and emerging communities. The ENGAGE project aims to bridge this gap and assist new and emerging communities to start a radio program and gain key skills in leadership.

The Leadership Media Manual is just one of the new booklets produced by the NEMBC as part of the media toolkit. The **MEDIA KIT**, featured on the front page includes:

- A booklet for communities titled *Value of Community Radio, Supporting New and Emerging Communities to Broadcast*. The booklet is helpful for service providers and includes background information on community radio and how it works, how to get involved in radio and the importance of community radio for emerging communities and building community connections.



- A booklet for radio stations titled *Engaging Communities, Involving New and Emerging Communities at Your Radio Station* includes information about refugee communities and the role community radio can play in breaking down barriers and how radio stations can reach-out and engage with the communities and settlement service providers.



- A booklet for community workers titled *A Handbook for Youth Empowerment Through Media Participation*. The booklet uses the NEMBC's 'Next Generation Media Project' as a practical example of how to train young people and get them involved in community radio. The booklet gives an overview of project planning, using partnerships to run successful programs, drawing up a Memorandum of Understanding, applying for funding, recruitment of participants, engaging with a training organisation and mentoring.



- The *Leadership Media Manual* is a resource for people interested in the basics of leadership and the effective use of media. The manual explains some of the important skills required for a good leader, the media in Australia and how to deal with it, how to run a media campaign, responding to the media, building networks, lobbying and the use of social media and available resources.



- There is a DVD to show people the insides of a radio station, how it works and how training occurs. This is a good resource tool for showing new emerging communities how community radio operates.



The resource kit provides community radio stations and community groups with information that would advance the participation of ethnic communities in community broadcasting.

Community leaders, politicians and broadcasters gathered to celebrate the launch of the kit alongside Amanda Paxton, the State Director of the Department of Immigration and Citizenship who launched the NEMBC's Media Kit at 3ZZZ radio station.



Amanda Paxton, State Director of the Department of Immigration and Citizenship

Ms Paxton said ethnic radio programs play an important role in helping new communities grow.

“The role of the NEMBC in helping people stay connected with their language, culture and heritage cannot be overstated. Especially when people first arrive in Australia – radio programs in community languages can provide a lifeline – for connection and important information,” she said.



Mr Spiro Alatsas, Deputy Chairperson at the Victorian Multicultural Commission, Mr George Salloum of 3ZZZ, Ms Amanda Paxton, Tangi Steen, President of the NEMBC, Ross Barnett, Director at Ethnic Communities' Council of Victoria, Mr George Zangalis of 3ZZZ and Mr Rashid Alshakhr Engage Project Officer at the NEMBC.

The ENGAGE Media Kit

“The Department of Immigration and Citizenship, under the Diversity and Social Cohesion Program has provided \$50,000 to help train people from new and emerging communities to develop skills in radio broadcasting and to establish their own radio programs. We are delighted with how this program is going and pleased that much of the training has been able to take place in rural communities such as Shepparton, Mildura and Bendigo.”

Engage Project Coordinator Rashid Alshakshir said the Kit was an important resource, especially the new Leadership Media Manual which will prove to be important for people from new and emerging communities.

“Minorities are hardly represented in mainstream media so the manual has information on how to run a media campaign and how to respond to negative media coverage,” he said.



Ross Barnett from ECCV speaks with broadcasters at the launch of the ENGAGE Media Kit for New and Emerging Communities.

Mr Alshakshir said other booklets provided information to facilitate two-way communication between radio stations and broadcasters.

“The radio stations are given the tools to reach out to new and emerging communities and community organisations are given the tools to make contact with community radio stations.”

The Media Kit is part of the Engage Project which is providing leadership and media training to new and emerging communities in regional Victoria.

The Engage Project, funded by the Department of Immigration and Citizenship, with additional funds from the Community Broadcasting



Members of the NEMBC and 3ZZZ pose for a photo at the launch.

Foundation, has completed the first two of four training rounds.

Trainees in Shepparton and Mildura are now hosting practice shows before hosting a live weekly show for three months, then applying for an ongoing weekly timeslot.

The project has so far trained 13 Iraqi participants in Shepparton and a total of 9 Burundi, Congolese, Sudanese and Afghan participants in Mildura.

The radio training component conducted by Diversitat provided participants with radio broadcasting techniques, including tips on conducting interviews, planning a radio program, broadcast law, technical skills and panel operation.

The leadership training component was conducted by Monash Short Course Centre.

The project was successful with the partnership with ONE FM and Cutting-Edge Uniting Care in Shepparton, and HOT FM and the Sunraysia Mallee Ethnic Communities Council in Mildura.

The next two training rounds are planned for the Afghan community in Shepparton and Karen community in Bendigo.

The Media Kit will be distributed to community radio stations, settlement service providers, community organisations and broadcasters.

If you would like a Media Kit please contact engage@nembc.org.au



Fanning the Flames of Asylum Seeker Fear

Are you scared, yet?

According to some media coverage of asylum seekers who arrive by boat, you should be.

The Daily Telegraph's coverage regularly evokes the idea that we are overwhelmed by - drowning in - a deluge of asylum seekers, despite the fact we only receive about 2 to 3 per cent of the global applications.

Their latest offering is the depersonalising term "human tide":

"Abbott shuts the door on human tide"*;

"The payments are rich on refugee gravy boat - HUMAN TIDE"**

Oh, and we can't forget the "Asylum seeker armada" meme they seem keen to create***.

This is despite a press council ruling earlier this year, which found their use of the terms "invade" "open the floodgates" and "deluge" - in an earlier example of their coverage of the issue - was inaccurate and unfair.

Gee, I guess they learnt their lesson on that one.

“ *...when it comes to outsiders, we are easily influenced by perceptions of real and symbolic threat...* ”

So what does it matter? Well, quite a lot actually. We in the mainstream media like to think of ourselves as being a completely unbiased conduit of facts, and if we include opinion or interpretation of those facts it simply reflects the opinions of the mainstream.

But the reality is our interpretation of those facts is just as likely to shape mainstream opinion, as be shaped by it.

It's a complicated, murky process, so it's not always easy to unpick. But it seems clear that the studies that have been done indicate this type of media coverage actually makes people more scared of, and more opposed to, refugees.

Research consistently shows that when it comes to outsiders, we are easily influenced by perceptions of real and symbolic threat, and we are more likely to exhibit physical fear responses to people not of our own race.

Refugees, particularly when they are described as a homogenous "human tide", are clearly outsiders.

Articles that focus on the money given to asylum seekers don't help. This study found people who perceived refugees as a resource threat were also more likely to have prejudicial attitudes.****



While this one found Australians were extremely reliant on media reporting when it comes to forming their views on asylum seekers. Only a quarter of people surveyed thought asylum seekers come to Australia to flee persecution, as opposed to for economic or other reasons.

People – educated or not – tend to be influenced by the media they consume, and when the media obsessively focuses on an issue such as immigration or refugees, political parties who take extreme positions on those issues tend to gain popularity.

So next time you wonder why boat arrivals are such a massive issue in Australia, or next time you feel anger or fear over asylum seekers, take another look at your local newspaper headline. It might not just be reflecting your fear, it could be shaping it.

Amy Corderoy

Sydney-based journalist and broadcaster

**This article first appeared at
www.dailylife.com.au - 13 December 2012**

*The online version omits the word "human"

** This article informs us that "A single parent with four or more children could receive as much as \$706" a fortnight. Wow! \$700 for five people over two weeks ... BEFORE rent. What a gravy boat! Where do I get myself some of those sweet federal \$\$\$?! You could almost (... oh, alright, probably not) eat THREE MEALS A DAY with that cash bonanza!

*** This term has been printed about eight times over the past few years. *ar•ma•da lär'mädəl*: Noun. "A fleet of warships".

****An interesting aside: almost every study I looked at on this issue found men had more negative beliefs about asylum seekers than women. I wonder why that is?

Reporting Racism > What you say matters

The Victorian Equal Opportunity and Human Rights Commission has released a report which has found many Victorians experience racism on a daily basis. The Commission has called for more action on standing up to race hate.

The report confirmed existing research that found most people do not report seeing or experiencing racism because they don't know where to report it, they are fearful of reprisals or they don't think anything will be done about it.

Thirty-two percent of survey participants witnessed or experienced racism while at work, 31 percent on the street and 15 percent on public transport. These areas were followed by racism in connection with a service provider (such as a hospital or a shop), and racism at sporting events.

Acting Commissioner Karen Toohey said racism includes a broad spectrum of behaviour from low-level incidents, such as offensive gestures or name calling to physical assaults.

"Racism can undermine an individual's sense of self-worth, leave them feeling vulnerable and isolated, and affect their mental and physical health," said Ms Toohey.

She added that some people think racism doesn't happen anymore, or that it is a rarity. But, as this report clearly shows, racism is a fact of life for many people

"It is hard to believe that in modern Australia people are still refused service in a shop because of their skin colour or are subject to racial abuse because of their religious dress, but that is reality," Ms Toohey said.

"For many people, it is the daily, sometimes unconscious but persistent racism they face that has the most profound impact. These subtle, low-level acts create an environment incrementally and over time, where racism can escalate."

"We also know that racism and crimes motivated by hate harm individual health and wellbeing, for victims and bystanders. It creates fear and isolation for communities and is bad for our economy."

The study found that racism is increasingly prevalent in online environments, especially through email and social media, both by individuals and organised groups. "While social media has been identified as a site for racial and religious hate, it can also be part of the solution when it comes to providing strong

examples of community members intervening and standing up to racist views," Ms Toohey said.

"We are calling on the community to report hate and we want to get the message out there that there are services and strategies in place to help."

Actions identified to fight hate include the Commission's Anti-Hate campaign, which includes a website that encourages people to share their stories of confronting racism and supporting bystanders and developing community awareness education programs.

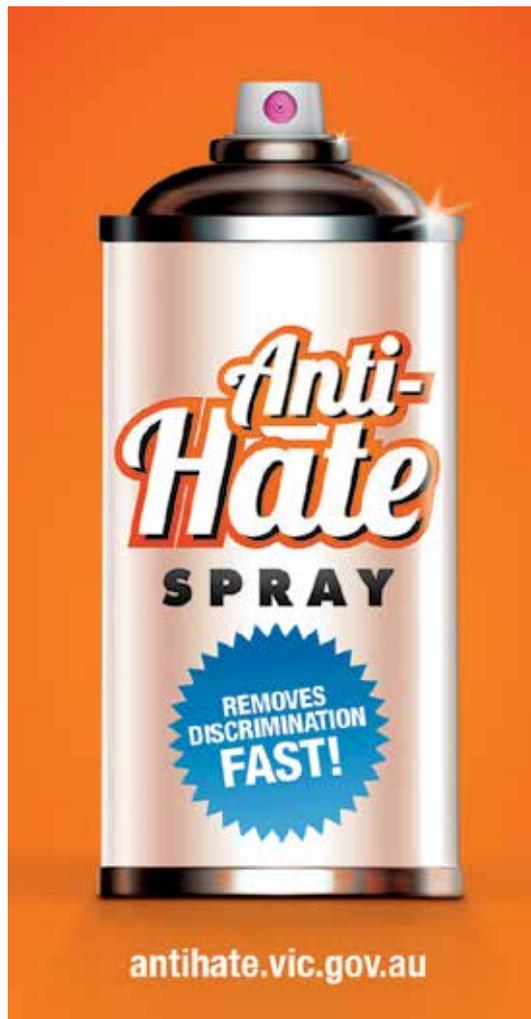
"Many of us wish we knew who to tell and how to respond to racial prejudice in a safe and appropriate way. Anti-Hate provides people with the information and tactics they need to take action when they see or experience racism," Ms Toohey said.

"The Commission is currently working with Victoria Police under their Prejudice Motivated Crime Strategy to

improve awareness of prejudice and racism occurring throughout community and to increase the reporting to police of crimes motivated by prejudice,"

For more information, please view the report at:

<http://www.humanrightscommission.vic.gov.au/index.php/our-projects-a-initiatives/reporting-racism>



Former Race Discrimination Commissioner, Dr Helen Szoke's address to the NEMBC National Conference - 24 November 2012, Adelaide.***This is an extract of Dr Szoke's speech:***

"We hear a lot of talk about freedom of expression, freedom of the media, and we know that increasingly we are talking about a very broad church in terms of what constitutes the media – online, print, radio, digital, tv, social media. There are a lot of skeptics, who say some of this online media stuff is evil and no good comes of it. Well I don't hold that view but I do hold the view that we need to understand how these freedoms are balanced against other rights, such as the right to equality and the right not to be subjected to race hate speech, and we must understand how the protections of domestic laws help with this.

It is timely to talk about this, because I can see the challenges. Let's look at the ingredients:

- We know racism exists and that race hate exists.
- We know the media, particularly print and TV is in a state of major restructuring and upheaval;
- Social media ownership is offshore and global, and we know that the media drivers such as Mark Zuckerberg have a view that social media transcends sovereignty;
- And we know that people are harmed by some of what is out there – and particularly where this involves racism.

So what I would like to do today is to explore some of this with you.

Section 18C and D of the Race Discrimination Act

The racial hatred provisions of the Race Discrimination Act prohibit public acts that offend, insult, humiliate or intimidate another person or group based on their race, colour or national or ethnic origin.

Recently these provisions have come under fire. But we mustn't lose sight of the purpose of these racial hatred laws that were enacted in 1995, to make people feel safer and more secure as they go about their daily lives free from abuse, harassment, hostile and threatening behaviour. The protections are therefore quite vital to the good health of our communities.

Michael Lavarch, Attorney-General at the time that the racial hatred provisions were drafted, explained in 1994 why they are so important in the second reading speech of the Racial Hatred Bill. He told Parliament that:

The law provides a remedy to those who have experienced discrimination. It exists because, even with general

community tolerance, we know racism exists. And racism leads to discrimination...

He spoke of how the legislation:

provide[s] a safety net for racial harmony in Australia, as both a warning to those who might attack the principle of tolerance and an assurance to their potential victims....

Responding to the controversy that arose in the minds of some, he said:

This bill has been mainly criticised on the grounds that it limits free expression and that to enact such legislation undermines one of the most fundamental principles of our democratic society. Yet few of these critics would argue that free expression should be absolute and unfettered. Throughout Australia, at all levels of government, free expression has had some limits placed on it when there is a countervailing public interest....

Our Opposition leader has promised to repeal key provisions of the racial hatred legislation in their current form. He argues that "the more powerful people are, the more important the presumption must be that less powerful people should be able to say exactly what they think of them".

Given this logic, the converse should also hold – "the less powerful people are, the more important the presumption that more powerful people should not be able to say exactly what they think of them".

As the media, we know you are more powerful than individuals or even whole communities that are vulnerable to racism.

I think this is an important debate that we should have as a community, as the issue of freedom of expression should always be carefully managed against the extent of the harm that it might cause.

Freedom and Equality

Freedom of the press is critical to a robust democracy. Freedom of expression is also critical. These freedoms inform political discussion and also political fortunes, it allows us to grow and develop as a country and it allows innovation and diversity of views. You can all see this in disbursing your responsibility as broadcasters, and producers and announcers. You know the critical role that you play as you tailor your messages to your communities.

You also know that you have to deal with the tensions of freedom of expression and this has never been more the case as today we have a world where there are political tensions, regime changes and winters of discontent, and where the diaspora communities rely on your services to keep in touch.

You have both rights and responsibilities in disbursing your roles. The public expects that you will be fair and accurate in your reporting, that you will be publicly accountable for your performance, that

you will have identifiable code of ethics or conducts which addresses the issues of fairness, impartiality, integrity and independence in how you disburse your responsibilities.

And now we also have to look at other ways of disbursing information. We have organisations that are increasingly taking on responsibility for distributing their own messages – through Facebook, blogs, twitter and all of the other things that I don't even know about! And we have the authors, the people with views out there in the community that set up their own distribution networks to get information out.

But you know all of that. So how do we get the balance right? How do we apply the lessons that have been hard learnt and hard fought for in the past, to the world we live in now? And how do we make sure that no one is harmed in the process?

Some of you will have heard of Marshall McLuhan.

McLuhan's insight was that the transformative powers of new communication technologies affect the society in which it plays a role, not by content delivered via the medium, but by the characteristics of the medium itself.

McLuhan concluded that every new medium changes us and that each new technical advance was 'the juicy piece of meat carried by the burglar to distract that watchdog of the mind' As such, media are not just channels of information supplying the food for thought; they also shape the process of thought itself.

“ *cyber-racism leads to real-life racism, social disharmony and sometimes violence* ”

.... And he said that in 1964 with no insight into the world of possibilities that would be with us now some nearly 50 years later!!!

So let's go back now to how the race hate provisions work in the Race Discrimination Act.

You can say what you want and print what you want and give a view about what you want provided that you don't offend, insult, humiliate or intimidate a person or a community on the basis of their race, colour, national or ethnic origin.

The provisions contain a number of exceptions which taken in their totality mean there is no limits on genuine public debate made in good faith and in the public interest. As former Attorney-General, Mr. Lavarch explained in 1995:

Australians must be free to speak their minds, to criticise actions and policies of others and to share a joke. The bill does not prohibit people from expressing ideas or having beliefs, no matter how unpopular the views may be to many other people.

So, does it strike an appropriate balance?

Race Hate

I want to share some direct experience of race hate in various mediums. First, let me talk about the landmark Jones v Tobin Case.

This case concerned material published on the internet which cast doubt on the occurrence of the Holocaust and the existence of homicidal gas chambers in Auschwitz, and implied that Jewish people who were offended by such denials were of limited intelligence or driven by financial gain.

The judge rightly concluded that such material would make Jewish Australians feel treated contemptuously, disrespectfully and offensively.

Now what about social media?

It is clear that racism is increasingly becoming a problem online and in social media, which have been hijacked by trolls and other bullies to carry out racist cyber-attacks.

You will have heard about the Aboriginal Memes and the Jewish Memes. In the aftermath, the Commission heard from any outraged Australians who found the images appalling and who recognised the harm and hurt they cause a group of people on the basis of their race.

In addition to the cases you hear about in the news, each year the Commission receives a number of confidential complaints about racial hatred- 128 racial hatred formal complaints lodged with the Commission in the last financial year. A proportion of these complaints relate to material on the Internet. These complaints are serious, as cyber-racism leads to real-life racism, social disharmony and sometimes violence.

Anti Racism Campaign – Racism. It Stops with Me.

What does that all mean?

I am committed to ensuring that the protections that exist within the Race Discrimination Act work. That is only going to happen if we understand the harm that is done, the benefit in having these protections in place and the benefit that we create if we ensure that free speech, freedom of expression and freedom of the press are human rights that are executed in an uncompromised way! Racism has no place in healthy, robust political dialogue!

We want you all to be involved: We want you to endorse the campaign, we want to see the logo in your station foyers, on your website and in your studios.

We want you to take this message out to your community and we want you to involve families, friends and workplaces.

We want you to look at your own practices and say what you can do differently and finally I want to work with you to spread the message that Racism diminishes us all, not freedom of expression.



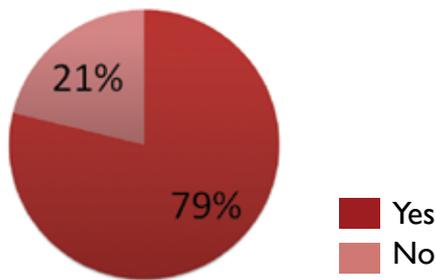
NEMBC Membership Survey Results

The NEMBC's membership survey brought to light the views of 131 ethnic community broadcasters on topics relating to program content and assistance.

Forty-four metropolitan, sub-regional and regional community radio stations Australia-wide contributed to the survey. Of these respondents, a majority were over 45 years in age (70%) and other age groups represented were 12-18 (1%), 18-30 (16%) and 30-40 (15%). There was a good balance of gender with men and women equally represented.

The survey contained 21 questions, and asked respondents to discuss areas that included access to information and news and also questions about spoken language and music content on their programs. The findings revealed the vast majority of respondents were in favour of increasing support for new and emerging communities; with 79% of people indicating this was important.

Question: Do you think that programs for new and emerging communities should receive more support?

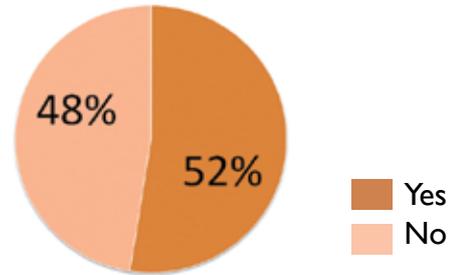


Regional and country stations also stood out as an area that was in need of greater assistance; with 63% of respondents indicating that higher levels of support should be offered in this area. It should be noted that many of the respondents were from metro areas.

The ability of youth broadcasters to manage the current minimum language requirement was also raised, with 52% of respondents supporting a lower language requirement. Youth were not greatly represented in the survey responses so this outcome is not fully representative on the thoughts of youth.

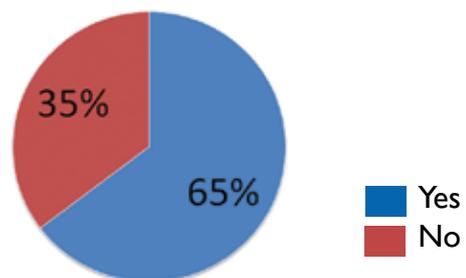
This is an area that could perhaps be further explored with a future survey focusing on youth insights. This would be a very important area to explore in a future survey, as second and third-generation youth may not have the ability to broadcast the entire program in the nominated language.

Question: Do you think (second generation) youth should have a lower language content requirement than other programs?



In summary, the responses to the NEMBC 2012 Survey validated concerns that new and emerging communities should receive more support, as well as brought to light suggestions for improvement. The NEMBC appreciates all responses and contributions, and hopes to continue research in this area to develop a further understanding on the views and concerns of broadcasters. Thank you to everyone who participated. We are also pleased to announce the survey competition winner. Congratulations to Jiselle Hanna who won the HI Zoom Recorder, she was one of the many who completed the survey.

Question: Do you think that ethnic programs on regional or country stations should receive more support than those on metro or suburban stations?



Key Findings of the NEMBC 2012 Survey	Yes	No
New and emerging communities should receive further support	79%	21%
Ethnic programs on regional or country stations should receive more support	65%	35%
Second generation youth should have a lower language content requirement	52%	48%
Broadcasters want more music and less spoken content on their programs	47%	53%
The NEMBC could play a role in providing better access to news	74%	26%
Broadcasters are able to gather enough information and news for their program	93%	7%

Yellow indicates a higher score

2012 NEMBC Annual Conference Adelaide, South Australia, 23-25 November



Diversity = Reality

STOP RACISM

The theme of the 2012 conference: Diversity=Reality: Stop Racism, coincided with the Australian Human Rights Commissions' 'Racism – It Stops with Me' campaign. The issues surrounding racism, ethnic and multicultural broadcaster's experience of it and how community broadcasting can address it were focus points for the plenaries, workshops and discussions at the conference.

At the opening of the plenary sessions and workshops on Saturday morning, delegates were welcomed to Adelaide by 5EBI President Cristina Descalzi, NEMBC President Tangikina Steen and welcomed to Kurna country by elder, Uncle Lewis Yerloburka O'Brien.

Senator the Hon Kate Lundy, Minister for Multicultural Affairs addressed the conference and commended our broadcasters on their contribution to social cohesion and community in Australia. This is Senator Lundy's second year in attendance at the conference and we welcomed her attendance and the opportunities for dialogue regarding the funding and support of the current Labor Government.



L-R: Senator the Hon Kate Lundy, Minister for Multicultural Affairs; Dr Helen Szoke, Australian Race Discrimination Commissioner (now former); Judge Rauf Soulio, Chair of the Australian Multicultural Council and Kurna elder, Uncle Lewis Yerloburka O'Brien.

Dr Helen Szoke, Australian Race Discrimination Commissioner (now former) delivered a strong key note speech about the realities of racism in Australia and the importance of addressing racism and naming and shaming it.

South Australian, Judge Rauf Soulio, Chair of the Australian Multicultural Council also addressed the theme, highlighting the strength of Australia's diversity and stressing the important role ethnic and multicultural community broadcasting plays in rural areas.

The QandA Panel

The QandA created a lively and inclusive debate with interesting panellists, including Human Rights Commissioner, Dr Helen Szoke; President of the Community Broadcasting Association of Australia, Adrian Basso; Director of the Women's Legal Service (SA), Zita Ngor; Secretary of the Australian Community Television Association, Brian Dutton; Andrea Fraser from the Nunga Wangga show on Radio Adelaide, and NEMBC Youth Committee Member and 3ZZZ presenter, Edgar Tan. The Host and facilitator was Heinrich Stefanik of ICMS Canberra.



The NEMBCs' QandA Panel for the 2012 National Conference

This is the second year that the NEMBC has run a QandA Panel and this is the first year that it featured live video questions.

Workshops

The Workshops were relevant to the theme of 'Diversity=Reality: Stop Racism' and also to the upcoming Federal Election in 2013 and the ongoing discussion of the NEMBCs' governance and constitution. Significant outcomes came from the workshops with several recommendations going to the NEMBC AGM on the 25 November 2012.

The workshops held were:

Young People Challenging Racism

The NEMBC Youth Committee facilitated an 'Insight' style workshop, hosted by Youth Committee Convenor Ekaterina Loy, Edgar Mirantz Tan and Kenneth Kadirgamar. The emotionally charged discussion highlighted the racial issues and stereotypes that young multicultural broadcasters face and investigated the strategies that young people use to address discrimination and racial prejudice. Also, the workshop explored what role multicultural youth broadcasters can play in facilitating and promoting diversity through community radio.

**The conference report continues on page 18,
after the photos...**

Highlights from the 2012 NEMBC Conference



1. Karna elder, Uncle Lewis Yerloburka O'Brian.



2. 5EBI Chairman and NEMBC Secretary Cristina Descalzi



3. NEMBC President Tangi Steen and 5EBI Manager Kym Green



4. The Hon Senator Kate Lundy, Minister for Multicultural Affairs



9. Opening night reception at 5EBI Radio



10. CBAA President, Adrian Basso; Andrea Fraser of Nunga Wangga, Radio Adelaide; NEMBC Youth Rep Edgar Tan; Facilitator Heinrich Stefanik of ICMS; Dr Helen Szoke; Secretary of ACTA, Brian Dutton; and Director of the Women's Legal Service (SA), Zita Ngor .



14. The 5EBI Volunteers were easy to spot in their bright yellow shirts



15. WOW FM's Mona Wahba, William Gayed, Daisy Tharin and Majid Piracha with NEMBC EO Russell Anderson



16. NEMBC Youth Committee Member, Edgar Mirantz and Erin McCuskey of Yum Studios



21. NEMBC delegates dancing the syrtaki dance to the 'Zorba the Greek' theme.



22. Anthea Sidiropoulous and the NEMBC Womens Committee put on a great performance of a song called 'I am Woman', written by Anthea.



23. Conference delegates remember how to dance the Macarena.

Diversity = Reality: Stop Racism



5. Former Human Rights Commissioner Dr Helen Szoke



6. Chair of the Australian Multicultural Council Judge Rauf Soulio



7. Tangi Steen and Russell Anderson NEMBC Executive Officer



8. The Hon Kate Lundy and President Tangi Steen



11. Guests at the Gala Dinner



12. The 2012 Conference eChamps reporting on the conference.



13. Anthea Sidiropoulos and Project Officer Hsin-Yi Lo



17. David Sabine, MC for the gala dinner with Matoc Achol from 3ZZZ's Sudanese program and Ekaterina Loy, NEMBC Youth Convenor



18. Ade Suharto from 5EBI performs an Indonesian dance.



19. A quick break from dancing at the Gala Dinner with 'One Man Band' Herbert Stauber playing in the background.



24. NEMBC President Tangi Steen and EGAC Committee member Heinrich Stefanik.



25. NEMBC Youth Committee Rep Kevin Kardigimar presenting an award at the Gala Dinner



26. Eduardo and Anthea swap stories and t-shirts

Photos: 1-6, 8-11, 14, 18 and 21 are Copyright Henk de Weerd 2012 and may be used only for the Ethnic Broadcaster or printed with permission of the author. Photos 23, 24 and 26 by Marianne Pieterse. All other photos by the NEMBC.

2012 NEMBC Annual Conference

Adelaide, South Australia, 23-25 November

The conference workshops continued from page 15...

Furthermore, Ekaterina Loy invited Ian Law from the Office of the Commissioner for Equal Opportunity (SA) as a guest speaker and Helen Toohey from VEOHRC spoke about the Anti-Hate Spray campaign.

Skills and Strategies for Successful Lobbying

Professional lobbyist, Sela Taufu from the Network of Immigrant and Refugee Women of Australia, Zita Ngor from the Director of the Women's Legal Service (SA), and Russell Anderson, Executive and Policy Officer of the NEMBC ran a workshop on lobbying strategies and activities. The workshop provided insight into how lobbying takes place for the annual federal budget and how to lobby for the federal elections. Participants learnt about the importance of long term lobby strategies and progress was made towards a network of NEMBC lobbying advocates.

Governance Explained

A record number of people attended the Governance workshop where Joe De Luca, Convenor of the Governance Sub- Committee, explained how Constitution changes will help the NEMBC fit the requirement for Register of Cultural Organisations, which will in turn hopefully lead to the NEMBC receiving Deductible Gift Recipient status. This process has taken 3 years and had a successful outcome with recommendations from this meeting being successfully passed at the AGM on Sunday 25 November 2012.

Social Media: Connect-Create-Communicate

Erin McCuskey, Creative Director at Yum Studio and eChamp Leader, facilitated an interactive session about the possibilities and potential of social media for broadcasters, explaining that it is not about technology, it is about connecting people and sharing experiences and stories.

Karen Toohey, Acting Commissioner at the Victorian Equal Opportunity and Human Rights Commission, presented their online anti-hate spray that aims to combat discrimination and abuse online.

Community Broadcasting Foundation Workshop

The Community Broadcasting Foundation (CBF) and members of the Ethnic Grants Advisory Committee explained all the new funding opportunities available to broadcasters, as they said Radio is more than just talking! The workshop explored analogue and digital services, convergence and divergence, computers and websites and social media and news from the internet and how best to support the evolving ethnic community broadcasting sector.

Conference Attendance and Participation

The conference attendance was proportionate with other years with 100 in attendance. Interestingly, we had a higher attendance at the Gala Dinner this year with almost all participants attending the Gala Dinner



Russell Anderson, Senator Kate Lundy, Nim Osborne from ICMS and Steve Georganas MP.

and a number of partners and guests.

eChamps

The eChamps project was highly successful with a strong presence at the conference that contributed to a more lively and participatory conference. While we did not receive funding for the eChamps, the costs were able to be covered within the conference budget.

Women's Committee

The Women's committee launched their video about women broadcasters at the official welcome reception on Friday the 23 November at 5EBI and it was introduced by Elders Manager Miriam Silva, who is also a member of the Muslim Women's Association of SA.

The Gala Dinner

The Gala Dinner is always a highlight at the NEMBC conference and this year was no exception. Delegates were treated to a special performance of a traditional Indonesian dance by Ade Suharto from 5EBI Radio.

And the Women's Committee performed a rousing song called 'I am Woman, I am She' written by Anthea Sidiropoulos (the NEMBC women's committee Victorian Representative) encouraging all the other women members to get up and take part in the performance.

The evening culminated in the NEMBC Broadcaster's Awards, which you can read more about on page 16, and finished up with singing and dancing to one-man-band Herbert Stauber as he played hit after hit.

2012 NEMBC Broadcasters Awards

Program of the Year

Sri Lankan Sinhala Show Mountain District Radio from Victoria

The Sri Lankan Sinhala show represents the Sinhala Language speaking Sri Lankan community in Australia and engages with different sections of the



Winners of the Program of the Year: Sri Lankan Sinhala Show, Mountain District Radio

community (i.e. early and recent migrants, those who do not have strong English and different age groups) with news from Sri Lanka, community updates, Sri Lankan culture and music.

The judges found that the Sri Lankan Sinhala Show excelled in providing a variety of issues to engage its audience; ranging from entertainment, locally produced news and interviews. Having a mixture of presenters gave the show a strong participatory flavour and provided further engagement with its audience.

Multicultural/Ethnic Women's Program of the Year

Accent of Women from 3CR Radio, Victoria

Accent of Women is a show by and about women from culturally & linguistically diverse backgrounds. Accent of Women produced a compilation of migrant and refugee women's journey to Australia with each story being unique, compelling and honest.



3CR Broadcaster Aran receiving the Multicultural/Ethnic Women's Program of the Year on behalf of Accent of Women from NEMBC Women's Committee Convenor, Irene Tavutavu

Accent of Women demonstrated a very high skill level in editing, production and producing excellent interview packages that were professional, honest and incredibly engaging not only to the multicultural community, but to the wider community to learn more about the lives of migrant women.

Women's Broadcaster of the Year

Azniv Ingilizian from Northside Radio 99.3 FM

This award goes to the broadcaster who presented the best audio feature. The winner is Azniv Ingilizian from the Armenian program, The Voice of Sardarabad from Northside Radio 99.3 FM in New South Wales, for her extraordinary on-air presence and production quality.

Azniv was able to engage with the community about the active role and the selfless contributions that Armenian women, from the Armenian Relief Society, give to the wider community and those in need; such as humanitarian aid, including aid to overseas, and community fundraising activities.



Women Broadcaster of the Year, Azniv Ingilizian of Northside Radio 99.3FM

Multicultural/Ethnic Youth Program of the Year

Yuba Sansar Bhutanese Youth World from Radio Adelaide

Presented in Nepali, Yuba Sansar is dedicated to engaging with the Bhutanese youth community on everyday issues, local and overseas news, promoting Bhutanese culture and encourages young people to follow their aspirations. In this program, the animated presenters of Yuba Sansar provides diverse content such as Nepali music, Bhutanese youth news, how young people can protect themselves from unwanted emails and phone calls and an inspirational story to inspire young people to achieve their dreams.

continued on the next page...



Winners of Youth Program of the Year Yuba Sansar. Presenters Devi Pokhrel (left) and Indra Adhikari

Yuba Sansar Bhutanese Youth World delivers a very polished program with a clear focus and appeal to the Bhutanese youth community, and shows creativity in presenting their topics combined with their natural and comfortable rapport and confident broadcasting skills.

Youth Broadcaster of the Year Award

Ramnik Singh Walia from City Park Radio, Tasmania and Peter Ajak from the Sudanese Program from Radio 3ZZZ, Victoria

Ramnik delivered a well-researched documentary about how technology has helped improved the services of the taxi industry in Launceston, making it easier for the community to access them. He demonstrated a strong and engaging on air presence, exceptional technical ability and had chosen a topic that addresses the key community as well as listeners more broadly.



Youth Broadcaster of the Year, Ramnik Singh Walia of City Park Radio



Youth Broadcaster of the Year, Peter Ajak from the Sudanese program on 3ZZZ in Melbourne, with the NEMBC's Executive committee member, and 3ZZZ President George Salloum

and for showing very high field recording and an engaging presence on air.

Peter provided an informative report in Dinka and English about how the Traditional Dinka Dance program, organised by the Teachers Association, utilises dance as a way to educate young people about their culture and learning the Dinka way of life.

Peter presented a culturally and significant segment to his community in the context of engagement of youth from his community,

CBAA Awards

The Next Generation Media Project won the CBAA's **Excellence in Ethnic & Multicultural Broadcasting Award**

This award goes to a station which actively sought and involved ethnic, multicultural or new and emerging communities at their station.



Georgia Moodie, Areej Nur, Jonathan Brown from SYN with Tangi and Russell

Australian Migration and Settlement Awards

In March the NEMBC's Werner Albrecht attended the inaugural Australian Migration and Settlement Awards held in Canberra, Parliament House.

Former Prime Minister Julia Gillard was the keynote speaker at the gala dinner, hosted by the Migration Council of Australia. The event brought together community organisations and individuals to recognise the remarkable achievements of those who work tirelessly to assist new migrants and refugees to feel settled and included.



It was an honour to see such wonderful people being recognised. Australia is a nation built on immigration and shaped by the settlement experience. With more than a quarter of the current population born overseas, the process of building a new life in a foreign country is a lived experience for many of us.

Werner Albrecht

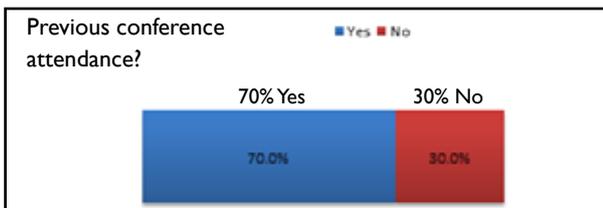
NEMBC Executive Committee - ICMS

Participants of the 2012 NEMBC National Conference were invited to provide feedback about the conference. Thirty percent of conference participants responded.

Demographics

In comparison to 2011, the 2012 feedback was spread more evenly across the states. NSW represented 26% of the feedback followed by SA, TAS and ACT representing 17% each, VIC and QLD both had a 10% share of the representation and the NT had a 3% share of representation. There was also more even representation across the age-groups in 2012 with the 15-30 representing 33% of feedback, 46-60 with 23% and 60+ with 37% (an increase from only 9% in 2011). The 31-45 age group only represented 7% of feedback, down from 36% in 2011.

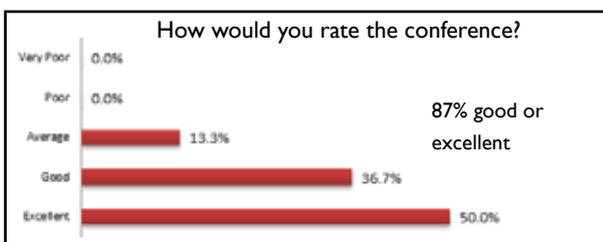
Seventy per cent of respondents had attended previous NEMBC conferences.



Participants Conference Experience

Almost all participants (93%) said they were provided with enough information about the conference before attending, whilst only 7% disagreed. Suggestions included more email contact after registration and one respondent said more accommodation options could have been communicated as well as general information about Adelaide.

The majority of respondents rated the conference as Good to Excellent with 86.7% of respondents answering positively. Thirteen per cent rated the conference as average, with nobody rating the conference as poor or very poor.



The things that people most enjoyed about the conference included:

Meeting other ethnic broadcasters, Workshops, Dinner, Entertainment, The Program, Speakers, Social-Media Workshop, Accommodation, Excellent Organisation, Governance workshop, the Welcome BBQ and the Q&A Panel.

Fifty per cent of respondents singled out the workshops as being particularly enjoyable. However the main concerns were timing and the management of questions during the Q&A.

Venue

Nearly 90% of respondents rated the venue as good to excellent, with the vast majority of respondents rating it as excellent. Only 10.3% of respondents thought the venue was average. Nobody rated the venue as poor or very poor.

Gala Dinner

Most respondents said they enjoyed the Gala Dinner but were divided when it came to the food. Some people thought the food was excellent, while others thought it was of poor quality. Things that people really enjoyed were the networking, dancing and awards and they also thought the entertainment and MC were excellent.

Future Conferences

The majority of respondents said they wanted to attend the 2013 conference, with an increase of almost 9% (from 78% in 2011). 85% of attendees in 2012 stated that they wanted to attend in the future. Fifteen per cent said maybe, with no respondents stating that they didn't want to attend.

AGM

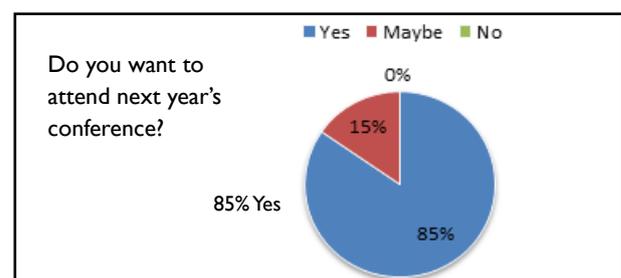
The AGM had lots of positive feedback this year with many respondents highlighting the improvement in transparency, execution and professionalism. These were areas of concern in 2011's feedback, so this year's feedback reflects an improvement.

The main issue that people raised was punctuality, some members' behaviour, and one person thought the AGM procedures could be tightened up.

General Feedback

The overall feedback was very supportive of the NEMBC Board and Staff and many people passed on their thanks and congratulations to 5EBI for a great conference. People also commented that it was a great networking and learning opportunity and said they had made new friends and contacts.

"Thank you 5EBI! They did a great job. So did the NEMBC staff - thank you to all for your effort. It is good to see that transparency comes in more and more and professionalism."



Youth Broadcasting



Tectonic Youth: The Movers and Shakers on Your Radio

Multicultural Radio broadcasting is finally back on the air in the Northern Territory. Ever since the Multilingual Broadcasting Council of the Northern Territory (MBCNT) was forced to cease broadcasting at our old radio station, the current executive committee has been working extremely hard to bring broadcasting back to the radio.



It is thanks to their hard work and determination that we have been able to secure a total of 26 hours of broadcasting at one of Darwin's newest radio stations, 91.5 Darwin FM!! This is a very exciting time for Darwin's multicultural community. The return of multilingual broadcasting to the radio waves has also heralded the return of the *Tectonic Youth* radio show. *Tectonic Youth* is a joint project of the MBCNT and Multicultural Youth NT (MyNT), a prominent youth-for-youth organisation based in Darwin. The *Tectonic Youth* project consists entirely of young people of different ethnic backgrounds who have decided to come together to present a one hour radio show.

The idea to bring together a group of young people from different ethnic and cultural backgrounds to present a radio show was born out of a situation that was less than ideal. For the last few years, the MBCNT's 30 different language groups have been patiently waiting to secure more regular timeslots for broadcasting. While we were all waiting, we were provided with only three hours a week to broadcast. Due to this predicament, the 30 different language groups had to be split up evenly so that each language could have an equal amount of time to broadcast. This meant that the Multicultural Youth programs

were given three hours on a Sunday night, every six weeks to broadcast their show. Instead of choosing to broadcast three or four individual programs during this timeslot, the youth broadcasters decided that they would band together and produce one three hour long show together. And so the *Tectonic Youth* radio show was born.

Putting together enough content for a three hour long show is no easy feat and requires quite a bit of planning. All broadcasters have to meet regularly to plan our shows together. This experience has taught us many valuable lessons about preparing a show and how we can make it work. We learnt to work together as a team to be able to ensure that the content was appropriate to our audience, and we were able to keep their attention for an extended amount of time.



Radio broadcasting has given every broadcaster involved in the program a wonderful opportunity to get together and share our differences with each other and the rest of the Darwin community. Since securing the 26 hours of broadcasting, *Tectonic Youth* has grown from strength to strength. We now broadcast at Darwin FM every Sunday from 3-4pm and we are loving it!! We also have a presence in social media with our Facebook Group '**Tectonic Youth Radio**' now having almost 200 members and we are also getting very popular on twitter **@TectonicYRS** We also stream live online at **www.darwinfm.org** which enables listeners from all over the world to listen to us.

Like us on Facebook: **www.facebook.com/TectonicYRS**
Or follow us on Twitter **@TectonicYRS**

Kenneth Kardirgimar

NEMBC Youth Rep (NT)
and MBCNT Broadcaster



Radio Active 2013

Radio Active Media Forum 2013

The Radio Active Media Forum was held on Saturday 27 April, at the Multicultural Hub. Over 30 attendants from diverse backgrounds came to share their passion and aspirations in journalism, media and giving a voice to diverse communities.

The forum was facilitated by NEMBC Youth Convenor, Ekaterina Loy. The session opened with **Wesa Chau**, the Director of Cultural Intelligence and 2010 Victorian Young Person of the Year, giving a word of welcome. Wesa highlighted the importance of diversity in media:

“Diversity in everything we do is important, especially media because it is the gateway to democracy in Australia,” she said.

She strongly encouraged CALD (culturally and linguistically diverse) youth to get involved in media as “they add a different perspective to debates. Youth (all cultures) are by and large creative; we need this creativity to solve many complex problems we now have in this world”.

Auskar Surbakti, who is an award winning multi-platform journalist hailing from the ABC, talked about his pathway into the journalism world. During university, he volunteered at Channel 10 and was always ready to undertake different tasks. Auskar began his career as a journalist when he secured a cadetship with the SBS. He has travelled to different parts of the world bringing news back to Australia. Auskar is the recipient of the Department of Foreign Affairs' Elizabeth O'Neill Journalism Award for his Rebuilding Aceh series.



ABC Journalist Auskar Surbakti.

His words of advice were “don't let your cultural background be a disadvantage” and embrace your bilingual skills. Fluent in English and Indonesian, Auskar uses his bilingual skills to report to Australian audiences on Indonesian news and current affairs. Auskar is optimistic; explaining that as the Australian media landscape is changing more journalists from diverse backgrounds are being hired.

Young budding journalists often explore ways to tell an engaging story. Radiophile **Georgia Moodie** from Radio National highly recommended producing radio documentaries as they are a unique way to engage with audiences. Georgia explained that they have



“the power to challenge assumptions and stereotypes” *because they relate to people on a very personal level.* Speaking from her experiences, she said “everyone has interesting stories if you just ask the right questions”. A keen journalist, Georgia is always armed with a pen and paper at friend's parties to take down numbers for news scoops!

Journalism is a tough industry to find employment – but networking can make a difference. **Mohammed El Leissy**, aka “Momo”, is Manager for the Community Outreach Program of the Islamic Council of Victoria and a Melbourne-based comedian. He says “I think if one wants to demonstrate they have the capability to be a good journalist they should be making contacts. Journalism is all about making contacts and making solid connections. If you can demonstrate that in your own industry it will show you are capable of being good once you have to venture out for stories”. He acknowledges networking isn't easy, but one needs to persist. He provided an animated recount of his experience on the Amazing Race; he said that while appearing on mainstream media is one way to breakdown stereotypes, “it's important to realise sometimes just being involved in whatever capacity is good to do that. You don't have to just showcase your identity to break stereotypes”.

Online technology innovation is almost boundless, but how do you make your profile outstanding? **Erin McCuskey**, Creative Director for Yum Studio, explained that social media isn't just about technology but “it's always about people”. Her philosophy is “be yourself” online because audiences appreciate genuineness. The quality of your stories reflect your passion for it, so Erin recommends that to “create real content, make stuff you are proud of. Once you have done that then share it and ask your friends to share it. If it is good and interesting enough then people will share it”.

The day ended with a Youth Broadcasters' Q&A session where everyone shared their experiences in media and journalism. We were pleased to have a pool of talented young people on the panel. **Philippe Perez** (the moderator), is a presenter for the Friday

Youth Broadcasting



Media Forum participants at the Multicultural Hub watching and learning.

Breakfast program on 3CR Community Radio. Panellists were **Areej Nur**, the Content Producer for 3CR, **Peter Ajak** the Youth Services Development Officer from the Whittlesea Council, **David Crowe** the Radio Manager of SYN Media and **Edgar Mirantz-Tan**, the Victorian Youth Representative for the NEMBC.

Panellists spoke about opportunities at community radio and its uniqueness. Areej strongly encourages CALD youth to embrace community radio because it “has a communal and comfortable feeling around it. I feel like all the programmers are caring and kind and are really interested in what each other do. And I think the communal nature of community radio might not be available in commercial”.



Panel from L-R: Philippe Perez, Areej Nur, Peter Ajak, Edgar Tan-Mirantz and David Crowe.

Dinushi Dias-Weerakoon, Executive Producer of We Love It Productions, recounted her experiences, she said it “gives volunteers a professional broadcasting environment (in my case a newsroom) to share their voices. As a volunteer I had freedom to report on a broad range of current affairs topics from child soldiers to Melbourne’s sex trafficking trade”.

Reflections from some attendees

Chanting Lee, a Media/Communications Masters student at Melbourne University, said “all the speakers were great. Mohammed El Leissy’s presentation was funny while insightful at the same time. I enjoyed Erin’s presentation since social media is the biggest game changer for media industries these days. But I also loved Georgia and Auskar’s presentations. They each gave valuable insights into their respective area of expertise and profound advice for those interested in venturing into TV or radio broadcast[ing]”.

Meld Magazine reporter **Gayertree Subramaniam**, who is a journalism enthusiast aspiring to work in the Asia-Pacific, remarked “I enjoyed the range of speakers...there was someone from every area of journalism, and were very accessible and knowledgeable, ready to dish out advice without reservations. I also got to meet many other like-minded young journos, which was very refreshing and reassuring knowing that I wasn’t the only one like me (ethnic) who wanted to break into the industry and make a difference”.



NEMBC Project Officer Hsin-Yi Lo

Freelance journalist **Chad Philipps** said “I liked how the forum covered a wide range of media industry tips and challenges that up-starting multicultural media makers will face”. Taking the opportunity to network, Chad added “because of the forum I was offered a BBC freelance job from a connection I made”.

We want to thank all guest speakers for supporting our forum, and for inspiring budding journalists. We’re very delighted to have met a great group of young people whose passion for journalism is unmatched! Don’t give up, as Auskar mentioned, there’ll always be a need for journalists. Good luck and we look forward to seeing more diversity in Australian media!

If you would like to see more photos of the forum, head to www.facebook.com/nembc

Hsin-Yi Lo
NEMBC Project Officer

International Women's Day at 4EB

International Women's Day in Brisbane was celebrated in style on 8 March with a multicultural lunch at Radio 4EB. The event was organised by 4EB Director/Secretary/Presenter Irene Tavutavu and was a big success. Twenty-five ladies from fourteen language groups attended the luncheon.

It was a day of 'getting to know one another' as most of the ladies had never met each other, but had a radio connection through programs, so many new multicultural friendships were formed on the day. Members and guests represented the Italian, Telugu, Latin American, Arabic, German, Thai, Romanian, Serbian, Maori, Lithuanian, multicultural, Greek and Fijian language groups.

The event, which involved guest speakers and some fun prize giveaways, celebrated not only 'International Women's Day' but also brought women together involved in a community organisation.

Irene Tavutavu
Radio 4EB



Women's Committee Update

The NEMBC's Women's Committee met in June and developed a lot of exciting plans and projects.

The committee will be working on designing a national survey focusing on the changing faces of women's broadcasting in community radio. The last national survey was taken in 1997, and over the past 16 years there has been a great surge of new and emerging communities and languages. Therefore, the aim of the survey is to have a greater understanding of women broadcasters, and what has changed. The Women's Committee hope to have an interviewing technique workshop at the NEMBC Conference to up-skill current broadcasters. The workshop may include preparing questions for interviewees, gathering the information you need and going through the dos and don'ts of interviewing. The workshop will be open to all broadcasters.

The NEMBC Women's Committee was established to investigate and make recommendations about women's participation and concerns in ethnic community broadcasting to the NEMBC Executive. The concept of forming this Committee was an initiative of the 1995 NEMBC Conference. Since its establishment, there has been a marked increase in women attending NEMBC conferences and also participation in broadcasting at their local stations. To find out more about their past and current projects, please visit: <http://women.nembc.org.au>.

Hsin-Yi Lo
NEMBC Project Officer



A Labour of Love for 5THE FM

Radio 5THE FM is located in Millicent, South Australia, a small regional town of 5000 people, no public transport and limited resources.

Initiative and sheer determination, partnered with stability and commitment have brought 5THE FM from the brink of potential closure to becoming a valuable and supported community asset.

All it took was a new volunteer to say "I'll go and get sponsorship to raise the funds needed to keep the station going" and others to chip in to help with the pressing bills.

5THE was able to secure a grant from Arts SA to fund new equipment and a new production studio, and the station fundraised the rest to a total of \$15,000.

This was the turning point for 5THE. The volunteer base (referred to from here on as staff) were inspired when they saw there could be change and that someone cared.

Within a year, our subscribers grew from 30 to over 100, and fundraising revenue grew from \$1200 per \$10,000 per annum. Fundraising events reflect particular programs from our schedule, the most popular being the Jukebox Live events representing 5THE's popular Saturday morning *Jukebox* program, where attendees all wear rock and roll attire to set the scene for a great night. We've held 10 successful Jukebox Live events this year.

Other successful fundraising events have included Garden Parties representing our classical program; which included live music and attracted about 300 people. We have also held two 70's and 80's events, an Irish night, four Quiz nights and a range of BBQ's and garage sales. Raffles are a constant source of fundraising, with each one having a catchy name or slogan e.g. BBQ extravaganza and Winter Warmer Raffle with wood for the main prizes and crumpets and honey for the runners up.

Thanks to fundraising efforts, we have been able to give the station quite a makeover. We tore down the garden trellis office walls and floor board reception shelf and, painted various styles of donated wood panelling, which I am sure told a story from each home DIY project they came from.

We also upgraded from one and a half old fashioned computers to four new flat screens, new desks and working printers. We then quickly moved on to renovating the staff room with new carpet to match the production studio and administration, and a custom made kitchen. This area has been invaluable for staff functions, fundraisers for cancer - biggest morning tea, pancake day, and staff members celebrations e.g., 4 presenters turning 70, and a sad farewell to our oldest presenter soon after being diagnosed with terminal cancer.

The fourth stage of the renovations has included two new bathrooms, a new CD library and two new studios, one to broadcast from and the other – a mirror image identical studio - for training and pre-recording and we have installed a new transmitter and aerial.

Six years ago the Millicent Business Community Association purchased and installed 18 speaker systems to broadcast 5THE FM exclusively, throughout the main shopping precinct. The Beachport District Development Association has now done the same thing, installing 3 speakers in the beautiful beachside town of Beachport for the enjoyment of locals and tourists and our sponsors.

5THE FM has injected approximately \$90,000 into the local economy through these renovations and Local High School Students and TAFE students have learned valuable building skills as they were engaged to help build the production Studio, Studio 1 and 2 and the Mezzanine Archive Centre.

5THE FM extends their community radio work to that of local community, state, national and global causes.

An exciting project we have been working on is a pre-recorded program of oral histories of local members of the Millicent community... our first being the last recorded message of our former Mayor before he passed away after a long battle with cancer. It was his goodbye to his former constituents and at his request, we did this just a few days before he passed away.

We have a new team of youth presenters, respect from local business owners who voice their own promos and become presenters.

5THE FM continues to produce quality community radio 7 days a week, grow our Filipino presenter base, our Christian community involvement, our local school involvement and the wider community and our commitment to community has been recognized with a 10 year lease from the DTEI, Dept. of Transport, owners of our building, and ACMA have just renewed our license to broadcast for another 5 years.

A strong board, strength in management and financial accountability has provided a stable foundation. And now, this year tops off an amazing time of growth with the winning of the:-

National CBAA Award in the category of Outstanding Small Station in Australia 2012

One part of the criteria is the sky high evidence of initiative and sheer determination and at times that's all we had! So we are very proud to have received this award.

Sheryl Lowe
Manager 5THE FM



Primer Cumpleaños de Club Latino

Club Latino goes to air each Saturday morning on 8CCC and is presented by a team of Aussies originating from Cuba, Colombia and New Zealand. They have been bringing the culture and music of Latin America to the Red Centre on Alice Springs' community radio station 8CCC 102.1FM for the last 12 months.

The team brings listeners music, stories, news and information from a different Latin American country each week, inviting in local Latin Americans to have a chat, whenever possible.

Yordanka, looking back over the year, said at the beginning it was like a woman in labour.

"We were up till the early hours of Saturday mornings with other Latin friends bouncing ideas around, listening to music and planning the show. Some of our friends didn't have driving licenses so they were trapped at our house until we'd finished planning and could take them home," she said.

"Before we first went on air, we planned then practiced the entire show at home, recording it and listening back. We were really surprised how we sounded, but it didn't stop us!

"Originally, we spoke entirely in Spanish and then after feedback from friends we started speaking more in English because most of our listeners don't understand Spanish and we wanted to share our culture. Then, the preparation was even harder for us because we had to write down everything and translate it then get the English checked AND we had to focus hard on our pronunciation when we were on air."

8CCC supported Club Latino with a small music grant, so they can buy music over the Internet from specific countries.

"We have specialist music needs so this has really helped us with our shows and we've been able to build up the Latin music collection at the station," said Yorda

Steve said he got dragged into the studio kicking and screaming, every second weekend when he was home from working at a mine site.

"Jhon usually does the panel operation and I learned a bit, but I only fill in when Jhon can't be there so each time it's like starting over again, pretty nerve-racking," he said.

Steve and Yordanka have hosted lots of different guests on the show over the year.



From L-R: Steve Horsnell, Jhon Cacedo, Yordanka Berg Blanc, Carito Monsalve Dorado (Carolina).

"A memorable one was our Venezuelan friend, Sasa, who started off speaking in English but got very excited listening to the music and wanting to tell lots of stories. She was frustrated trying to express herself and at one point she stopped part way through a sentence and said 'No more! I am going to speak in Spanish and you must translate for me!'

Another guest Betsy, dressed up as if she was going on the TV to do a lecture about Mexican Independence Day. She had lecture notes, music. She was so organised!" said Yordanka.

"Another time, Leo from Chile came in with Carlos from Columbia. They performed songs live, and very passionately talked about culture and being part of the post-punk movement in Chile.

We've learned so much about our own region over the year - researching about each country. After today's show, we are now keen to move to Costa Rica, the happiest country on earth ... not really, we're happy here in Alice Springs!"

The Club Latino team would like to connect with other Latin community radio program presenters across Australia to share ideas and maybe to look at ways to work together. So please get in touch through their Facebook page:

<https://www.facebook.com/clublatinoalice>

Joy Taylor

8CCC 102.1 FM



Access Programming @ SYN Media

Access Programming at SYN Media has grown from the seeds planted in the design and delivery of the Next Generation Media (NGM) project.

The Next Generation Media project was a collective effort between the National Ethnic and Multicultural Broadcasters' Council (NEMBC), Radio Adelaide, the Centre for Multicultural Youth (CMY) and SYN Media. The program began with 21 participants from culturally & linguistically diverse background (CALD) participating in a two week summer school of intensive radio, media theory and leadership training at the station and matured into the development of a number of hourly radio programs, presented over 12 weeks on SYN Radio.

The participants presented their views in their own voices, which are rarely heard and often misrepresented in the mainstream media.

SYN was thrilled to introduce young participants to the exciting world of media-making and the space to articulate their voices. Many of the participants have continued their involvement with the media, including the first Hazaragi youth program broadcast in Australia.

SYN Media is using the NGM project framework to facilitate access to the media for young people from diverse backgrounds and several new programs have been created as part of their Access Programming.

InterAction multi-faith organisation and SYN have worked together to introduce the *Unscriptured*

program, a collective of young people broadcasting a weekly program of diverse faith and politics. *Unscriptured* was nominated for a number of awards in this year's SYN Awards, recognising the new program's contribution to talks programming.

Funding from the State Government, through HEY! Grants, has assisted the introduction of another project known as *Queer Youth on Air*. The 10 week program, produced and presented by young gay, lesbian, bisexual and transgender people, is a great success and will become a stand-alone flagship program at SYN on completion.

The most recent addition to Access Programming is *Change Reaction* – a show produced and presented by young people interested in International Aid and Development. With the support of Oxfam Australia, *Change Reaction* has introduced young people to media making and to a range of platforms and skills that will assist them to raise awareness and create change in the community.

Later in the year we are looking forward to working with Youth Disability Advocacy Services to guide another group of young people into the media.

SYN continues to work with community groups such as the Northern Support Services and YouthWorx, facilitating opportunities for young people from diverse backgrounds and with different abilities, to discover the joy of creating media; build self-esteem and learn important life skills. The SYN community is richer for the growth of Access Programming, as participants contribute to the diverse and inclusive culture at the station.

Danae Gibson

Access Programming Coordinator
Student Youth Network Inc





Mao's Last Dancer visits Radio 4EB

Radio 4EB Focus Program Presenter Bep Torkington was delighted to have Queensland Ballet's new Artistic Director Li Cunxin (pronounced Chwun-sin) in the studio on Jan 17 to talk about his life as an internationally acclaimed ballet dancer and the exciting new Ballet season ahead for Queensland in 2013.

During the interview Li talked about his poverty stricken early childhood before being selected by one of Madame Mao's cultural advisors to join the prestigious Beijing Dance Academy. He later joined the Houston Ballet Company where he eventually became their principal dancer. From there he toured the world joining The Australian Ballet as a Principal Artist before retiring from dancing in 1999.

The internationally acclaimed Ballet Dancer is also the author of the best-selling, award winning autobiography *Mao's Last Dancer* which was later turned into a screenplay and movie of the same name. When asked if the screenplay was close to the real story, he said he had a great deal of input into the screenplay and that it was a true representation of his life.

"2013 will be a very exciting year for the Queensland Ballet Company as I will be taking it in a new direction with a vision of transforming it into one of the most dynamic and vibrant companies in the world," Mr Cunxin said.

"It's also a great opportunity to highlight Queensland's thriving performing arts community so Brisbane audiences can expect the Ballet program this year to be of a very high standard."



4EB Presenter Bep Torkington and Queensland Ballet's Artistic Director Li Cunxin.

Jeffrey Milne
Radio 4EB

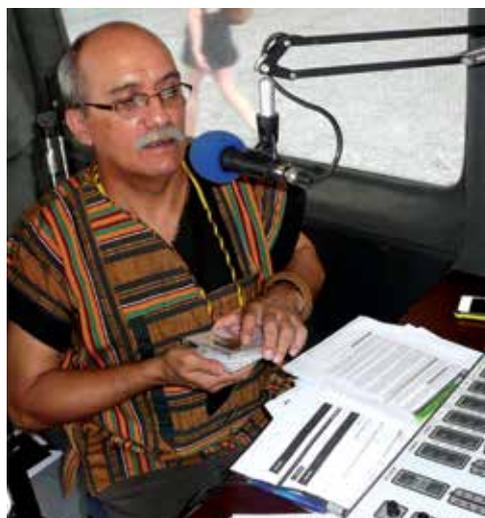
'Commit to Community Radio' Day of Action Wednesday 13 March

Radio 4EB joined six other community radio stations in Brisbane's King George Square on Wednesday 13 March to help raise further public support for the 'Commit to Community Radio' Digital Radio future campaign.

The event was broadcast live on participating community stations from 12-4pm and was hailed as a big success for community radio getting together for the 'National Day of Action'. As part of the live broadcast Radio 4EB organised the visiting Soweto Gospel Choir to perform on the day.

Brisbane community radio stations like most other city community radio stations with a digital radio service face an uncertain future if the funding shortfall is not reversed in the upcoming budget.

Jeffrey Milne
Radio 4EB



The Soweto Gospel Choir performing at the 'National Day of Action' and 4EB Presenter Rick Heritage presenting at an outside broadcast.



3ZZZ German Group Market Stall

3ZZZ's German Group were part of Tabulam & Templer's Bazaar and Flohmarkt on Saturday 23 March. Tabulam & Templer is an aged care housing service that provides specialist German language services to residents. German cakes and other food were for sale on the day as well as books and goods.

The German Group had a stand right at the main entrance with souvenirs to give to the many guests as well as delicious cakes baked by Ute, the newest member of the German group. Joachim was there with classical music from German and Austrian operettas, Hans Peter played southern German and Bavarian songs and Carsten played the music of northern Germany.

Visitors sat at nearby tables to listen and enjoy the range of music played on our program, humming the more popular tunes while having coffee, cake and brezels.



3ZZZ's German Group at the Tabulam and Templer Bazaar and Flohmarkt.

At the end of the day, seven new members signed up for the German group of 3ZZZ Radio.

Carsten Johow
3ZZZ German Group

German Group Broadcaster retires after 33 years on-air.

After 33 years on-air and broadcasting over 1200 programs for the German Language group on Radio 4EB, popular broadcaster and long standing member Rose Scheimann has announced her retirement from radio but will remain a valued member of her country of origin group.

As a broadcaster Rose has seen it all; from technology and studio design upgrades to broadcasting on AM progressing to FM and of course there were many address changes too for 4EB before the station found a permanent home on Main Street under the Story Bridge at Kangaroo Point in Brisbane.

Her on-air story began shortly after becoming a member and assisting with the German Stall at a Multicultural Festival being held on the grounds of Musgrave Park in South Brisbane in December, 1979. It was a case of being at the right place at the right time as the community festival was also celebrating the founding of Radio 4EB, and so a chance meeting became the beginning of a long relationship for Rose with the German language group, its members and Radio 4EB. Keen to become further involved as a volunteer it was a meeting with the current German Convenor, Wolfgang Kreuzer, who convinced Rose she should become a regular broadcaster for the German group.

As a volunteer broadcaster and life member, Rose presented a Friday morning magazine style radio program consisting of music (classical at times) with news from abroad, interviews with visiting dignitaries, diplomats, business people and her love of the arts. Rose would attend many performances, special programs and workshops in Brisbane, research and continually chase up specific interview subjects for her popular program herself.

Rose described the early days of Radio 4EB as 'radio in the raw,' when a broadcaster waited patiently and sometimes anxiously for the previous announcer to finish their program. In a rush you had to jump in to begin your announcement at the allocated time. She says it was also a time when broadcasters had to pester friends and relatives back home in Germany for news to be re-broadcasted to a Brisbane audience.



Rose Scheimann

"That doesn't quite happen anymore as today information is a lot easier to obtain," she said.

While there are many listeners who have remained faithful members since the beginning, it is rare to find a volunteer broadcaster with such dedication and care towards a community as Rose did during her 33 years on air at Radio 4EB.

Well done, Rose Scheimann, you have made a fine contribution to community radio, the German group and Radio 4EB. The German community will most certainly miss your voice on Fridays. We wish you all the best as you enjoy your well deserved retirement.

Jeffrey Milne
Radio 4EB



Ethnic Grant News

Grant Notifications

Grant notifications have been posted to all stations who applied for a Round 2 2012/13 Ethnic Program Grant, for programs broadcast January to June 2013. Check with your station to confirm how the funds are to be expended.

Ethnic Program Grant Timing

A significant change has now been made to the timing of program grants, to allow allocation and payment of grants early in the funding period. This means that stations will now apply in July for programs to be broadcast July to December, and in January for programs in January to June. A "Summary of programs applied for" was emailed to stations who applied in Round 2 2012/13. This was for attaching to the Round 1 2013/14 application, which were to be submitted by 8 July 2013. As broadcasters you should ensure your program is within the eligibility criteria for grants, and let your station manager or ethnic broadcasters' representative know if your program has changed its content, target audience or program producer/convenor since the last round of grant application.

Ethnic Program Grant Guidelines

The CBF's Ethnic Grants Advisory Committee (EGAC) is studying the results of the survey of ethnic community broadcasters conducted late last year by the NEMBC to assess the sector's funding priorities. EGAC will be seeking feedback from the NEMBC on some proposed amendments to grant guidelines to reflect broadcasters' acknowledgement of the need for additional support to new program groups, new and emerging communities, and programs broadcast on regional stations. Any changes would most likely be implemented in Round 2 2013/14 (programs broadcast January to June 2014). As always the CBF welcomes input from you on how grants can best support ethnic broadcasters to serve their communities.

Other CBF news

CBF Strategic Plan 2013-2017

The CBF has a new Strategic Plan. To develop the Plan, the Foundation sought input from a wide range of stakeholders, inviting forty people to a special Future Directions meeting in Melbourne. The Plan reflects the evolving nature of the sector and will help the Foundation to continue to be responsive to the sector's needs and to strive for the CBF's vision: **Community broadcasting is a thriving independent media sector for all Australian communities.** The Community Broadcasting Foundation's key current objectives and strategies are to:

- Increase community broadcasting sector funding levels and diversify funding sources
- Foster and support leadership, cooperation and collaboration within, and development of, the sector

- Support further development of community broadcasting across multiple platforms
- Improve our efficiency and effectiveness
- Identify and respond to sector needs

You can download the CBF Strategic Plan 2013-2017 from the CBF website.

Other Grant Opportunities

The CBF's General Grants Advisory Committee (GGAC) has spent a lot of time reading through grant applications, talking to stations and reviewing the best ways to support new content initiatives. As a result, we have expanded the Content Development grants program to include 5 different categories. The next round of Content Development grants closes on 2 September 2013 (this is earlier than previously advised, take note!).

The Content Development - Program Grants will continue. This category is for content that has never been broadcast before. GGAC would especially love to see some non-radio creative components to complement your program. We have also added a category for National Program grants to support regular programs for national distribution. Content Development - Salary grants are still available - you can apply for up to \$30,000 to support new or existing positions in roles such as Talks Coordinator, Program Manager, Community Access Coordinator, Digital Content Coordinator and other positions dedicated to overseeing content.

We have produced a booklet to assist with Content Development grant ideas and further information about each of these five categories is available from our website. Contact Grants Administrator Claire Stuchbery on 03 8341 5977 to talk through your ideas as you apply.

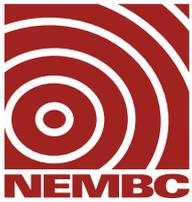
Monthly CBF News And Updates

It is important that you check the CBF website prior to each grant round for updated guidelines.

To hear about any changes as soon as they happen, subscribe to the CBF's email newsletter CBF Update. Go to www.cbf.com.au to subscribe.

Current CBF Grant Opportunities

Grant Category	Due Date
Content Development – Out of the Box Expressions of Interest	Monday 15 July 2013
CBOnline – Online and Resource Development grants	Applications welcome anytime
Content Development grants	2 September 2013
Training grants	30 September 2013
Transmission Equipment grants	30 September 2013



The National Ethnic and Multicultural Broadcasters' Council

Membership

Application/Renewal 2013-2014

Please complete the form below and post to: **NEMBC, PO Box 1144, Collingwood VIC 3066.**

Alternatively you submit this form by fax to (03) 9486 9547 or by email to admin@nembc.org.au

NEMBC membership is \$25 per member program per year (including GST).

Please note that all memberships are based on the financial year and expire on June 30th each year. Payment: Please attach your cheque or money order for \$25 payable to 'NEMBC'. Electronic payment (EFT) can also be made to: BSB: 633108 / Account #: 120737887 Please quote your name as reference and confirm your payment by email. If you have any questions about membership please don't hesitate to contact the NEMBC's Membership Organiser on **tel: (03) 9486 9549** or **email: admin@nembc.org.au**

I wish to make this membership application to the Secretary of the National Ethnic and Multicultural Broadcasters' Council and support the aims and objectives of the NEMBC.

(PLEASE PRINT IN BLOCK LETTERS)

YOUR PROGRAM: Program Name:

Community Group:

(e.g. Mandarin Language, Italian Community, Multicultural Youth, etc.)

Program Language(s):

Program Type: Single Language Multicultural

Station (call sign): _____

YOUR GROUP: *(Please provide contact details of your program or group members, not the station)*

Main Representative: _____ Role:

_____ (title) _____ (first name) _____ (surname)

Signature: _____ Date: _____

Postal Address: _____

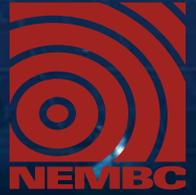
Phone: _____ Email: _____

Details of additional people broadcasting on your program: (attach another sheet if needed)

The role in this question could be Researcher (R), Production (Pro), Reporter (Rep) Journalist (J), Presenter (P) or Panel Operator (PO).

Title	First Name	Surname	Role	Email

2013 NEMBC Main National Conference
30 November - 1 December - Brisbane Queensland



Conference Registration

Name: Email address:

Home address: Postcode:

Home telephone: Mobile phone:

Station: Other organisation:

Program language: Program name:

Day/Time/Duration of your program
e.g. Mondays, weekly:

Please return this form to NEMBC Conference, PO Box 1144, COLLINGWOOD VIC 3066
Early Bird registrations must be made by **25 October 2013**

2012 REGISTRATION FEES			AMOUNT
Prices are inclusive of 10% GST			
Early Bird Registration Payments made before 25/10/2013 <input type="checkbox"/> Member: \$150	<input type="checkbox"/> Member (Concession) (pensioner, student, health care card or unemployed) \$125	<input type="checkbox"/> non-Member \$225	\$
Later Registration Payments made after 25/10/2013 <input type="checkbox"/> Member: \$180	<input type="checkbox"/> Member (Concession) \$155	<input type="checkbox"/> non-Member \$255	\$
Conference Dinner <input type="checkbox"/> Vegetarian <input type="checkbox"/> Halal <input type="checkbox"/> Kosher <input type="checkbox"/> Gluten free NB: No alcohol included in this price		\$45.00 per person	\$
Any other dietary requirements?		TOTAL (GST Inclusive)	\$

Make cheques/money orders payable to National Ethnic & Multicultural Broadcasters' Council

Direct bank deposit can be made to Bendigo Bank:
Account Name: NEMBC / BSB: 633-000 / Account No.: 120737887
(please quote your name or station call sign) - and email us.

NEMBC ABN 82 932 609 229

PLEASE NOTE: Upon full payment this registration becomes your TAX INVOICE.
Please make a copy and retain the copy for yourself for reporting purposes.

The NEMBC Annual General Meeting will be held on Sunday the 1st of December 2013
Please make sure your membership fees are paid so that you can vote on issues at the AGM.

For further information contact the NEMBC: Postal address: PO Box 1144, Collingwood VIC 3066
Phone: (03) 9486 9549 Fax: (03) 9486 9547 Email: admin@nembc.org.au Website: www.nembc.org.au



**Radio Active
VIC Media Forum 2013**

