



Ethnic Community Broadcasting in A Changing World

Demographics

Water

Local

Identity

Technology

Culture Digital
Language

Gender

Climate

Generations

Borders Sustainable

Global Environment Youth

Diversity

Economy

Communication

Urbanisation

Community

The Ethnic Broadcaster

Spring 2009 Edition - Journal of the National Ethnic & Multicultural Broadcasters' Council





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Luigi Romanelli
Osai Faiva
Adam Lo

The Ethnic Broadcaster

Editor: Russell Anderson
Coordinator: Asahel Bush
Design and layout: Russell Anderson and Asahel Bush
Proofreading: Romina Calabro

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NEMBC Contact Details

PO Box 1144
Collingwood VIC 3066
Phone: 03 9486 9549
Fax: 03 9486 9547
Email: admin@nembc.org.au
Website: www.nembc.org.au

We welcome contributions to The Ethnic Broadcaster, especially from NEMBC Members.
Submit contributions to: admin@nembc.org.au

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

Contents

- President's Pen** 1
- A Changing World** 2-3
- Digital Radio** 4-5
- Image of Africa** 6
- New NEMBC Website**..... 7
- NEMBC Speaking to Government** 8
- Around the Stations**..... 9-12
- Accommodating Everyone** 12
- Radioactive Youth** 13
- CBF News** 14
- NEMBC 2009 Conference** 15-17
- NEMBC 2009 AGM**..... 18
- NEMBC 2009 Conference Registration Form**..... 19
- NEMBC Membership**..... 20

The NEMBC would like to thank its 2009 conference sponsors:



Conference host station:





President's Pen

Dear Members,

How quickly the year has gone around.

In a few weeks (November 28 – 29), the NEMBC Conference and AGM will be held in Melbourne, to review our work and plan for the future.

Delegates will also elect members for our Executive and other committees and decide on a series of constitutional amendments – a very important and busy time indeed.

The place of ethnic community broadcasting – the core of our business – in the changing socio-economic, demographic and technological environment of Australian communication is the theme of this conference.

Addressing these questions and finding answers that are relevant and applicable to the people and the communities we are part of and strive to serve, requires us to review and plan realistically, be creative in our thinking and, of course, to further develop policies and campaigns for implementation.

Ever since ethnic broadcasting began some forty years ago, we have had to face these challenges and, I must say, we have faced them with considerable success. We are, in fact, well prepared as long as we continue to utilise our accumulated experiences, knowledge and will to move ahead.

There may be no doubt that economic conditions will tend to adversely affect the great majority of our people – working people, pensioners, youth, women – our natural constituency; therefore the efforts for national socio-economic policies that focus and care for their needs (including the very vital community service that is community broadcasting) should be strongly supported by us.

This is the essence of our current lobbying campaign for an increase in funding for the volunteer sector which produces so much, for so many, at a fraction of what it takes to run the SBS for example.

Demographically, Australia in 2009 is more multicultural and multilingual than ever before and the trend is for this to continue, notwithstanding the periodic restraints.

Migrants, refugees and temporary visa workers are now settled in every part of Australia trying to form communities to survive and prosper. Ethnic community radio is the most important ally in this, as it is to older and established communities in their need to communicate and maintain culture and language.

Technologically there are many horizons we should explore for expansion and innovation. We should not however become obsessed with the “paradise” promised by digital media and take our attention away from our current means of transmission which still serve us well and at a much lower cost for the vast majority of stations, broadcasters and indeed communities. We all want (or proclaim to want) our stations to continue as hubs of human community activity. We in community broadcasting have the responsibility not to assist the powers and forces that be and not let technology take broadcasters out of their stations.

I am sure there will be plenty of thought and approaches on these and other issues at the conference and beyond.

The NEMBC will be represented and have something to say and show at the Indigenous Broadcasters Conference in Adelaide, the CBAA Conference in Brisbane and the bi-annual FECCA Conference in Shepparton, Victoria.

Many thanks to all executive, committee and staff members who have been working very hard in organising our conference and AGM. We welcome two new staff members, Administration Officer Asahel Bush and Membership Organiser Siân Darling.

We look forward to seeing as many of our ethnic community broadcasting family as possible at the conference.

George Zangalis
NEMBC President

The NEMBC welcomes its new Administration Officer and Membership Organiser

Asahel Bush, NEMBC Administration Officer

Asahel spent several years working as a clerk and paralegal in family law practice before making a shift into the community sector. He most recently worked as a volunteer project officer with Sustainable Cambodia, a small community development organisation in Cambodia. Asahel studied law, economics and politics in his home town of Sydney and is currently completing postgraduate study in international community development at the University of Melbourne. He is a strong supporter of community-based organisations and looks forward to bringing his administrative and project experience to the NEMBC. Having lived, worked and travelled in foreign countries, Asahel understands the importance of cultural identity, diversity and sharing and feels very lucky to have had amazing cross-cultural experiences.

Siân Darling, NEMBC Membership Organiser

Siân has an academic background in Anthropology, English (writing) and is currently completing a Master of Communication. The main focus in her study is migrant, refugee, and Indigenous communities, and how they may find empowerment through creative expression and independent media. Her professional experience has been in film production, book writing, and also in management with the Human Rights Arts & Film Festival (www.hraff.org.au). Siân has a strong commitment to multicultural society in Australia and values community and cultural identity. With a strong belief in community empowerment through independent voice, such as ethnic broadcasting, Siân is passionate and proud to be involved in the operation of the NEMBC.



Ethnic Community Broadcasting in A Changing World



Culture Identity

Governments concerned to abuse human rights know they have to control communication.

They censor media that report abuse, block media entry to zones of abuse, or assassinate media workers who expose abuse, to end their activities and encourage the others. There are many ways these processes can occur. Australians know how difficult it is to discover the truth about situations that powerful groups, including the mainstream media, want to keep under cover. On the other hand, oppressed and marginalised groups know the power that effective communication can give them to right wrongs and seek redress for past harm. Over thirty years ago Melbourne ethnic community activists and unions were exploring this right to communicate - indeed those meetings were part of the process that created the NEMBC.

Today what we sometime think of as multicultural Australia continues to face similar situations. We only have to reflect on the effect of organising by Indian international students frustrated by government inaction on issues concerned with their safety, and the rip-offs by "education and training"

scams masquerading as registered colleges. Daily, Australia becomes a more complex and multi-layered society, with cultural diversity one of the great unspoken fault lines. Government claims that Australia is not racist is belied by research evidence that shows the opposite. For nearly fifteen years Australian governments have been in a state of denial about racism, with consequential deepening of the worst outcomes of untreated racism. The Indigenous situation provides perhaps the clearest examples, where the emphasis has shifted even more to "blaming the victim", evidencing a bizarre mixture of humane concern, punitive enforcement and self-congratulatory pig-headedness. We have seen mounting attacks on people of colour, often international students or refugees, where public spokespeople have been quick to stir up tensions, but slow to address them. Governments react, and too often avoid dealing with the cultural challenges that communication requires.

Andrew Jakubowicz: Recognising our Voices: Communication Rights, Cultural Diversity and New Media



Digital Language

"Sound waves, creatively used, could offer a 'universal cosmic human art' a world without time, space, yesterday and tomorrow. Futurist radio art would utilize the characteristics of the medium. Interference, static and the 'geometry of silence' could play a part in the general Futurist overturning of conventional values."

Commentary on the Futurist manifesto published in October 1933

The Reality: The Information Age is with us and the internet has developed a bottom-up democratic approach, creating citizen journalism and social networking and allowing activists to effectively rally against corporations. Digital is being rolled out in TV, radio and an ever-widening broadband network.

Digital communities develop and grow. In a recent survey in the US, "43 percent of Internet users who are members of online communities say they feel as strongly about their virtual community as they do about their real-world communities" (www.onenw.org/toolkit/annenbergs-study). Is this a scary reality or something to welcome?

The Challenges: The 'democratic' internet is struggling against pro-business policies gaining a greater control. "Instead of a 'global information commons' we're facing an electronic media system designed principally to sell rather than serve the public" (Bill Moyers at Digital Destiny 2007 Media Reform Conference).

So too with the introduction of digital radio there will be challenges of participation and control. The European Science Foundation believes that digital is a top-down approach and digital "broadcasting appears to be industry driven rather than stem from the careful analysis of public interest objectives" and, while there are good opportunities, "it is necessary to support citizens' access to communication infrastructure and appropriate policy" (www.esf.org/home.html).

While FM radio remains a cost effective platform for local community stations, analogue is at risk of becoming a backwater with the introduction of digital. Other challenges include access to enough spectrum, the cost of content production and the cost for volunteers to understand, be trained and produce the extra content for digital.

Gender

Dramatic global changes in migration, conflict, economic stability and climate change will disproportionately affect women. Women often have unequal access to information and resources and are under-represented in decision-making, making them even more vulnerable to changes.



Ethnic Community Broadcasting in A Changing World

Economy

“The global economic crisis is a wakeup call to the world: we need to rethink and rebuild many of the organizations and institutions that have served us well for decades, but now have come to the end of their life cycle. The financial services industry, for example, does not just need fresh infusion of capital or some new regulations; it needs a whole new operating model — one based on transparency, sharing of intellectual property and global governance.

As the crisis has spread to other sectors in the economy and even other sectors of society, it is exposing structural weaknesses and modes of operation that no longer nurture social and economic growth. The recent collapse of many newspapers is just one storm-warning of more to come: conventional wisdom isn't going to cut it for success in this century. We need to reinvent our institutions...”

Don Tapscott is an internationally renowned authority, writer, consultant and speaker regarding the strategic impact of information technology on innovation, marketing and talent. <http://www.mediafuturist.com/predictions>

Demographics

“Women fare differently in recessions from men. Their experience is not necessarily more adverse but the concern is that policies designed to address the hardship of people in the recession need also to take account of women's unique circumstances.”

David Richardson, Australia Institute, August 2009

The migration world of the future is impossible to predict with any precision. But there will surely be unpleasant surprises. Humanitarian catastrophes await. More people will be on the move, displaced and presenting themselves at borders seeking new homes for a complex blend of reasons. Imagine the authorities of a relatively prosperous country watching the arrival of an unmanageable mass of asylum seekers and migrants, unable to invoke a transnational policy response.

Notions of decency and tolerance can quickly erode in the face of a community's fears and insecurity. Indeed, such pressures can ultimately cause severe damage to a system of world order. At root, this is why new forms of international cooperation are needed to address international migration while respecting the human rights of non-citizens.

But far from providing comfort, the fragmented and uncoordinated policy environment relating to international population movements feeds frictions and fears. The myriad of competing interests make a greater degree of international cooperation desirable.

The world urgently needs effective, generous and humane ways of managing the vast movements of people across borders that is a defining feature of globalisation. A World Migration Organisation would be a crucial step in the process.

December 2002 issue of the Bulletin of the Atomic Scientists http://www.opendemocracy.net/people-migration/europe/article_1192.js

According to the United Nations, there are more than 180 million international migrants around the world – this is more than the entire population of Brazil.

Environment

The Dilemma: Development has moved fast since the Industrial Age and with the Information Age it's faster and faster. 'Do we get a telephone?' would have been a question in the 30s. 'Do we get a TV?' a question in the 60s. 'Do we buy a digital radio?' is a question for the 21st century. The UK, for example, has invested substantially in digital broadcasting and now has five million digital receivers (DABs).

The key to cultivating this fast and growing space is to make sure the inevitable digital destiny is in our own hands. We need to work together in our communities across the country so that the digital system is representative of grassroots democracy, fairness, creative opportunity and social justice. For community radio it's important to maintain its ethos of local community building, participation and diversity. For ethnic community radio it's important to maintain the diversity of language, cultural expression and identity. There are challenges and opportunities ahead.

*Russell Anderson
Executive Officer NEMBC*

Natural disasters caused by climate change put demands on community radio stations to provide local emergency and relief information.

In the recent bushfires in Victoria community radio stations played an invaluable role. Many community radio stations received phone calls telling how their station had helped save people's lives during the Black Saturday fires. A community radio station in Alexandra, 3UGFM, were able to alert residents in advance of the fire front. 3UGFM provided the first communication to the town of Marysville at 5 pm.

NEMBC Submission to the Bushfires Royal Commission

Samoa community members were frantically trying to contact relatives during the tsunami but many were frustrated to find phone lines to the stricken South Pacific islands had been cut. At Dandenong, Samoan FM radio director Gerwin Kronfeld was frustrated he could not reach relatives in Samoa. "I am very concerned ... I have been trying to call since six o'clock this morning," he said.

The Age, 1st October 2009

“It is not women against men, it is women and men, and not that the world will be a better place if women run it, but that the world will be a better place when women who bring their perspectives share in running it.” - Indira Patel 2002

Digital Radio a Go-Go

The federal government released 11 million dollars in the last budget to assist 37 community radio stations in metropolitan areas to start broadcasting in digital. Kath Letch is the Digital Radio Project Manager at CBAA whose role is to implement the plan over the next 3 years. Kath Letch gives an update and an outline of what's to come.

There's currently a lot of discussion about digital radio broadcasting, and lots of different responses to its introduction within the broadcasting industry and the broader community. It's an interesting set of responses, partially related to a new radio broadcasting platform, and partially related to the process of change and the plethora of devices and delivery systems, both desk bound and mobile, that now surround us.

This is a time of rapid technological change that impacts on our daily lives, our relationships, the way we see the world and what we know about the world, and the ways we communicate and engage with each other. It challenges some of our assumptions about our sense of community and about how we want to live.

It also challenges some of the ways community radio stations operate, our approach to production and resources and the process of making radio, and the ways we engage with our listeners and communities.

The multitude of options in how we communicate, and the transitions taking place, make it an important time for community radio stations to stay open and engaged with the process of change, especially in communications technologies and digital production.

There's a set of issues currently in play, and I thought it might be useful to list some of the common questions circulating about the introduction of digital radio for community broadcasters as we move towards the first stage of community digital services in 2010.

Will digital radio increase radio audiences or bring people back to radio?

Early anecdotal evidence is positive but it's a little early in the process to understand digital radio listening patterns. What is very clear is that radio listeners will access services across a range of technology platforms of their choosing, and it's important that community radio services are available across all broadcast platforms.

Can all community radio stations start digital services in 2010?

Federal Government policy is to introduce digital radio in stages. The first stage applies to metropolitan wide broadcasting services in the mainland capital cities of Sydney, Adelaide, Melbourne, Brisbane and Perth. This policy was first announced in 2007. Metro-wide community stations in those cities have limited and shared access to digital capacity on multiplexes in each city to commence services in 2010.

There are also industry discussions for digital trials in regional areas but there is not yet a Federal Government policy position for the introduction of digital radio in regional areas or for sub-metropolitan community stations.

How will community stations be able to afford digital radio?

The Federal Government has made funding available for transmission and content delivery infrastructure for the introduction of community digital radio in capital cities. This infrastructure is currently being put in place through the CBAA Digital Radio Project with funding support delivered through the Community Broadcasting Foundation (CBF). The costs and resources of producing digital radio content are not included in the funding support. The community broadcasting sector will continue to lobby for further funding as digital radio develops and to support the ongoing development of digital content.

Will anyone be listening to digital radio?

The sale of digital radio receivers has exceeded the initial expectations of retailers so people are listening to digital radio, but it's too early to tell what the listening patterns are for digital radio or how quickly large numbers of people will buy digital receivers.

Some of the people in capital cities who have already bought digital radios or will buy them over the next 12 months will be dedicated community radio listeners, so it's important they can access digital community services that are able to start in 2010 on their new receivers.

Why bother with digital radio when everyone can audio stream on the internet?

It's not so much a question of audio streaming versus digital radio – it's more about taking up a range of delivery options and especially shifts in digital media specific to broadcasting services. Many community stations are already streaming audio, distributing podcasts, and developing more interactive websites. Digital radio sits in the context of those developments in digital production and delivery.

Internet streaming offers an extension of the delivery of an existing radio service to a worldwide audience, whereas digital radio offers the opportunity to extend programming choices, and the opportunity in community stations for more people to engage and participate in making and producing programs. That content can also be streamed so it's a multiplying effect.

What does 'associated data' mean?

This is the extra information that can be supplied with audio for digital radio. Text information and pictures can be provided along with the audio as part of digital transmission. Track listings, information about radio programs, and information related to interviews is an example of the additional text that could be supplied. Some stations will have more text information prepared than others in the early

stage of digital services and this information can be developed over time. At the beginning for some services the text might simply be the name of the digital service (that might be the same as the analogue service, or related to that name, or something completely different) and the name and focus of the program.

What kind of services will community stations broadcast on digital radio?

Different stations will choose different starting points in 2010 and many will develop digital services further over the first year or two. For example, some stations might start with simulcasting their existing analogue services during the daytime and commencing new programs on their digital service in the evenings – or vice-versa. Some stations might have volunteers who are keen to make new programs that there isn't room for in the existing service, or podcasters that are already making programs that are not broadcast, or areas of programs that are currently in late night spots that could broadcast in the afternoon on a digital service. Some stations may want to time-shift existing programs or develop a new approach to an area of programming that there hasn't been an opportunity to experiment with in their existing format. In the first stage of community digital services there might be program makers at sub-metropolitan or regional stations that would like to repackage their programs for digital delivery.

Some stations with common programming areas across capital cities might like to exchange programs to broaden the audience for that material – local music shows or live recordings might be an example of this exchange, along with many other possible types of programs.

In the early stages it will be a challenge to extend programming given the low resources that community stations have, but over time digital radio offers the potential to extend programming and people's access to participate in making radio, as well as listeners' choices.

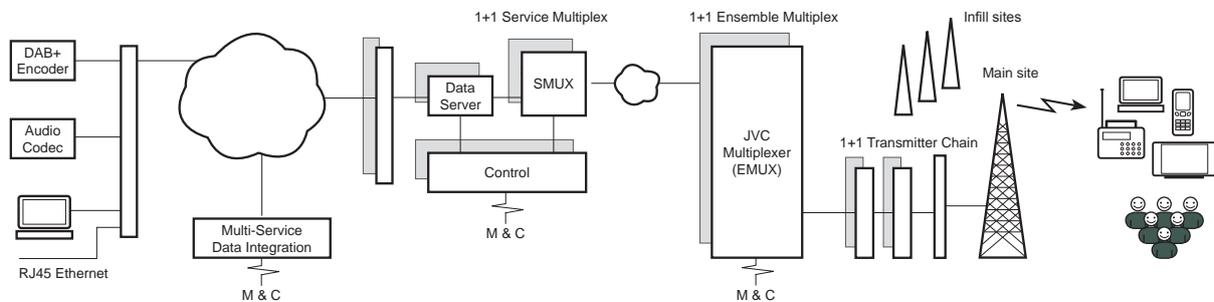
The Digital Radio Project has been established to build digital transmission and content delivery infrastructure in this first stage of digital radio in capital cities, and support the establishment of digital community radio services. The project will be working with all metro-wide community stations nationally (a total of 37) to establish services in 2010. The first 12 months will focus on this early stage of commencing digital services and over time the project will contribute to the community broadcasting sector's engagement with digital production and delivery and assist with lobbying for further and ongoing funding support.

The CBAA Digital Radio Project can be emailed at digitalradio@cbaa.org.au and more information on digital radio is available on the CBAA website www.cbaa.org.au

By Kath Letch

CBAA Digital Radio Project Manager

Kath will be speaking at the NEMBC Conference in November



Typical Station Equipment

First stage metro-wide mainland capital city stations:

Physical

Rack Mount, allow for at least 6 rack units plus extra for ventilation.
Station to provide UPS and secure environment.

DAB+ Audio interface

Locked to station clock. Digital balanced XLR AES/EBU, or Analog XLR left & right. 0VU = +4dBu = -18 dBFS.
Station to provide pre-processing to manage level & loudness, essential.

Production Audio interface

Locked to station clock. Digital balanced XLR, AES/EBU, or Analog XLR left & right. 0VU = +4dBu = -18 dBFS.
Station to provide pre-processing to manage level.

Computer/Data

RJ45 Ethernet

What is it?

Digital radio broadcasting is a new radio transmission system and very different to analogue transmission. Instead of the audio directly modulating the radio signal as it does with analogue transmission, the audio is first digitised and it's the resulting digital data that modulates the radio signal. Stations will send a digital signal to a transmission multiplex that combines audio channels and encodes them into a single data stream. Other data, such as text information, can be added to the audio stream. Community broadcasters will share digital multiplex transmission facilities with commercial broadcasters.

DIGITAL RADIO - General Overview

Details omitted for clarity. Subject to change.

The Africa you don't hear about in the media

A friend says to another friend that she wouldn't like to visit Africa because there are no beds. Children in classrooms are asked why they think Africans are now living in Australia. They answer: because they are poor and they have nothing. These very children are surprised when they are told that many African people were living comfortable lives with abundant food before having to flee their country.

But it is through the media that the West receives a distorted view of life in Africa. The media coverage is mainly of conflict, famine and war. Africans receiving good education doesn't make news. Neither does Africans as successful business people, or African countries at peace.

Image of Africa has been established to enlighten and educate Australians about real life in Africa: to portray a hopeful, beautiful and vibrant continent.

A big task: but not impossible

The idea originated from David Kuel, a Tasmanian resident originally from Southern Sudan. He became particularly concerned about the negative social impacts of stereotypical images of life in Africa.

David believes that the overuse of images reflecting the suffering of Africans resulting from war, oppression and natural disasters does not accurately reflect the entire continent. This, in turn, negatively influences the approach some Australians adopt in their interactions with African people. These instances of suffering are not reflective of the lives of all African people.

David says that understanding and sharing the broad and complex beliefs, attitudes and lifestyles of people in African countries is the key to breaking down preconceived notions perpetuated by stereotypical images on television and in newspapers and magazines.

Through various initiatives Image of Africa aims to break down the stereotypical images of Africa and turn the negative portrayal of Africa in the media around, so that alternative images of life in Africa emerge.

Ezekiel Makunike, a journalist and a teacher and a former Director of Information in the government of Zimbabwe says, "We hear about famines and coups, but not the rejuvenation of its cities and the cultural vitality of its village life...about oppression and massacres, but not education, economic self-help and political development...about poaching and habitat destruction, but not ongoing active efforts at conservation, reforestation and environmental awareness."

Chairperson of African Think Tank, Dr Berhan Ahmed, says:



"Unfortunately, due to the media focus on sensationalism, Africa is inaccurately portrayed as a monotonous continent of unrelenting grief, famine and suffering. That eclipses the soul and spirit of our beloved Africa, the vivid, rich, dynamic energy of an ancient land steeped in evolved, inclusive, deeply humanistic social traditions where every person has a place as a valued brother or sister; a human landscape where interconnectedness, music and eternal qualities such as dignity, love, humour and kindness have enabled human beings to endure unspeakable cruelty and stark material deprivation. We encourage our Australian friends to look for the beauty of the real Africa, to learn of it first hand from the Africans settling here."

Image of Africa believes it is important to encourage Africans to speak for themselves so that the public see the people of Africa as they truly are: strong, capable, and committed to building a future in the face of many hardships and challenges.

Alphonse- Toussaint Tshitenga M, presenter of Image of Africa Radio

on Edge Radio, says that radio is an ideal way for African people to express themselves and teach people about the Africa they rarely see on television because:

"Africa is not what is presented to us in the news, news which work for the benefit of their masters. Africa is the original copy we have and are. A copy that is a stamp of victory and

not defeat, a flag of celebrity, and an image of hope."

Alphonse continues to show that the only thing, which inhibits Africans, to be fully integrated into the Australian and Tasmanian Society is the ensemble of negative traits they have innocently inherited from the media. Therefore "restoring this dignity is giving back Africa to Africans." This in fact, is what Image of Africa is fighting for.

In the same line, seven African former Heads of State met in Boston in 2004 for a Presidential Round-table. They recommended that African countries and institutions develop a set of strategies to counter the negative media portrayal of Africa. Image of Africa support these recommendations: alternative mediums through which to tell Africa's story; a multimedia campaign to counter Africa's negative image in the western press, and a strategy for engaging major media outlets in order to encourage more fair and balanced coverage of the continent.

By Helen Thomas

Co-presenter, Image of Africa

Image of Africa airs Saturdays at 3pm on Edge Radio 99.3 FM Hobart



New NEMBC Website

The NEMBC is looking forward to launching its new website at the 2009 NEMBC Conference!

The NEMBC is proud to present an innovative new website which embraces digital broadcasting technology and resources for NEMBC members and the broader community. The new website has graphic animation, an easier navigation style, is much more interactive and is easier to update for the NEMBC staff. The most exciting aspect to the website is the possibility for podcasting and streaming radio programs from members of the NEMBC. We listened to your requests for an information and resource hub for ethnic community broadcasting and this is what we're going to achieve.

Graphic Animation

The new website will have graphic animation as headers on the main website and in the Youth and the Women's sections. There were special photo shoots at 3ZZZ and 4EB, with photos from other radio stations to be added in the future.

The Home Page

The home page will be a much more interactive experience. Four main pictures will showcase the different activities of the NEMBC, including events, lobby work, youth and women's projects, workshops, training and submissions to government. These pictures are interactive and clicking on them will provide more information about the activity.

Podcasting and Streaming

This new initiative will provide members the opportunity to share and listen to language programs across Australia. Members will be able to place their programs on the website (via a moderator). The programs could have been broadcast on their stations or could be extra content produced especially for the website. The programs will be grouped by language and broadcasters will have the opportunity for a multilingual discussion forum. Each language group will be moderated by the authorised program administrator. The website will start with youth and women's programs due to support within those committees, but has the potential to open up to all ages and gender.

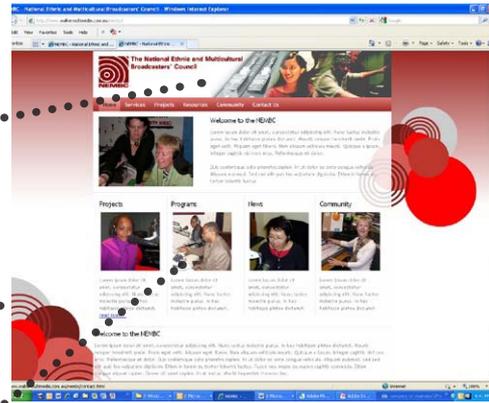
To have podcasting and streaming on the website there needs to be a number of agreements. The NEMBC is still drafting these agreements. Memoranda of Understanding (MOUs) will need to be developed for the members who want to join for this service. Members will need to confirm that they have received radio training and understand the basics of media law. Members will need to sign an MOU. There will need to be agreements with the radio station and the NEMBC. The NEMBC will also have a moderator to manage the members joining and the uploading programs.

Creative Commons

The NEMBC is still exploring the exciting concept of 'Creative Commons'. Creative Commons is a relatively new copyright idea whereby the producer can allow their work to be passed on, used and even edited by other people. It works very simply. When the member uploads their podcast they can choose to give

permission for (1) the whole program to be edited, (2) only a certain section to be edited or (3) no editing at all.

The concept of Creative Commons aims to allow the sharing and growth of information as opposed to the old concept of copyright which was to contain and control. In this way the ethos of Creative Commons is similar to the cooperative ethos of community broadcasting.



If the program is used from the NEMBC website then credit must be given to the original broadcast station and the NEMBC website.

How it Developed

The NEMBC received funding from the CBF to produce a new youth podcasting and streaming website. The NEMBC was able to use this opportunity to develop a whole new look for the NEMBC. There have been two companies assisting to develop the site, including a web and multimedia designer, Walkermedia, and the content management system has been developed by Go Photo and Web. The content management system means that all the staff of the NEMBC will be able to upload text, pictures and information, thus keeping the website up-to-date and much more interactive.

In Summary

There is still some work to do, particularly on the podcasting and streaming and the MOUs. However the website can be launched and the more complicated aspects can be decided at a later stage. This website an exciting new vision the NEMBC could be offering its members, particularly the podcasting and streaming language service.



Submissions to Government

The NEMBC has been very active in making submissions to government on a number of issues.

This year the NEMBC has made submissions for the:

- **Victorian Bushfires Royal Commission**
- **Social Inclusion National Compact**
- **Migration Amendment Bills**
- **National Human Rights Consultation**

All of these submissions can be found on the NEMBC website.

Victorian Bushfires Royal Commission

18 May 2009

In the last edition of the Ethnic Broadcaster there was a feature article on the Victorian Bushfires and Community Radio. This feature article formed the main part of the submission to the Victorian Bushfires Royal Commission. Other submissions were made by the CBAA and the Southern Community Media Association (SCMA) and some of the radio stations that were in the fire-affected areas. There has been an interim report produced by the Royal Commission and there was some recognition for community radio stations. The report noted "the use of local radio and foreign language stations to broadcast emergency services" and the NEMBC was quoted in the report as saying "community radio can play a vital role during any emergency. Community radio has the distinct advantage of having local knowledge, understanding the local geography and the people that live in the community" - Interim Report page 110.

However the Interim Report, when mentioning media, was more focused on the ABC and commercial stations. There was very little mention of the important role that community radio played in providing warnings and no recommendations of how community radio can become more involved and supported in future emergencies and disasters. For a copy of the report you can go to the website www.royalcommission.vic.gov.au.

Social Inclusion National Compact

30 September 2009

This was a submission to the Deputy Prime Minister the Hon. Julia Gillard, the Hon. Jenny Macklin, Minister for Families, Housing, Community Services and Indigenous Affairs and the Hon. Ursula Stephens, Parliamentary Secretary for Social Inclusion and the Voluntary Sector.

The NEMBC took this opportunity to show the important role that ethnic community broadcasting has in building community, strengthening multiculturalism and creating social inclusion. The key aspects of a National Compact for the NEMBC were recognising the role of ethnic community broadcasting and assisting in engagement on a number of levels with government for policy development, program initiatives, funding and sustainability of the sector.

Ethnic and multicultural broadcasting has a significant input into local communities and developing social inclusion by:

- Service delivery to the community through broadcasting information, news and entertainment that build local community networks, inform and educate.
- Ethnic community radio by definition practises multiculturalism and 'Social Inclusion' by involving, supporting and building community. Community radio establishes a local workforce of volunteerism, empowers people through training and the acquisition of new skills, provides social opportunities, provides information and education, increases self-esteem and well being, assists community members to seek employment and helps strengthen local economies.
- Ethnic broadcasting plays a significant role in maintaining language, culture and identity, stimulating multilingualism and combating racism/stereotypes.

Migration Amendment Bills

22 September 2009

There have been terrifying stories of asylum seekers who have been denied protection by Australia under international human rights law and sent back to their country where they face persecution. For example, the front page of *The Age* on the 22nd of September reported two Kenyan women facing deportation and potentially genital mutilation or death on their return.

The NEMBC's response welcomed the government's introduction of the *Migration Amendment (Complementary Protection) Bill 2009* to amend the *Migration Act 1958*. This will ensure Australia better adheres to its obligations under international human rights law, particularly through the introduction of complementary protection arrangements for those most at risk from human rights abuses.

The *Migration Amendment (Abolishing Detention Debt) Bill 2009* removes any charges imposed on past and present immigration detainees. The previous law required asylum seekers to pay for being detained. They were being charged the cost of their detention at approximately \$125 a day or \$45,000 a year, meaning that some could have debts in the hundreds of thousands.

The NEMBC believes these amendments set out a humane policy which ensures the protection of lives and embraces respect and understanding for a more cohesive multicultural society.

National Human Rights Consultation

June 2009

This submission addressed the important role that community radio plays in developing and maintaining a diverse Australian society and illustrated how ethnic and multicultural broadcasting provides a means for developing and supporting human rights and active engagement in civil society. Community radio supports a number of human rights values including racial and religious harmony, cultural and educational rights as well as freedom of speech. The National Human Rights Consultative Committee has just produced its report as this edition goes to print and can be found at www.humanrightsconsultation.gov.au.

By Russell Anderson

3ZZZ Celebrates 20 Years of Ethnic Community Broadcasting

How some groups & programs marked the 20th anniversary of the official launch of 3ZZZ on the airwaves.

We have been celebrating the 20th anniversary of 3ZZZ on the airwaves for several months. We started in February with the Multicultural Festival held at the Croydon Lakes Reserve, which included a live outside broadcast that involved a number of broadcasters from the various programs. As we now know, Radio 3ZZZ was officially launched onto the airwaves on 18 June 1989. Although there had been no suggestion that programs mark this occasion through their broadcasts, some did.

So how did we mark the occasion on air?

The Irish, under the leadership of Eugene O'Rourke, had a retrospective which occupied a number of programs taking their listeners down memory lane over several weeks. They delved into their archives and played extracts from their original tapes. They presented programs that incorporated segments presented by some of their old and retired broadcasters, broadcasters who have returned to Ireland and some who have passed away. They dusted up significant interviews from their archives including one with Mary Robinson, the first female Irish President, and played songs that were popular over the years.

The Mauritian Group went to air for the first time on 24th June 1989 and every year, the Mauritian team has a special program on the Saturday closest to the anniversary of that first official broadcast. This year, the anniversary program went to air on Saturday 20th June, presented by convenor Nella Roussel with the collaboration of Solange Lajoie. Solange had been there from the very beginning and was part of the team that presented the first Mauritian program. One of the faithful listeners managed to locate a copy of that first program and Solange played highlights from it.

The 18th June this year fell on a Thursday. Women's World, a program that is not yet three years old, having its broadcast on Thursdays took the opportunity to mark the occasion with a special guest. We invited onto the program one of the 3 individuals who had been part of the launch program. Her name is Linda Hsia, a member of the Chinese Group and she, together with Eddy Abraham (Mauritian) and Alfred Tuet had performed the official launch of 3ZZZ. We had met Linda at the Multicultural Festival in February and were delighted when she accepted our invitation to talk about the early days of 3ZZZ.

Earlier in the day, as I wandered around the studios, I met other presenters who had been there from the very start. One of those was Rudi Richter from the German group. He recalled being involved in the pilot programs that went to air over a 3 week period in 1988 and reminisced about the first three years when 3ZZZ used to broadcast from the cellar of the Trades Hall Council Building. Rudi tells the story of how his first broadcast had to be cancelled due to some technical problems.

By Orietta Wheatley

Orietta presents Women's World, Thursdays at 1pm, and the Mauritian Program, Saturdays at 12pm, on 3ZZZ 92.3 FM Melbourne



2RRR 88.5 FM Celebrates its 25th Anniversary

It's party time as October 2009 marks the 25th anniversary of Sydney community radio station Ryde Regional Radio – 2RRR 88.5 FM.

Since 1984, 2RRR has been broadcasting to a wide range of interested groups and individuals in the Ryde, Hunters Hill and surrounding areas, in fact most of the inner Sydney region. We seek to inform, entertain and unite communities across Sydney.

2RRR is committed to allow and encourage the widest possible community usage through broadcast and participation. Our



number one priority is serving the needs of the community that we are licensed to serve. We do this by giving a voice to people who have no voice through the mainstream media have no voice.

2RRR is one of Australia's most diverse and technically capable community radio broadcasters. Programs encompass a wide variety of musical genres from metal to jazz, from country to independent, from goth to pop and from dance to dub. Our spoken word programs challenge and inform through comedy, multicultural, sports and arts programming, political and intellectual debate and technology and recreational infotainment, with topics such as information technology, rotary news, local school and university matters, science fiction, finance and gardening.

2RRR also broadcasts in 15 ethnic languages – Armenian, Arabic, Austrian, Cantonese, Fijian Indian, Flemish, French, Hungarian, Indian (Hindi), Japanese, Macedonian, Maltese, Polish, Spanish and Urdu.

Since 1988, the bicentennial year, 2RRR's studios are located at historic Henley Cottage, on Victoria Road, Gladesville, NSW. Visit our website www.2rrr.org.au

By Tony Boyadjian

Ethnic & Community Programs Director, 2RRR 88.5 FM Ryde, Sydney



94.7 The Pulse – The Campaign for the Geelong Airwaves

94.7 The Pulse has been broadcasting within the Geelong area for over 20 years, initially transmitting as 3YYR (You Yang's Radio). Following several test broadcasts and ongoing lobbying to government, the station commenced full-time broadcasting on May 1st 1988.



Up until 2001 the Geelong radio frequency was 100.3 FM, but as part of the Federal Government's national frequency plan, the station was forced to vacate this spectrum in June of that year. As a consequence, the station made the decision to move to a higher transmission power rate and commenced broadcasting on 94.7 FM and re-titled the station "The Pulse".

In 2004, the licence was returned to the Australian Broadcasting Authority (ABA) and Diversitat, a local community-based organisation, took over management of the station. Diversitat received a temporary renewable broadcast licence for one year.

In September 2008, Diversitat and the station lobbied against the proposed takeover of the bandwidth (94.7) by the ABC. A submission to the Australian Communications and Media Authority (ACMA) was presented with numerous letters of support from locally elected members of parliament, community organisations, local businesses and community groups.

Facing this community pressure, the ACMA overturned its decision to allocate the spectrum to the ABC and 94.7 FM was dedicated for usage by

a Community Radio Broadcaster. Then, in early September of this year, the ACMA advertised for applicants to provide a community radio service on the bandwidth currently occupied by The Pulse within the Geelong area.



Volunteer programmers training at The Pulse's Geelong studios

The Pulse contracted the services of a consulting business to prepare and present an application for a permanent licence in Geelong. It is interesting to note that throughout the duration of the life of The Pulse/Geelong Community Radio/3YYR, the station has always operated on a temporary licence and has changed frequency to comply with government policy whilst still maintaining a healthy and active support and listener base.

As an independent consultant assisting with the application, it has certainly been a memorable experience getting to know staff and volunteers at The Pulse. How pleasantly surprising it was to see so much passion and commitment to the local community. Human connectedness is indeed alive and well and I suggest that you will find it at a community radio broadcaster within your region.

By Robert Gardner

Consultant, Services PRN, Geelong, VIC

Anniversary of Ethnic Programs at 2BOB

Michelina Sirianni and Sophia Donovan have just celebrated their first year of presenting Italian and Greek programs respectively each week at 2BOB's Community Radio Station located at Taree Park.



"It all began when 2BOB radio program trainer and presenter Liz Tinham asked us if we were interested in doing an ethnic program in our language," says Sophia.

With assistance from the 2BOB Committee funding was received from the Community Broadcasting Foundation and this greatly assisted the programs with the purchase of music.

There is an emphasis on presenting a program that is entertaining, educational, informative and cultural and to keep language alive for all the Italian and Greek people living in the Manning and Great Lakes area. It is important to keep using the language in conversation and listening to it.

"Sometimes I read an Italian nursery rhyme, a current affairs story, an Italian recipe, or I may even talk about the many places to visit in Italy," says Michelina. "It's a very flexible show and I try to include lots of variety with the music and content."

Part of keeping the language alive is Michelina's 'Buon Giorno Italia' course that teaches basic phrases for tourists travelling to Italy. Her courses run during the school terms at Taree and Forster/Tuncurry Community Colleges.

Michelina is first generation Italian. Her parents immigrated to Australia in the 1960s from Southern Italy.

Sophia's parents came from the Greek island of Rhodes and migrated to Australia in the early 1960s and lived in Sydney. The Greek culture was the way of life for her with the integration and influences of the multicultural city of Sydney.

To listen, tune in to 104.7 FM: Greek 'Yousto Elliniko' Tuesdays 3-4 pm and Italian 'Tortellini e Vespe' Wednesdays 3-4 pm.

There is an open invitation to hear from the Italian/Greek Community in sharing your story.

2BOB runs Radio Presenter courses regularly which take 6 weeks to complete in Taree. The training program is set up for anyone who would like to learn about producing or presenting a show of their own. New volunteers are always welcome.

For more information or to contact 2BOB please phone (02) 6552 6200.

By Michelina Sirianni and Sophia Donovan

Sophia's Greek program 'Yousto Elliniko' airs Tuesdays at 3pm

Michelina's Italian program 'Tortellini e Vespe' airs Wednesdays at 4pm

Tune in to 104.7 FM, 2BOB Taree, NSW

2 Double J Deliver Mobile Training

After years of involvement with the ethnic community broadcaster in Geelong (Vic) as presenters and radio broadcast trainers, Julieanne Whitehill and Josine Tonen decided to undertake a new venture within the sector. Setting themselves up with a 'mobile studio' and associated equipment, they registered with the Community Broadcast Association of Australia (CBA) and began working within the sector as 2 Double J - mobile radio broadcast trainers.

The need for (accredited) radio training in rural areas and the difficulties faced by smaller or remote community stations in accessing qualified trainers were primary factors in the decision to establish 2 Double J. Julieanne and Josine were aware that applying for Community Broadcast Foundation (CBF) funding for training and subsequently establishing a training program is often a daunting prospect for smaller suburban stations and in particular stations in rural areas. As a result, they work closely with all applicants, guiding them through each step of the process.

Josine and Julieanne are currently delivering accredited training to volunteers at 3OCR FM in Colac (Vic), 5GTR in Mt. Gambier (SA) and 5THE in Millicent (SA). Application assistance has also been provided to Triple H in Horsham (Vic). All 2008 training participants from Mt. Gambier have recently been awarded either a full Certificate III in Broadcasting (Radio) or Certificates of Attainment. A subsequent group of volunteers from Mt. Gambier will be commencing the newly introduced Certificate III in Screen & Media in October 2009.



2 Double J training group at 5GTR FM, Mount Gambier, SA

In addition to running accredited training courses, Julieanne and Josine have successfully delivered one-day radio workshops to volunteers at 3WAY-FM in Warrnambool (Vic) and community groups in Camperdown (Vic) and Port Fairy (Vic).

Ventures such as 2 Double J are uncommon within the community broadcasting sector and therefore Josine and Julieanne very much appreciate the assistance, advice and general support they have received from the CBF and the CBA.

Further information about 2 Double J and the services they provide to community stations can be obtained from the website: www.2doublej.com.au or contact Julieanne and Josine directly via email: jj@2doublej.com.au

By Josine Tonen

Broadcast Trainer, 2 Double J

Around the Stations

Want to know more about Asian Pop Night?

Asian Pop Night is SYN's Asian music program dedicated to playing the latest Korean, Japanese, Mandarin and Cantonese music. And after six years, it's still going strong!

Kicking off at 8pm on Tuesdays, the night boasts regular shows such as Asian Pop Night Kick-Off, Mando MELTdown, The J-Pop Show, Canto-Pop Cannot Stop and Korean Pop Come Back Home. These shows are presented in English and Asian languages, and are helmed mainly by high school and university students who are passionate about sharing their love for Asian music and culture.

Apart from hearing the freshest Asian music and news on Asian Pop Night every week, songs requests and dedications are also welcomed. A popular hit with the listeners are the music quizzes and topics—Asian foods or dramas etc.—for discussion.

The night reaches out to local and international Asian students looking for a taste of home and a forum to voice their opinions freely. It is a night where this community can come together to feel welcome and be a part of one big, happy Asian family. So if you are Asian or keen on Asian music, tune in!

Asian Pop Night airs Tuesdays at 8pm on SYN 90.7 FM Melbourne

Seeking Submissions from Ethnic Broadcasters

Be a part of the NEMBC's national journal!

The 'Around the Stations' section is an important part of the Ethnic Broadcaster and a great way to share your local news with stations and organisations around the country.

We'd love to know what's going on in your communities, at your stations and with the programs you broadcast. Let us know your experiences in broadcasting, your ideas about multiculturalism and cultural diversity, or issues relating to ethnic and new and emerging communities.

We are seeking articles, stories, photos, graphics and any other information of interest to your station or community.

For more information or to submit an article contact the NEMBC on (03) 9486 9549 or by email to admin@nembc.org.au

Accommodating everyone: discrimination in renting

Earlier this year the WA Equal Opportunity Commission released their report on whether people from culturally and linguistically diverse backgrounds and Aboriginal people are being discriminated against on the basis of their race in the private housing rental market.

The Inquiry heard that a range of strategies were being used to discriminate directly and indirectly against minority groups. Yvonne Henderson, the WA Equal Opportunity Commissioner commented that databases or 'blacklists' used by real estate agents are largely unregulated and have limited information on how they should be used.

Stories emerged of people from minority ethnic groups travelling long distances for home opens where applications were clearly offered to some people, but denied to others. One person was told they had 'run out' although the real estate proceeded to hand them out to others. In some cases they were told the property was no longer on the market, only to notice it re-advertised later.

There were approximately 70 submissions received by the Inquiry from individuals and community housing advocate groups. A substantial amount of similar anecdotes came from minority Ethnic groups. One Somali couple was told by a real estate agency they would not get a house because they have too many children and because of their race.

Many examples conveyed how references are required yet new immigrants do not have rental history hence their applications were not considered. Another agency submission explained that many CALD and Aboriginal tenants won't pursue their rights in regards to maintenance issues resulting in poor living conditions.

There were 15 recommendations from the Inquiry including equal opportunity training as a component of licensing, development of guidelines for owners, the regulation of tenancy databases, increased funding to support community groups assisting with tenancy access, improved facilitated relationships between REIWA and community groups, improved avenues for tenancy complaints, and specific amendments to legislation.

At the Equal Opportunity Commission complaints on the grounds of accommodation have been conciliated. One example is when an Aboriginal woman filed a complaint after being denied access to accommodation allegedly based on her Aboriginality. This resulted in the woman being provided accommodation.

The Commission deals with complaints of discrimination daily through their Inquiry Line. Discrimination occurs in areas of accommodation, access to goods, services and facilities and employment and can be based on the grounds of race, religious or political conviction, family status or responsibility, and impairment. The Equal Opportunity Commission can provide impartial, professional and confidential advice on rights based on the Equal Opportunity Act. If you have any queries regarding discrimination, contact the Commission on 1800 798 149 or (08) 9216 3900 or visit our website www.eoc.wa.gov.au.

By Monica Kane



Including Youth in Ethnic Community Broadcasting

The following article, written by Rubina Carlson of 5EBI 103.1FM in Adelaide, reveals ways that ethnic community radio stations, groups and individuals can increase youth interest, and thus participation. It is inspired by a workshop conducted by Joe Tungaraza, Community



Development Officer at Radio Adelaide, at this year's RadioActive Forum held in May at Edith Cowan University in Perth. The workshop specifically dealt with the relevancy of ethnic community radio to the ethnic (youth) community. After Joe's presentation, RadioActive attendees brainstormed ideas that may increase youth participation rates and the overall popularity of ethnic community radio broadcasting.

There are a number of obstacles that prevent youth participation rates from increasing. The three listed below are considered to be the major ones.

1) Broadcasters are often volunteers

Young people have a number of competing commitments, including studying, paid work and socialising. Not all young people have the time to take on a volunteer (i.e. unpaid) commitment. Though there has been a recent surge in volunteerism generally over the past couple of years, this has not been evident in the youth sector of ethnic community radio broadcasting.

2) Lack of interest

With the rise of electronic mediums (i.e. podcasts), the popularity of radio broadcasting is experiencing a downturn. Podcasts, and the like, offer an unlimited array of choices: e.g. program length, program content, program frequency, program scheduling. Radio, sadly, cannot and as a result, is a less attractive choice of medium.

3) Low profile of station and/or community group

Outside of the ethnic community sphere, the station may have a quite a low public profile. It is quite possible that there are young enthusiastic volunteer broadcasters of a CALD background who are simply unaware of the opportunities available.

An increase in youth participation rates will only occur once these key obstacles have been addressed. There are a number of approaches that all aim to attract and retain the services of young volunteer broadcasters.

To address the first and second obstacles, i.e. volunteerism and interest levels, a number of strategies could be implemented including:

- Providing accredited training (e.g. Cert III in Community Broadcasting)
- Ensuring latest technologies (e.g. digital production facilities) are easily accessible
- Promoting the opportunities to take on different roles within community (e.g. event management)

- Becoming involved in youth oriented activities (e.g. outside broadcast at local fair/festival)

All these approaches serve to shift the current image of ethnic community radio. Most young people would view ethnic community radio as old-fashioned and irrelevant. Broadcasting for young people has a different meaning. It is no longer seen as the only means of sharing news from the homeland and preserving connections to language and cultural heritage.

It is worth noting that cultural heritage does not define a young culturally and linguistically diverse (CALD) person living in Australia. They can be quite familiar with Australian customs and values, and even assimilate to an extent. As a result, they may not feel the need to constantly interact with their heritage on any level. If this is the case, then ethnic community radio does not have the same relevance to a young CALD person as perhaps it does to an older CALD person.

For many young people, broadcasting is about the opportunity to be heard: to make an impact. It may also be about the skills that are gained. Generally, young people are self-interested beings. If we can promote ethnic community radio as a creative outlet where young people can develop, then we will surely see an increase in participation numbers.

The profile of a radio station and/or community groups could be enhanced by:

- Branding (or re-branding)
- Effective networking (in person or social networking applications)
- Increasing exposure in mainstream media/communities
- Conducting outside broadcasts more frequently
- Embracing technology

All these suggestions aim to improve the visibility of the station and/or group. The primary source of broadcasters is current networks and involved communities. It is not uncommon that children of current broadcasters follow in their parents' footsteps. Yet, there is still a dramatic difference between the number of ethnic youth broadcasters and programs on air across the nation when compared against the over 30 bracket.

It is also important to bear in mind that any branding (or re-branding, as the case may be) will attract and appeal to young people. Stations equipped with digital editing facilities will appeal to young people more so than those still using minidisc players.

In essence, all these approaches serve one main goal, attracting CALD young people to radio broadcasting. This is only the beginning... there are further measures that could be implemented to ensure these CALD young people remain involved with ethnic community radio stations.

By Rubina Carlson

Rubina presents the Tongan Youth Program, Fridays at 3:30pm on 5EBI 103.1 FM Adelaide

CBF Ethnic Grant News

CBF Grants Administrators and members of the Ethnic Grants Advisory Committee (EGAC) will be attending the NEMBC conference in Melbourne. Come and introduce yourself during the morning tea and lunch breaks. We look forward to meeting you and particularly hearing your feedback about the new E2.2 Ethnic Program grant forms.

Program Monitoring

As a result of the simplified E2.2 Ethnic Program grant forms used in Round 1, EGAC are monitoring more programs. Does your program meet the guidelines for a grant? We are particularly interested in the relevance of your program to your local community, the involvement of your community in the production of the program, and the level of language content. Now could be a good time to check the guidelines on our website and see if your program meets them.

Ethnic Grants Advisory Committee (EGAC)

EGAC considers grant applications and makes recommendations to the Board of the CBF. Grants that EGAC oversees are to assist regularly broadcast ethnic programs, development grants for new program groups, grants to encourage ethnic youth participation in station programming and management, special projects of benefit to the ethnic community broadcasting sector, and sector coordination by the NEMBC.

EGAC is made up of three members plus an alternate member. The committee members will be nominated at the upcoming annual general meeting of the NEMBC. They are formally appointed by the CBF Board, normally for a two-year term. One member of EGAC serves as a director of the CBF Board, and other members may be requested to serve on other CBF committees from time to time.

Contact Barbara Baxter at the CBF to find out more about volunteering on EGAC.

Monthly CBF Updates and News

Each grant round it is important that you check the CBF website for updated forms and 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.

Contact the CBF

Phone: 03 9419 8055
 Fax: 03 9419 8352
 Post: PO Box 1354 Collingwood VIC 3066
 Email: info@cbf.com.au
 Web: www.cbf.com.au

Other CBF News

Outside Broadcast Equipment Grants

If your program is planning on getting out and about in the community over the next twelve months your station may like to look into this new CBF grant opportunity. CBOOnline **Outside Broadcast Equipment** grants will be offered during 2009/10 only and will assist stations to purchase IP-based outside broadcasting (OB) equipment valued up to \$2,500. Applications will close in March 2010.

More information including grant guidelines and application forms are available from the CBF website www.cbf.com.au under CBOOnline grants.

CURRENT CBF GRANT OPPORTUNITIES

Grant Category	Due Date
Training Grants	1 February 2010
Transmission Grants	11 March 2010
Ethnic Grants	29 March 2010
Amrap Grants	TBC (March 2010)
CBOOnline Grants	TBC (March 2010)
Satellite Grants	Any time

For more information on CBF grants see the CBF website or speak to:

- Barbara Baxter – Ethnic & Transmission Support Grants
- Heath Rickard – Indigenous Grants, Indigenous Remote Radio Replacement Project
- Jo Curtin – General, RPH & Training Grants
- Craig Twitt – Amrap grants, CBOOnline & Digital Radio Grants



The CBF's Ethnic Grants Advisory Committee (from left to right): Darce Cassidy (alternate), Luchi Santer, Dr Heinrich Stefanik OAM (Chair) and Inoke Fotu Hu'akau



2009 NEMBC National Conference

Ethnic Community Broadcasting in A Changing World

demographics • economy • technology

28-29 November 2009 • Rydges Hotel on Swanston • Melbourne

Theme

The theme of the 2009 NEMBC Annual Conference is "Ethnic Community Broadcasting in A Changing World". Speakers and workshops will explore how ethnic community broadcasting can respond to changing demographics with new and emerging communities, an ageing population from culturally and linguistically diverse backgrounds, the role of gender in community broadcasting, changes in the economy in the context of the first global recession in 20 years, climate change, rapidly developing technology and the roll-out of digital radio.

Venue and dates

The conference will be at the Rydges Hotel on Swanston Street, very close to Melbourne University and a short walk from the CBD. This will make it easy for people to arrive by bus from the airport. The Rydges Hotel has accommodation, plenary and workshop rooms available all under the one roof.

The following pages include all relevant conference information available to date, including details of venue and cost, conference registration forms, as well as information about the AGM.

The Gala Dinner will be held at another venue called the 'Grand Buffet Hall' which is situated in the grounds of Melbourne University. It is a very short walk from the conference venue.

The NEMBC Annual General Meeting will be held on the morning of Sunday the 29th of November. Please make sure your membership fees are paid so that you can vote on issues at the AGM. This is an election year and there will most likely be proposed amendments to the Constitution.

We suggest you make your conference plans quite soon, as the conference date is drawing closer. We invite members and non-members alike to attend. The conference will start with a reception on Friday evening and then registration at 9 am on Saturday. A Friday night arrival may be advisable for some travelling from coast to coast.

Use the forms in this edition to register your attendance or download the NEMBC registration form. For more information about the conference go to the NEMBC website: www.nembc.org.au, or contact us on 03 9486 9549 or via email to admin@nembc.org.au.

NEMBC Awards

This year the NEMBC will be presenting a number of prestigious awards for excellence in ethnic community broadcasting:

1. The Tony Manicaros Awards (two awards)
2. The Radioactive Youth Program of the Year Award
3. The Radioactive Youth Broadcaster of the Year Award
4. The Ethnic and Multicultural Women's Program of the Year Award

The winners will be announced at the NEMBC Annual Conference Gala Dinner at the University of Melbourne. Applications are now open. For more information, posters and application forms please contact the office.

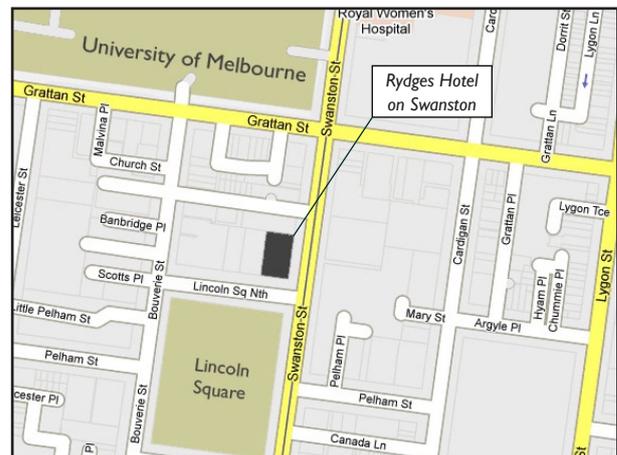
Accommodation details

Those attending the Conference need to make their own accommodation bookings and transport arrangements. We recommend people stay at the Rydges Hotel as it is all under the same roof and, if people stay together, twin shares are \$75 per person. For bookings please contact:

Rydges Hotel on Swanston
701 Swanston Street, Carlton VIC 3053
Tel: Jake Coleiro: (03) 9347 7811
Email: jake_coleiro@rydges.com

A room is \$150 per room and twin share will make it \$75 per person. Breakfast is \$19 extra. Remember: You must let the Rydges Hotel know that you are coming for the conference and quote the code "NEMBC" when booking to get this rate.

For more information please visit www.rydges.com/onswanston





2009 NEMBC National Conference

Alternative Accommodation

If you would prefer to stay elsewhere or are looking for cheaper single room accommodation, we suggest the following hotels as alternatives. The Victoria Hotel Melbourne has single rooms starting from \$90. It is located in the CBD, about 20 minutes walk or 10 minutes tram ride from the conference venue. The Lygon Lodge is located about 5 minutes walk from the conference venue and has double or twin rooms starting from \$120 per night. Contact details for both are below:

Victoria Hotel Melbourne
215 Little Collins Street, Melbourne
Tel: (03) 9669 0000 or toll free: 1800 331 147
Email: stay@victoriahotel.com.au
Please quote "NEMBC" when booking.

Lygon Lodge
220 Lygon Street, Carlton
Tel: (03) 9663 6633 or toll free: 1800 337 099
Email: email@lygonlodge.com.au

Travel subsidies for official station delegates

Travel Subsidies will be at least 50% of the cost of an economy fare.

Subsidies are available for a maximum of three people per station, provided that at least one is female or 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 ethnic umbrella group. Subsidies will only be paid after the conference on presentation of receipts.

Conference Workshops

1. ENGAGING COMMUNITY – DEVELOPMENT, INNOVATION AND RELEVANCE: This is a Q&A with a moderator and a panel of people to discuss best practices on community engagement. Conference participants and NEMBC members will be able to share their ideas and questions on how they engage their communities in these changing times. Engaging communities in broadcasting and all associated operations with changing technologies and keeping stations afloat in the changing economic times are major issues faced by many stations.

2. WOMEN BROADCASTERS IN ACTION:

This workshop will discuss the role that gender plays in ethnic and multicultural broadcasting. Through workshop discussions we will gain an understanding of the achievements and challenges of women in ethnic and multicultural broadcasting. Previous surveys and focus groups facilitated by the women's committee, which relate to gender, will also feed into discussion. The impetus for gender policy discussion came after AMARC (the World Association of Community Radio Broadcasters) created a gender policy for community broadcasters in the Asia-Pacific region, which can be accessed here:

www.amarc.org/index.php?p=Gender_Policy_entrance_page
Australia intends to create a similar gender policy, so input from the ethnic community broadcasting sector is vital.

This workshop is open for all broadcasters and everyone is most welcome to participate.

3. NEW & EMERGING COMMUNITIES:

A panel of people will speak briefly about new and emerging community issues and the relationship of new and emerging community issues to community broadcasting, with questions and discussion from the floor. Panels will consist of invited representatives from the community and broadcasters who have been broadcasting for some time and can speak about the benefits community radio brings to their communities.

4. CONSTITUTIONAL WORKSHOP: There will be a panel of people from the NEMBC to explain why the constitutional amendments have been proposed and there will be questions from the floor. See below for more information about this workshop.

5. EGAC UNZIPPED: The CBF and Ethnic Grants Advisory Committee will explain how their grant processes work and show you how to prepare a successful grant application. The session will also seek input from delegates about getting involved in decision making at your station and how to bring about changes to benefit ethnic broadcasters and their audiences, both locally and nationally. This will be an interactive session, not a lecture – be prepared to contribute your ideas and suggestions. All ages are welcome.

NEMBC Constitutional Amendments at the AGM

For some time now there has been a Constitutional Sub-Committee looking at improving the NEMBC Constitution and it will be presenting some proposed changes at this AGM. The proposed constitutional amendments are not dealing with major issues, such as voting rights, but are an attempt to improve the language and some of the meaning and structure of the constitution while maintaining the same definitions. In September 2009 the Committee distributed to the members the first draft for feedback. This feedback was then considered by the Sub-Committee and incorporated into the final amendment proposal, which all members should receive with this edition of the Ethnic Broadcaster.

Before voting at the AGM there will be a workshop at the conference on the 28th of November with the NEMBC and the Constitutional Subcommittee to explain the changes. Voting will then take part on the proposed amendments on Sunday morning the 29th of November. If you would like more information please go to our website or call the Secretariat on 03 9486 9549.



2009 NEMBC Conference Program

FRIDAY 27th NOVEMBER

6.30pm Conference Reception at the 3ZZZ radio station.

SATURDAY 28th NOVEMBER

8.00 – 9.00am Registration Rydges on Swanston Hotel

9.00 Welcome to Country
Official Opening Speeches

9.40 Plenary Session – “Ethnic Community Broadcasting in a Changing World”

9.40 to 10.20 Keynote Speaker Prof. Andrew Jakubowicz – Professor of Sociology and co-director of the Cosmopolitan Civil Societies Research Centre at the University of Technology Sydney

10.20 to 10.45 Morning Tea
Plenary Panel Members

10.45 to 11.15 Kath Letch – Digital Radio Project Manager for the CBAA

11.15– 11.45 Sekai Nzenza Shand. Sekai was born in Zimbabwe, but was educated in England and Australia. She has a PhD in Philosophy from the University of Melbourne and worked as the Director of Policy and Communications at World Vision Australia.

11.45 - 12.15 Questions

12.15 – 1.00 Lunch

WORKSHOPS			
1.00	Engaging Communities - development, innovation and relevance	Women Broadcasters in Action	
3.00 - 3.15	Afternoon Tea		
3.15	Ethnic Grants Advisory Committee and CBF.	NEMBC Constitutional Proposed Amendments workshop	New Emerging Communities

5pm Close of workshops

7.30pm Conference Dinner Melbourne University 'Grand Hall'

SUNDAY 29th NOVEMBER

8.00 - 9.00 Registration for entering AGM (delegates will need to line up at the door and have their names checked and be given voting cards before entering the AGM)

9.00 AGM Opens — Acceptance of 2008 Minutes
Annual Reports and Auditor's report
Appointment of Auditor 2009-2010
NEMBC Committee Elections
Constitutional amendments
EGAC Report
Notices of Motion

1.30pm Closing Time

1.30pm to 2.30 pm Lunch

Please note that the closing time of the AGM is planned for 1.30pm, followed by lunch. As the AGM is in Melbourne this year there will be enough time for delegates to depart and get to their flights and be home at a reasonable hour.

The NEMBC would like to thank the conference sponsors:



Host station:





2009 NEMBC Annual General Meeting

NEMBC AGM - 29 November 2009

This is an election year for the following positions: Executive, Youth and Women's Committees, and the Ethnic Grants Advisory Committee (EGAC). The NEMBC Constitution and procedures require that, for the purpose of attendance, voting and nominating for office rights, members must be:

- (a) Financial for 2009, not later than the 20th of November 2009, one week before the AGM.
- (b) Represent a program broadcasting regularly, in a language other than English, or a multicultural program that is under the control of an ethnic broadcaster.
- (c) Members are entitled to one vote for every five financial members, or part thereof: to be eligible for voting rights a station must have at least three financial members of the NEMBC.
- (d) Only those members who have been nominated by their

stations or umbrella organisations as voting members are eligible to nominate for Executive and Committee positions and to vote.

- (e) The station or umbrella organisation can give all of its votes to one or more delegates, provided the number of votes does not exceed your station's or umbrella organisation's entitlement (five members = one vote).

Please look at the NEMBC website for more details and a breakdown of the Committee positions. Committee nomination forms are available on our website. We hope that you will be able to participate in our conference and AGM.

Please note: for general access stations the member programs can come together and appoint their voting delegate(s). For further advice and assistance on this please contact the NEMBC secretariat.

Notice of 2009 NEMBC AGM

Sunday 29 November 2009, 9:00am
Rydges Hotel on Swanston, Melbourne

AGM Agenda 2009

9.00 AGM Opens
Acceptance of 2008 Minutes
Annual Reports and Auditors report
Appointment of Auditor 2009-2010
NEMBC Committee Elections
Special GM – Constitutional amendments
EGAC Report
Notices of Motion
General business

16/10/09

Victor Marillanca
Secretary

Important Notice Regarding Attendance at the AGM and Voting Rights

Delegates must be appointed by the 'governing body' of the station or umbrella organisation by a Letter of Appointment, signed by the relevant President, Secretary or Manager, stating the names and number of votes for each delegate.

A proforma Letter of Appointment can be found on the NEMBC website. This letter must be received by 5 pm the 28th of November 2009 by the NEMBC Secretary either in person or via mail to PO Box 1144, Collingwood VIC 3066, fax to (03) 9486 9547, or email admin@nembc.org.au.

For any assistance you may contact the NEMBC office or visit the NEMBC website.

George Zangalis
President

Victor Marillanca
Secretary



2009 NEMBC National Conference Registration Form

Name: Email address:

Home address: Post code:

Home telephone: Mobile phone:

Station: Other organisation:

Program name: Language:

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

Please return this form to NEMBC Conference, PO Box 1144, COLLINGWOOD VIC 3066
with your full registration payment by **Friday the 20th of November 2009**
Early Bird registrations must be made by **Friday the 30th of October 2009**

REGISTRATION		AMOUNT
Prices are inclusive of 10% GST		
Early Bird Registration <small>Payments made prior to 30/10/09</small> <input type="checkbox"/> Member: \$150	<input type="checkbox"/> Member (Concession) <small>(pensioner, student, health care card holder or unemployed)</small> \$125	<input type="checkbox"/> non-Member \$225 \$
Late Registration <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 <small>NB: No alcohol included in this price</small>		\$40.00 per person \$
		SUBTOTAL
NEMBC Membership <input type="checkbox"/> New member <input type="checkbox"/> Renewal for 2009		\$25 \$
		TOTAL (GST Inclusive)
		\$

Make cheques/money orders payable to National Ethnic & Multicultural Broadcasters' Council
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 the morning of Sunday the 29th of November, 2009.
Please make sure your membership fees are paid so that you can vote on issues at the AGM.
This is an election year and there will be proposed amendments to the Constitution.

For further information contact the NEMBC Secretariat:
Phone: (03) 9486 9549 Fax: (03) 9486 9547 Email: admin@nembc.org.au Website: www.nembc.org.au



NEMBC Membership

Becoming a member...

Who we are and what we do

The National Ethnic and Multicultural Broadcasters' Council (NEMBC) is a national peak body that advocates for multiculturalism and supports multilingual community broadcasting around Australia. The NEMBC contributes to media diversity in Australia by maintaining and connecting people to their language, culture and identity.

The role of the NEMBC is:

- To advocate for and support ethnic and multicultural community broadcasting
- To be a voice for multiculturalism in Australia
- To maintain and connect people with their ancestry, language and culture
- To counter racism in Australian society
- To contribute to media diversity in Australia
- To operate with integrity and in a manner that is ethical, professional, responsive and self-reliant

The importance of ethnic community broadcasting in Australia

In every state capital there is a large multilingual community radio station and there are hundreds of general community radio stations in cities and towns broadcasting multilingual and multicultural programs. Community radio forms a large part of the media landscape, with 57% of Australians tuning in to community radio each month. Recent national surveys revealed that in an average week the sector produces 2,439 hours of multilingual language programs, a 40-hour increase from 2007, and broadcasts in over a 100 languages. This unique extensive network of locally produced programs provides a vital support for Australia's diverse communities.

Policy development and government lobbying

The NEMBC lobbies the federal government for additional funds for the ethnic community broadcasting sector. Providing a voice for ethnic broadcasters, the NEMBC advocates maintaining and increasing the present level of funding and recognition for the sector. The NEMBC produces a number of submissions each year which affect and influence government policy. (See inside this edition on 'Speaking to Government.')

Programs and services

Through its national committees, membership of ethnic and multicultural programs and various projects, the NEMBC supports, assists and provides opportunities to develop multilingual and multicultural community broadcasting around the country. The NEMBC has Youth and Women's Committees with representatives in each state and territory and the Youth and Women's Officer manages a number of projects every year. The NEMBC provides a service for established language communities and runs special projects for new and emerging communities. Many of these activities and services are mentioned in this edition of the Ethnic Broadcaster.

Advice

The NEMBC offers assistance and advice on broadcasting and sector information.

Regular activities

Every year the NEMBC organises an Annual National Conference and AGM, Radioactive Youth Broadcasters Forum and produces a quarterly magazine. There are a number of immediate benefits for NEMBC members:

- Discounted registration to the Annual Conference
- Travel subsidies to the Annual Conference
- Opportunity to contribute to the organisation's policies at the Conference or the AGM
- Voting rights at the AGM
- Opportunities to publish in the NEMBC's quarterly magazine (the Ethnic Broadcaster)
- Free copy and delivery of the Ethnic Broadcaster

How it works

NEMBC membership is open to a community radio or television program which is regularly broadcast in a language other than English, or a multicultural program. An organisation that represents more than one language group at a station can also join on behalf of each and every language group. NEMBC membership is \$25 per year, which can be paid out of the Ethnic Grants provided by the Community Broadcasting Foundation (CBF). As a member of the NEMBC, you can contribute to policy development, have access to the services and can seek advice from the NEMBC.

The vision

The plan of the NEMBC is to provide quality services to its members through a range of projects. Please read our Strategic Plan which is available on the NEMBC website (www.nembc.org.au).

Unity

It's important that ethnic broadcasters demonstrate their support for ethnic programming on a national level. Membership of the NEMBC is not just about the money; member numbers are important and unity is paramount to bring about the necessary changes that will ultimately allow the ethnic broadcasting sector to evolve, flourish and grow.



The National Ethnic and Multicultural Broadcasters' Council

Membership Application/Renewal 2009

Please complete the form below and post to: NEMBC, PO Box 1144 Collingwood VIC 3066. Please attach your cheque or money order. NEMBC membership is \$25 per member program per year (including GST). Please note that all memberships expire on December 31 of each year.

The National Ethnic and Multicultural Broadcasters' Council is the peak body for ethnic community broadcasters. The NEMBC develops policy, advocates on behalf of broadcasters, organises an annual national conference, runs projects for youth, women and new and emerging communities, provides networking opportunities and various resources to broadcasters and promotes culturally appropriate training practices.

If you have any questions regarding membership renewal please don't hesitate to contact the Membership Organiser on tel: (03) 9486 9549 or email: members@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 COMPLETE IN BLOCK LETTERS)

(Please sign) _____ Date _____

YOUR PROGRAM: Program Name: _____

Community group: _____
(e.g. Polish Church Group, Thai Community, Mandarin Language, Indian Tamil Community)

Program Language: _____

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: _____

Home Address: _____

Phone: _____ Email: _____

Details of all 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).

First Name	Surname	M/F	Role	Email

MORE INFORMATION: *(Please take your time to answer these important questions.)*

When is your program broadcast? *(e.g. Monday 2-4pm)*

How often? Daily Weekly Monthly Other: _____

What is your target audience? *(please tick a box or write below)*
(e.g. Tongan Youth / Somali / Hungarian Seniors)

Youth (under 30) Women New & Emerging Communities Senior Students Work force

Other (Please write): _____

What type of program do you broadcast? *(please tick the boxes that explain your program)*

News Current Affairs Information Entertainment Music Talk Back

Your Privacy – The National Ethnic and Multicultural Broadcasters' Council (NEMBC) respects your right to privacy protection. Any personal information supplied is used to assist us in providing Members with services and resources, and in meeting our responsibilities as the peak body representing ethnic and multicultural broadcasters across Australia. To this end, information may be shared with other sector bodies. You have the right to access your personal information held by the NEMBC at any time. For more information please see our Privacy Policy at www.nembc.org.au/privacy.html or contact the NEMBC Executive Officer on (03) 9486 9549 or by email admin@nembc.org.au.

Ethnic Community Broadcasting in

A Changing World

National Ethnic and Multicultural
Broadcasters' Council
National Conference 2009

Rydges Hotel on Swanston
Melbourne, 28-29 November

NEMBC: (03) 9486 9549

www.nembc.org.au

