



# The Ethnic Broadcaster

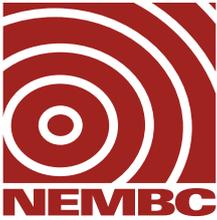
Spring 2012 Edition – Journal of the National Ethnic & Multicultural Broadcasters' Council

**RACISM.  
IT STOPS  
WITH ME**



## Features

- Racism. It Stops with Me  
Africa Media Australia
- The Sideshow: Dumbing Down Democracy  
Australian's for Native Title and Reconciliation
- The Allied Media Conference  
2012 NEMBC Conference - Adelaide  
Around the Stations



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

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

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## Malō e lelei (Greetings to you in Tongan)

As the 2012 NEMBC Conference draws near, I find that I spend more time pondering upon the theme of the conference 'Diversity = Reality, Stop Racism'. Having a first Bachelor of Science degree in Mathematical Sciences, the mathematical equality symbol ( $=$ ) captures my attention and yes it does play on my mind to the point that the more I think about the theme, the more questions I tend to ask myself. For example, 'What do we mean by diversity? And whose reality are we talking about? Does Diversity really equal Reality? Does the reverse apply i.e. Reality equals Diversity?'

In interpreting a mathematical formula, a balance is achieved when the left hand side of the formula equals that of the right hand side (and vice versa in some cases). It is a fact that Australia as a multicultural society is made up of diverse cultural groups and indeed that diversity is becoming or is reality; however in practice that equality symbol ( $=$ ) may not be so equal, hence the formula suggesting diversity = reality or reality = diversity may perhaps be difficult to balance, mathematically speaking. But 'balancing' we must do, so how do we as broadcasters maintain this balance?

If you cast your mind back to the keynote speaker of the 2011 conference, Professor Ghassan Hage, he mentioned that '*multiculturalism is a lived Australian reality... we need a multicultural state, not a state with a multicultural policy.* Here within Hage's statement I believe is the main ingredient required to maintain the balance between diversity and our lived reality, a multicultural state. In other words, diversity equals reality or the reverse is true in a multicultural state.

But are we there yet, I mean, in a multicultural state? Sarah Hunt, Media Adviser to the Ethnic Communities' Council of Victoria, published an article titled *Community Broadcasting shows Multiculturalism's Successes* on Mar 14, 2012 for the Right Now Human Rights in Australia ([rightnow.org.au](http://rightnow.org.au)). She attested that 'community media provides an insight into our cultural diversity successes and shows us the type of cosmopolitan society [multicultural state] we have become'. This is encouraging for us as broadcasters and cultural practitioners; it would seem that we are indeed leading the way in forging a multicultural state, let alone experiencing it through our lived realities.

Does racism exist in a multicultural state? Racism is a social construct and it exists in all societies, including a multicultural state.

Never was there a suggestion that a multicultural state is a utopian state, in which everyone lives happily together. Racism is manifested in many ways, both overtly and covertly. It is our responsibility as human beings and broadcasters to stop racism in its many forms within the context of our diversity and lived realities. I do look forward to a more engaging discussion on the theme during the conference.



This edition continues our dual focus on anti-racism issues and the mainstream media. The main feature is the launch of the Federal Human Rights Commission anti-racism strategies to create awareness and a call to action. How media is affecting racism in Australia is explored in two articles. The first article from African Media Australia shows how one news story creates 'a bombshell' and has a devastating effect for the African community. An unregulated and out of control media was a theme in our last edition, the review of Lindsay Tanner's book *Sideshow* explores this issue further.

If we are to deal with racism then changing our constitution to support the first inhabitants of Australia

would be a much needed and fundamental step forward; we hear from ANTA on this issue. Other articles are on the recent Census, information about our conference and the latest on Digital spectrum. Most important are stories from the stations and a report from a visit to the Northern Rivers in NSW.

We hear from the United States from Rachael Bongiorno. I would like to take this opportunity to thank Rachael for all her hard work with the NEMBC and as we can see she is going well with her activities in US.

I hope you enjoy this edition of the EB and I hope to see you at the conference. Special thanks to our conference sponsors, the Government of South Australia and the Community Broadcasting Foundation Ltd. Thanks also to our host station 5EBI 103.1 fm.



**Tangi Steen**  
President NEMBC

Conference  
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In August 2012, the National Anti-Racism Strategy was launched in Melbourne by Dr Helen Szoke, Race Discrimination Commissioner and Australian Human Rights Commissioner.

*The following is a brief of Dr Szoke's opening comments, introducing the 3 year strategy:*

Australians have always had a talent for calling things as they see them. From our pragmatic and sometimes irreverent approach to politics, to our no-nonsense demands for a fair go, Australians are usually prepared to speak up — clearly and plainly — about the things that matter.

Why, then, do Australians have such trouble talking about racism? Why do we shirk from it as an automatic smear, or assume that it relates only to the most extreme views and therefore not to us? Why do many consider the infamous 'I'm not racist, but...' sufficient disclaimer from a tag which has, itself, been repackaged as offensive?

Perhaps it stems from a shared unease about historical truths or from a misconception of difference as inherently dangerous — a belief that, if people just behaved the same way, then there wouldn't be any problem. Whatever the reason, the development of this Strategy confirmed both the difficulty some have in identifying racism and the fact that, far from just sticks and stones, racism can take a real and lasting toll on individual lives and communities.

Well, we're here to acknowledge a simple reality. We're here to say that - whether displayed online or on the street; whether through the cultural glass ceiling, or the systemic disadvantage experienced by our First Peoples — racism exists in Australia.

To say so is not to condemn Australia as a racist country. To say so is not being precious or 'politically correct' — a neat, if unimaginative, label used by many to sidestep critique. Nor is it a way of curtailing freedom of speech — a phenomenon often curiously mortgaged by those with an existing platform for expression.

Far from an affront to national pride, our readiness to acknowledge and address racism — just like any other injustice — shows that we're setting our sights on greater possibility. It recognises that discrimination costs us financially and culturally and when parts of our community are locked out, we all lose.

Racism is a curb on our potential, and on our full humanity. It holds us back; it slows us down, and stops us bringing our best to the table. Let's not shirk from this one, then.

Let's use our talents not only to call racism when we see it, but to envisage a nation beyond it — one confident enough to own its challenges, one capable enough to meet them and one fortunate enough to share in the results.

One mechanism that is part of this strategy is the launch today, also, of the National Anti-Racism Campaign — Racism. It Stops with Me.



Dr. Helen Szoke  
Australian Human Rights Commissioner

“ *Why, then, do Australians have such trouble talking about racism?* ”

## About the Strategy

In 2011, the Australian Government committed to develop and implement a National Anti-Racism Strategy for Australia. The Strategy will be implemented between July 2012 and June 2015. It will focus on public awareness, education resources and youth engagement and will be underpinned by research, consultation and evaluation.

The aim of the National Anti-Racism Strategy is: *To promote a clear understanding in the Australian community of what racism is and how it can be prevented and reduced.*

## Our objectives

The objectives of the Strategy are to:

- create awareness of racism and how it affects individuals and the broader community
- identify, promote and build on good practice initiatives to prevent and reduce racism, and
- empower communities and individuals to take action to prevent and reduce racism and to seek redress when it occurs.

## Racism – it stops with us

This Strategy calls on all members of the Australian community to work towards eradicating the barriers to equality that result from racism.

Ultimately, racism stops because of the actions we take individually and collectively. We all have a role to

play in taking action against racism wherever we see it and supporting initiatives to stop it from happening. Community education and building on good practices at the local, state and national level are essential for preventing racism and promoting social inclusion.

## What we will do

The National Anti-Racism Strategy seeks to combat racism by promoting a clear understanding in the Australian community of what racism is and how it can be prevented and reduced. It will implement the following high-level actions to generate progress on the Strategy's three objectives.

### Objective 1: Create awareness of racism and its effects on individuals and the broader community

- Launch and implement a campaign to create public awareness of racism and what we can do about it.
- Identify and work with champions who will promote the objectives of the Strategy and activities to combat racism in identified priority settings.
- Support and promote research on the prevalence of racism in areas of public life to increase awareness of its economic and social impacts.

### Objective 2: Identify, promote and build on good practice initiatives to prevent and reduce racism

- Align with and reinforce policies and legal protections that promote respect and equality for Australians of all racial, ethnic and cultural backgrounds.
- Establish a clearinghouse of resources which demonstrate good practice in preventing and reducing racism, with a specific focus on young people.
- Work with stakeholders in identified priority settings to support and promote good practice initiatives to address systemic racism.
- Build partnerships with all levels of government and non-government organisations to support and promote good practice initiatives to address systemic racism at national, state and local levels.

### Objective 3: Empower communities and individuals to take action to prevent and reduce racism and to seek redress when it occurs

- Identify and promote resources to support individuals and communities to respond effectively to interpersonal and systemic racism
- Identify and promote information to individuals and communities at particular risk of racism to strengthen their access to legal protections.
- Implementing the Strategy to achieve success

To ensure its success, the National Anti-Racism Strategy will be implemented in a staged process over a three year period. The members of the National Anti-Racism Strategy Partnership will work collaboratively to

implement the Strategy. At the conclusion of the three years, the progress and outcomes of the Strategy will be assessed and evaluated.

## Building partnerships to achieve our goals.

Taking action against racism is in everyone's interest. By working together, we can change things for the better. That is why the National Anti-Racism Strategy centres on building close partnerships with individuals and organisations from all parts of the Australian community.

Our aim is to draw together a wide variety of supporters in the following priority settings: schools and higher education, the media, government service provision, workplaces, online, and sport.

Our supporters will help to implement the Strategy by identifying examples of good practice in the sectors where they work, by encouraging others to take action against racism and by using their influence to shape attitudes and opinions

## Making a lasting impact

The National Anti-Racism Strategy complements, reinforces and builds on existing laws, initiatives and policies. It is intended to generate sustained momentum towards three goals:

- more Australians recognise that racism is unacceptable in our community
- more Australians become involved in practical action against racism, wherever it happens
- individuals and communities are empowered to respond effectively to racism through access to information and resources, legal protections and, where necessary, mechanisms for redress.

## Get Involved

### National Anti-Racism Strategy Secretariat

Phone: 02 9284 9600 or 1800 620 241 (TTY)

Email: [antiracismsecretariat@humanrights.gov.au](mailto:antiracismsecretariat@humanrights.gov.au)

Web: [www.humanrights.gov.au](http://www.humanrights.gov.au)

The Australian Human Rights Commission resolves complaints from people who have experienced racial discrimination. For free advice on discrimination and your rights, or to make a complaint, call the Commission's Complaints Information Line on 02 9284 9888, 1300 656 419 (local call) or 1800 620 241 (TTY).

Information about making or responding to a complaint is available at [www.humanrights.gov.au](http://www.humanrights.gov.au).

- You can also email the Commission at <mailto:complaintsinfo@humanrights.gov.au>.

On 20 August 2012 The Age newspaper in Melbourne published a story highlighting Victoria Police's (VicPol) concern over high crime rates amongst Sudanese and Somali youth in Victoria. The article entitled "African youth crime concern" included several statements from Deputy Commissioner Tim Cartwright who was reportedly worried that Victoria may face London-style and Cronulla - type riots if this crime trend is left unaddressed.

For many African migrants in Melbourne and beyond, this article was the perfect example of what community leaders, youth groups and other members of wider Australian society have denounced for many years; namely the practice of racial profiling and the negative, unbalanced reporting and representation of Africans by the mainstream media.

Mr Cartwright's statements were echoed in several media outlets and many right wing commentators wasted no time in sensationalising the story, depicting Africans, either overtly or covertly, as criminals. VicPol quickly felt the heat of the negativity generated by the article and, on the same day the story was published, they sought to limit the damage by calling a Press Conference, during which Assistant Commissioner Stephen Fontana retracted some of the comments made by Mr Cartwright, in particular the reference to London and Cronulla riots.

*“ many were angered by what they perceived as a media bombshell that was being dropped right in their faces, injuring their pride and dignity by singling them out as a community of criminals ”*

It is unclear what VicPol was seeking to achieve through these comments. Whatever the chief motivation was, African community leaders, youth leaders and community members in Melbourne were unimpressed. Many were angered by what they perceived as a media bombshell that was being dropped right in their faces, injuring their pride and dignity by singling them out as a community of criminals. The comments made by many African community leaders indicate that they believe that the social consequences for such articles are extremely serious and may span over generations, affecting not just the minority groups that could be committing crime and in need of assistance, but, entire communities. Given the many forms of disadvantage members of the African community already face with their integration into Australian society, these articles can be seriously detrimental.

Coincidentally, at the time of publication of the article, a group of community members and I had just launched Africa Media Australia (AMA), a new online TV platform dedicated to showcasing a more positive image of the African-Australian community. AMA is a non-profit media organisation involved in advocacy journalism. We seek to promote a positive image

of Australians of African descent in and through the media as a means to achieve social change for these communities.

As AMA's Managing Director and the only reporter for the new outlet at the time of the publication of the article, I immediately realised the negative impact that this article could have. I felt a great deal of responsibility to take action for the community and, at the same time, demonstrate the usefulness of the new platform.

Several community leaders, youth groups and other ordinary Africans contacted me to talk about the matter. The general feeling across community groups was that Africans should not continue to take these types of attacks lying down and that it was vitally important to stand up and speak up for the community. I was encouraged that despite being relatively new, many community members had connected with the AMA's vision and were keen for us take up this issue and speak on their behalf.

As a journalist, I felt it was my job to try to find out VicPol's motivation behind the comments. I decided to invest time and effort in the developing story. I thought that, even if the whole story was a simple case of bad communication with no hidden agenda, it was important to do something to ensure such mistakes are not repeated in future. If Africans are in the headlines as "criminals" and statistics, correct or not, are being floated around as evidence to legitimise this view, this is extremely serious.

Both VicPol and *The Age* may not fully understand the consequences of this type of article not just on the Sudanese and Somali youth groups that were the primary subjects, but on all Africans... All Africans, regardless of their nationality, age or gender are affected by such a publication. One community leader advised me that, despite being a lawyer and working for a reputable firm, he was feeling the effects of the article through derogatory comments made by one of his colleagues to him in relation to the matter. It became evident to me that if a lawyer was harassed by another lawyer, imagine what would happen to the ordinary Africans on the streets of Footscray or Dandenong or anywhere in Melbourne.

I secured an interview with Mr Cartwright and when I met him in the Press Room of the Police headquarters on Flinders Street in Melbourne, almost three weeks after the incident, the Deputy Commissioner was apologetic about the matter. He tried his best to provide the context of his statements and convince me and the African audiences that I represented that he had no hidden agenda in making the statistics public. The Commissioner indicated that he spoke

to the journalist who contacted him to request the information, precisely to avoid seeing the numbers taken out of context.

During the interview I tried my best to dig deep into the issue and uncover some of the motivations behind the comments. I sensed that understanding the consultation meeting that VicPol organised prior to the article being released was critical to the story. It was unclear why VicPol only invited a handful of people to that gathering. I was informed by my sources that most of the attendees were individuals and groups who VicPol work with regularly on a number of programs and with whom VicPol have good existing relationships.



Clyde Sharady interviewing Tim Cartwright; the full interview can be viewed on <http://www.africamediaaustralia.com/?p=1599>

I wondered whether through the meeting VicPol was seeking to recruit allies in the African community for a specific agenda and if the crime statistics were simply mentioned as a minor part of a longer speech to the group? Or were they possibly testing the impact of the release of the statistics with an informal focus group of Africans? Could it be just another case of bad communication in trying to address crime in the community? Mr Cartwright's response to these questions was simply that VicPol was engaging the community in addressing the high offending rate and this was something it does with many communities, not just the African community, all the time.

The interview attracted a lot of attention after it was published on AMA's website; we received more requests from various African groups to speak on AMA's platform. I decided to organise a community forum to give people the opportunity to talk and voice their frustration and concern, as well as invite VicPol to meet the community and have an open discussion on the matter. The forum was well attended and the interest in the community was very high to the point that some people could not be accommodated due to limited seats at the venue.

VicPol was represented by three officers. Several complaints were voiced, revealing a variety of concerns from community members with regards to Police dealings with Africans and negative portrayals of Africans in the media. The participants complained

that articles such as these reduce the chances for African youth and Africans to find employment, they potentially encourage some members of the Police Force to harass Africans even further and they encourage more stereotypes and racism against Africans within the wider society. They also potentially provide incentive for African youth to adopt radical and negative views of the Police and wider society and disengage even further.

A couple of days before the forum I received a call from Dan Oakes, *The Age* journalist who wrote the article. I had a brief chat with him and asked him to do an interview with me and although he promised to consider doing so, several attempts to get him to talk to me have remained unsuccessful to date. Mr Oakes is critical to this story and, as the author of the article and given all the controversy around it, I wished he would have understood the need to provide some clarification to the African audiences regarding his piece.

There is no doubt Oakes is a senior reporter with many years of experience but even experienced reporters do make mistakes. For me and many others that I spoke with, including a renowned veteran journalist, the article lacked adequate context to the issue it raised, it did not include sufficient evidence with regards to the statistics being discussed, and it only included quotes from one community leader, which is not satisfactory, given the serious nature of the matter that was being discussed. Oakes also declined my invitation to attend the community forum as well as my request for an interview and has made no other public statement to date regarding his article that I am aware of.

Another forum was recently organised by Melbourne University's African students association (AFRIKA) in relation to this issue showing the significant concern shared by most African community groups over this matter. Mr Cartwright attended this forum and his presence at the event, along with many of his comments, encouraged me to think that perhaps VicPol is seriously committed to put this incident behind them; they may have learned some valuable lessons and be genuinely interested in re-engaging with African communities. I hope the lessons are effectively learnt and that they will endure. My only regret is that the author of the article, unlike VicPol, has shown no sign of engaging in any dialogue with the community. This tells me there is still a lot of work to be done regarding the misrepresentations of Africans in the mainstream media.

**Clyde Salumu Sharady**  
*Managing Director and Journalist*  
*Africa Media Australia*

**Our nation is under threat! Not by an external force or from individuals, but by a sideshow of media triviality and politicians pandering to an entertainment agenda set by the media. This is the central theme of former Finance Minister Lindsay Tanner's book: *Sideshow dumbing down democracy*.**

The media is a major pillar shaping our society, but *Sideshow* reveals a dire state of affairs, with a media that is driven by personality, triviality and distortion—the biggest victim is meaningful content.

According to Tanner, the media is twisting facts and distorting and trivialising information about the political process to make it more entertaining and commercially useful. The book argues that, at times, media reporting is dangerously close to simply making things up.

This well researched and insightful book is worth reading for its breadth, detail and spotlight on media and politics.

## How long has this been going on?

According to Lindsay Tanner, when his political career started in 1991, the media were central to politics and there was a focus on serious content, debate and on outcomes—big issues were fought out on the national stage. Tanner went on to become the Finance Minister until he resigned in 2010. By the time he left politics he believed the media had become much more dominant and behaviour had radically changed. He writes that there is now intense focus on small micro media impacts and appearances. Tanner describes this as the 'politics of the moment'— dealing with the trivial and fickle and not focusing on the bigger picture and meaningful issues.

The rising pressure of technological innovations and commercialisation are the main factors influencing the change. The shift to an entertainment focus is widely recognised.

*Sideshow* uncovers the methods and styles that the media use to fit an entertainment framework. Tanner claims that the distortion of reality by the media involves routine manipulation of language and images to add excitement to stories. In the process content becomes further and further distorted. Former *Herald Sun* editor Bruce Guthrie is quoted, saying that the 'balance between emotion and reason in the news has shifted'.

An obvious example of language and image distortion is the media's use of the word 'invasion' when referring to people arriving by boat to Australia. The media is the interface between refugees arriving and the information that the public receive. Without the media very little would be known about the arrivals. While the media argue that they '*don't create community attitudes*', Tanner argues that they inflame them for commercial reasons and instil values in society through selection and repetition. Guthrie also suggests that the media ramp up emotions in a 'desperate effort to retain readership'.

A primary form of distortion is omission. According to Tanner the essence of media power and media bias, '*has always been in decisions about what to report and what to ignore*'. This can happen by ignoring the announcement of a particular government policy or through the simple story selection process which requires decisions about what is reported, the angle that is chosen, the facts and opinions included and what pictures, captions or headlines are used. Author and media critic Nick Davies argues that '*omission is the most powerful source of distortion*' and, by definition, is hardest to detect.

The distortion created by story selection by media outlets creates a 'standard framework', or set of patterns and templates that predetermine news whether it is for a bulletin style or a longer story, argues Tanner. Television, for example, feeds off images and dramatic vision to tell a story; a car accident or natural disaster will automatically make the TV news. These templates have become a recognisable pattern, to the extent that different television channels play almost the same formatted news.

Journalists search for news that will fit particular templates. Tanner gives an example of the 'racism template' and shows how newspapers will go to almost any length to create a story around allegations of racism. In 2008 he presented a speech on challenges facing African-Australians. He argued that the main theme was the lack of available networks and opportunities and also conceded that racism in some instances could be a reason. Not surprisingly the story-selection was that racism was preventing African-Australians from finding jobs; thus grossly distorting Tanner's main message. The racism template doesn't allow for a headline; '*Racism not such a big issue*'.

The book highlights that story selection reaches a feverish pitch when for commercial reasons media outlets try to publish news that they believe the readers want to hear. The result is the establishment of predetermined templates that can '*confirm deeply held lower-middle class prejudices against blacks, refugees, welfare scroungers, and criminals, to feed its readers with the world they want to believe in*'.

With the complexity of a modern (global) society— constraints on time, politics being a one-day-wonder event, and more pressure to produce 24/7— journalists have less time and resources to seek background information and the media stories are whittled down leaving a simplified choice between 'good guys and bad guys'. These days, Tanner argues, the ordinary citizen has little idea of the background to prominent political stories. Unfortunately, politicians accept these realities and limited confines and treat the media as the problem they are trying to solve.



Politicians share the same needs as editors and journalists and will craft stories around their audience's desires. Hence politicians pander to the entertainment framework and respond to the media in order to win coverage.

The sideshow syndrome has been around a long time, but its increasing dominance now means that entertainment has taken over. The primary source of bias today is the 'need to reflect the prejudices of the audience'. Commentators refer to it as 'commercial carpet-bombing' or a 'propaganda model' which combines advertisers, proprietors and self-interest as the main definers of the news.

The media industry has become so entertainment focused that the line between reality and fiction blurs.

Rupert Murdoch, for example, defended the Sunday Times decision to publish the faked Hitler diaries, by stating: 'After all, we are in the entertainment business'.

## What can be done?

There is no doubt that changing trends in technology, new media realities, globalization and market pressures play a role in the changing media. The evolution of these may compensate and in time correct some of the sideshow imbalances.

The sideshow syndrome is a serious problem and it definitely needs genuine consideration and debate. Tanner's *Sideshow* offers the following suggestions and views for positive change.

Tanner doesn't hold much hope of the traditional media returning to 'serious content' without outside influences. The real possibilities for change are with the explosion of content options on the internet and with existing media that is content rich— radio is

one example.

## Existing Media - Radio

Existing media such as radio holds some hope. Community radio gets a special mention as something that is not understood by the 'Canberra hothouse'. Community radio, Tanner states, offers a point of connection based on locality or interest that treats political issues seriously. Community radio is as popular as commercial stations, and importantly reaches regional Australia offering broad democratic and political engagement.

Tanner highlights the importance of 'shock-jocks' and talk-back radio, because they connect to a larger less-educated audience. Apart from the totally outrageous propagandists, there are other shock-jocks that allow for discussion and make a connection between serious, complex issues and the ordinary citizen.

The public broadcasters, important national players in the democracy framework, have been influenced by the sideshow syndrome, but only on the margins. The ABC and SBS continue to have a genuine commitment to debating serious issues, especially with programs like Q&A.

## New digital media platforms

New digital media platforms can provide scrutiny and expose misdemeanours of mainstream media. Suggestions have been made to formalize this scrutinizing process by providing a watchdog body or network.

Bloggers offer a broad commentary on issues and ideas but they are accessed by educated and 'engaged citizens'. These blogger trailblazers may evolve into a critical mass but it is early days and by no means certain which direction they will go.

Specialist outlets such as Crikey, Business Spectator and Politico (US) attract those already highly engaged and hungry for content. However, this does not filter through to those who are disconnected from the world of politics. Tanner thinks these outlets provide an alternative but don't 'add product' to the wider population.

Public and citizen journalism could offer a new model with a philosophy of 'truth, vigilance and social responsibility'— this could possibly be encouraged and funded by government.

While new media offers an alternative and provides a voice through social media, Tanner suggests we should be careful in thinking that this will replace the traditional media. This is especially because of mainstream media's wide-spread dissemination of information and ideas.

## Conclusion

Tanner does not have a magic wand to wave. Government regulation is not offered as a solution, he rather relies on public awareness and a shift of collective attitudes to influence media outlets and politicians. Tanner offers a 'change the channel' attitude. If you don't like it abandon a subscription or support or oppose a politician. Raising the issues with a group or a friend can start to push back against the forces of entertainment that are colonizing our democracy.

The bias towards entertainment and triviality is innately conservative because it disengages people from understanding issues and acts as a barrier to progressive thinking and change. If the point of media is entertainment then serious purpose, content and issues will degenerate. Tanner argues the case very well that it is 'simply too important to sit back and allow the sideshow syndrome to turn Australian democracy into a sham'.

**Russell Anderson**

*Executive and Policy Officer NEMBC*



## Constitutional Recognition: the Next Step Towards Addressing the Unfinished Business of Reconciliation.

Currently the constitution of Australia doesn't mention the Aboriginal and Torres Strait Islander Peoples and still reflects the 'White Australia' policies of the nineteenth (and unfortunately 20th) centuries.

When the constitution became the legal foundation for the nation, in 1901, the only mention of Indigenous people was negative - the 'natives' were the only race over whom the Commonwealth Parliament could not make laws and the only people who could not be counted in the national census.

In 1967 that all changed with that most famous of referendums - and the Commonwealth was able to make laws and count the First Peoples. To do that, it deleted all mention of 'the natives' - an ironic twist in the long march for Indigenous rights in this country. So the First Peoples went from a negative mention in the constitution to no mention at all.

But that's not the only problem. Currently the constitution enables laws to be made for 'races' (Section 51 part 26) and allows for State Governments to exclude particular races from voting (Section 25). The 'White Australia' policy still beats at the heart of our founding document.

So is that who we are? A people who do not recognise the First Peoples of these lands and waters? A people who think it's OK to discriminate on the basis of race?

In December 2010 an Expert Panel - whose members include Aboriginal and Torres Strait Islander leaders from all sides of the political spectrum, legal experts and representatives from the major parties and the independents - was established to consult the community about changing this situation. Earlier this year, the Expert Panel released its report and made recommendations concerning recognition and removing and preventing racism. Specifically to change the constitution to:

1. Recognise the prior occupation and continuing cultures, languages and heritage of Aboriginal and Torres Strait Islander Peoples.
2. Acknowledge the continuing relationship of Aboriginal and Torres Strait Islander Peoples to these lands and waters.
3. Remove the ability of States and Territories to bar certain races from voting [section 25].
4. Remove the capacity of governments to make laws to the detriment of Aboriginal and Torres Strait Islander Peoples or the people of any race [section 51(xxvi)].
5. Insert a protection against discrimination on the basis of race, colour or ethnicity.

The Government's response has been to promote further community education and discussion around its recommendations. Community groups are encouraged to apply for funding for events and activities through the YouMeUnity website: [www.youmeunity.org.au](http://www.youmeunity.org.au). Community education material and actions is available also on ANTaR's website: [www.antar.org.au](http://www.antar.org.au).

The nation made a major step in 2008 when former Prime Minister Kevin Rudd apologised to Aboriginal and Torres Strait Islander Peoples. The next step on the road to justice and re-setting the relationship between the First Peoples and non-indigenous people is to recognise the unique heritage and contribution of Aboriginal and Torres Strait Islander Peoples to Australia's identity. And not only that, the changes suggested by the Expert Panel, if they are accepted by the politicians and the community, will also protect all of us from racial discrimination.

Changing the constitution is an opportunity for us as a nation.

As Aboriginal leader, Richard Frankland suggests:

*"There is a question we must ask ourselves, do we have the courage to recognise the past for what it truly is, do we have the foresight to plant seeds here in the present and do we have the wisdom to empower our descendants with a document that shapes our nation for change that embraces us all? Let's hope so and get behind this vision for an honourable nation."*

**Dr Peter Lewis**

President ANTaR

(Justice, Rights and Respect for Australia's First Peoples)

**For more information  
about ANTaR or to  
organise an interview call:  
(02) 9280 0060**

# What can the Census teach us about Multicultural Australia?

**In June, the Australian Bureau of Statistics released the results of the 2011 census. The census is a helpful tool, which has been gathering results about the Australian population for the last 100 years and was last conducted in 2006. It enables us to understand the basic nature of the Australian population, to witness shifting trends and to make policy suggestions based on updated evidence.**

In particular, looking at the "country of birth" figures that the census collates is a way for us in the multicultural sector to examine Australia's changing cultural makeup. It is also an important yardstick when it comes to measuring the reality of population statistics against the many myths that are touted in the media about Australia being "swamped" by this or that migrant group. Therefore, the sector was watching closely to see what the data revealed.

Importantly, the census confirmed what the sector regularly states and what the NEMBC have this year put at the centre of their conference platform, that in Australia in 2012, Diversity = Reality. The census information revealed that 27% of Australians were born overseas, up from 23% ten years ago. When compared to the percentage of overseas-born residents in other countries, 27% is a high figure. It is 20% in Canada, 14% in the US and 10% in the UK. Indeed, of the 652,429 people who added to Australia's population since 2006, 20% of them are overseas born, compared to 7% who are Australian born.

As Dr Sundram Sivamalai, the Acting Chair of the Federation of Ethnic Communities' Councils of Australia (FECCA), pointed out, "*The latest data from the Census underlines the fact that Australia is truly a multicultural nation.*"

As well as telling us how many migrants there are living in Australia, the census reveals where migrants are coming from. Although, historically Australia has been a migrant nation, the proportions of where migrants are from have always changed due to historical events and policy decisions.

A significant fact revealed in this year's data is that, in recent years, the proportion of the overseas born population originating from Europe has been in decline, dropping from 52% in 2001 to 40% in 2011. The greatest decline in overseas born population has been in those populations from Southern and Eastern Europe, including populations from Greece, Italy, Poland, Malta, and Croatia. Conversely, the percentage of the overseas-born population originating from Asia has increased from 24% in 2001 to 33% in 2011.

Despite increasing numbers from Asia and declining numbers from Europe, the UK is still holding the top spot as the origin country where the largest proportion of overseas born Australians are from, and holding the top spot with a very large margin. 21% of all Australians born overseas are from the UK. There has been a 6% net increase in UK born migrants living in Australia since last census and the population is more than replacing themselves as older migrants pass away.

New Zealand is next on the list; 9% of Australians born overseas are New Zealanders. In fact, 11% of all Kiwis are living in Australia. Third on the list is China, with 6% of all overseas born Australians being from China, followed by India (5.6%), then Italy (3.5%), Vietnam (3.5%), the Philippines (3.2%), South Africa (2.8%), Malaysia (2.2%) and Germany (2%).

When analysing these statistics, it's important to acknowledge shifting trends. However, it is also important not to exaggerate the facts. One often repeated observation is that Anglo based migration is over. This is simply not true. Let's not forget that in 1901, 22.8% of Australians were born overseas and 18% of foreign born Australians were from the UK. In 2011, 27% of Australians were born overseas and 21% of foreign born Australians were from the UK.

It is true that compared to other countries, a high percentage of Australia's population is overseas born and those people come from a diverse range of countries, language groups, religions and backgrounds. But it is worthwhile remembering that the number of people that come in from this place or that is tightly regulated. And although shifts occur, new populations grow and others decrease, most change occurs slowly and incrementally.

So, is Australia in 2012 a multicultural country? Definitely. But, is Australia in 2012 a country in danger of being swamped by one particular migrant group? Only the English and that is nothing new.

**Bec Zajac**

*Communications and Membership Officer  
NEMBC*





# NEMBC 2012 National Conference

Adelaide, South Australia, 23-25 November



23-25 November • Grand Chifley Hotel • Adelaide South Australia

The NEMBC is pleased to announce that it's National Conference for 2012 will be held in at the Grand Chifley in Adelaide, South Australia from the 23-25 of November.

## Venue & Accommodation

The NEMBC National Conference 2012 will be held at the Grand Chifley Hotel on South Terrace in the Adelaide CBD:

### Grand Chifley Hotel

208 South Terrace, Adelaide SA 5000

Phone: **08 8223 2800**

Email: [reservations.adelaide@grandchifley.com](mailto:reservations.adelaide@grandchifley.com)

The Chifley has three different accommodation buildings in the same precinct and we have secured different discount rates at each of the venues, please advise the hotel which building and rate you would like to book into:

- **Grand Chifley:** \$152 per night including breakfast
- **The Chifley Hotel:** \$134 per night including breakfast
- **The Country Comfort:** \$119 per night including breakfast
- An additional breakfast can be purchased for \$19

Delegates should contact the hotel by phone or email and quote '**NEMBC Conference**' to make their booking. Make sure to book your accommodation early as rooms are limited.

*Alternative options for accommodation, that are within walking distance, include:*

### Backpack Oz – ph: 1800 633 307

Budget accommodation with rooms starting at \$60 and dormitory beds from \$26 per night.

<http://backpackoz.com.au/backpackoz>

### City Park Motel – ph: (03) 6331 9966

Close by motel with rooms starting at \$88

[www.citypark.com.au](http://www.citypark.com.au)

## Conference Registration

Registration forms have been distributed to radio stations and can be downloaded from the NEMBC website.

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

## 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 and Emerging Community.
- Subsidies are only available to official station delegates who have 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.

## For More Information

Contact the NEMBC on (03) 9486 9549 or visit the NEMBC website for the latest conference information, program and registration forms: [www.nembc.org.au](http://www.nembc.org.au)

## Key Conference Dates

- Friday 9 November
  - Saturday 24 November
  - Sunday 25 November
- Late Registrations Close  
NEMBC 2012 Conference  
and Gala Dinner  
NEMBC 2012 AGM**



# NEMBC 2012 National Conference

Adelaide, South Australia, 23-25 November

## Conference Official Opening



### **Senator the Hon Kate Lundy is the Minister for Sport, Minister for Multicultural Affairs and Minister Assisting for Industry and Innovation.**

First elected to the Senate for the ACT in 1996, Kate began full time work at the age of sixteen as a labourer removing asbestos from building sites. Her political awareness grew on the job and she became a workplace delegate for the Building Workers Industrial Union (later the CFMEU). Kate began work as a full-time union organiser in 1986, working extensively in occupational health and safety, sustainable industry development, and later communications and information technology. The following year she was elected as Vice President of the ACT Branch of the BWIU and became the first woman to ever hold an executive position in the traditionally male dominated union. In 1988 she joined the executive of the ACT Trades and Labour Council and in 1993 became the youngest person and first woman elected as President of the Council.

## Conference Speakers



### **Dr Helen Szoke, Australian Race Discrimination Commissioner**

Helen Szoke was appointed as Australia's full time Race Discrimination Commissioner on 5th September 2011 for a five year term. She is responsible for leading the National Anti-Racism Strategy and has recently launched the Agenda for Racial Equality 2012-2016 which sets out the priorities for her term. Previously, Helen Szoke was the Commissioner with the Victorian Equal Opportunity and Human Rights Commission and worked with the Commission from 2004 until August 2011. She is also Patron of the Australian Arabic Women's Foundation Inc, which aims to empower, encourage and support women from Arabic backgrounds to become independent. In 2011, Helen was awarded the Law Institute of Victoria Paul Baker Award for contribution to Human Rights.



### **Judge Rauf Soulio, Australian Multicultural Council, Chair (SA)**

Judge of the District Court of South Australia. Judge Soulio is President of the Football Federation of South Australia and the current Chair of the Migrant Resource Centre of South Australia. He was recently appointed to the Council for the Order of Australia. He is on the Judging Panel of the Governor's Multicultural Awards program and Chair of State Government Sporting Advisory Committees. In 2003, he was appointed as Honorary Consul-General for Albania in Australia and is active in the Albanian community. Judge Soulio was the Deputy Chair of the Australian Multicultural Advisory Council until June 2011.



# Conference Program



## Conference Program at a glance

Friday 23th November			
6pm	Welcome Reception		
Saturday 24th November			
8:00 - 9:00am	Registration		
9:00am	Welcome to Country		
	<b>Official Opening Speeches</b> Senator the Hon Kate Lundy, Minister for Sport, Minister for Multicultural Affairs and Minister Assisting for Industry and Innovation.		
9:30am	Plenary Sessions		
	Keynote with Human Rights Commissioner Dr Helen Szoke		
	Address from Judge Rauf Soulio from the Australian Multicultural Council		
10:20am -10:45am	Morning Tea		
10:50am	Q and A Panel Discussion - Diversity=Reality: Stop Racism		
	Featuring: 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; and more to be announced.		
12:00 - 1:00pm	Lunch		
Workshops			
1.pm	Young People Challenging Racism	Skills and Strategies for Successful Lobbying	Governance Explained
2.30	Afternoon Tea		
3.00pm	Social Media Connect - Create - Communicate	Community Broadcasting Foundation (CBF) Workshop	
5pm	Close of Workshops		
5:30pm	Plenary Conclusion and Presentations of Workshops		
7:30pm	Conference Gala Dinner		
Sunday 25th November			
8:00 - 9:00am	Registration for entering AGM (delegates will need to line up at the door and have their names checked and given voting cards before entering the AGM).		
9:00am	AGM Opens		
1.30pm	Lunch		



## Conference Workshops

### Young People Challenging Racism Workshop

The NEMBC Youth Committee will be facilitating an 'Insight' style workshop to be hosted by Youth Committee Convenor Ekaterina Loy. Joining her on the floor will be Edgar Mirantz Tan and Kenneth Kadirgamar. Discussion will be on:

- Let's Talk about Youth and Racism: Exploring the different sorts of racism that multicultural youth experience: in the workplace, school, university, everyday life and discussing and identifying healthy practices on how to handle different types of racism.
- How to Join the National Anti-Racism Strategy: Dr Helen Szoke will speak about why it is important for young people to participate and take the lead in eliminating discrimination in our society. This is an opportunity to ask her more about the Strategy and how you could join in.
- Role of Multicultural Youth Broadcasters: Edgar and Kenneth will facilitate discussion on how to empower multicultural youth broadcasters, how they can use the airwaves to promote cultural diversity and educate the wider community about how racism affects individuals and the broader society.

### Skills and Strategies for Successful Lobbying

This workshop will reveal the inner workings of the NEMBC lobby activities. How lobbying takes place for the annual federal budget and how to lobby for the federal elections. The workshop will propose and develop strategies, not just for now or next year, but long term lobby strategies. You can learn how to become an *Advocacy Champion* and receive lobbying and campaigning skills and join a network of lobbyists to strengthen ethnic and multicultural broadcasting. Facilitating this workshop will be professional lobbyist Sela Taufa from the Network Of Immigrant and Refugee Women Of Australia and Zita Ngor from the Director of the Women's Legal Service (SA), and Russell Anderson Executive and Policy Officer of the NEMBC.

### Governance Explained

Joe De Luca, Convenor of the Governance Sub-Committee, will explain how Constitution changes will help the NEMBC fit the requirement for Register of Cultural Organisations and can lead to the NEMBC receiving Deductible Gift Recipient status. This program is 3 years in the making and needs a successful outcome!

### Social Media: Connect-Create - Communicate

Social media can be used for good or for evil! It's important that community radio broadcasters understand social media platforms. This workshop will help to navigate this online space, by:

- How to Connect-Create-Communicate. An NEMBC project connecting multicultural young people - share your information, it's easy to grow your audience. Learn how to get involved and talk to your station about networking your program. Sign-up on the day!
- Where you fit online: Erin McCuskey, Creative Director at Yum Studio and eChamp Leader, will facilitate an interactive session where you can find out where you fit online, help you determine your stations online shape and profile.
- Remove Hate Fast: Karen Toohey, Acting Commissioner at the Victorian Equal Opportunity and Human Rights Commission will show people how to use the Anti-Hate Spray and to protect yourself against discrimination. The Anti-Hate campaign is designed to make it easy for people to do something without feeling afraid or that they are being judged. Importantly, one of its key aims is to reach people where they are – and where much of the discrimination is now occurring – online.
- Promote your program: Edgar Tan, 3ZZZ broadcaster, will explore the connections that ethnic Broadcasters can make with social media and help promote their programs.



### Community Broadcasting Foundation (CBF) Workshop

Radio is more than talking! There's analogue and digital services, convergence and divergence, computers and websites and social media and news from the internet – how does an ethnic broadcaster get on top of it all and still serve a local community? Members of EGAC and CBF offer discussion on how best to support the evolving ethnic community broadcasting sector.



# Your Chance for Questions: Q&A

We're looking forward to seeing you on Saturday morning at The NEMBC Conference 2012 for a very special edition of Q&A. Back by popular demand!

The theme this year will follow the conference, **Diversity=Reality, Stop Racism**. The event will be run just like the actual TV show on the ABC with panellists and our fantastic facilitator, Heinrich Stefanik. And, just like on the show, the questions will come from you! There are a number of ways you can ask a question between now and Saturday:

- Email a question to [conference@nembc.org.au](mailto:conference@nembc.org.au) with Q and A in the subject line
- Create a YouTube video with your question and email it to us, we will play it on screen at the panel session
- Post your question on the NEMBC Facebook page
- Ask your question by raising your hand at the event (how old fashioned is that?)
- There will also be tweeting happening throughout the event. You can tweet questions using the hashtag **#NEMBC12** starting from now

We've put together a list of suggested topics below, but these are just to get your thoughts flowing. Feel free to ask questions about anything to do with the media, current affairs, multiculturalism, the community radio sector, and ethnic broadcasting. We're keen to have lots of input from you, so get typing, tweeting, Youtubing !!

## 1. **The Failure of Multiculturalism ...Again!**

In the wake of recent protests against the film "The Innocence of Muslims", we have seen another round of articles from conservative commentators stating that these incidents reveal that Multiculturalism has failed. Other commentators like Tim Soutphommasane argue that the recent protests do not denote a cultural crisis at all. Why does this argument about the failure of Multiculturalism continue to be perpetuated?

## 2. **Alter-Racism** - At 2011's NEMBC conference, Professor Ghassan Hage spoke about the difference between anti-racism and alter-racism. Alter-racism means more than opposing racism, it means searching for an alternative to racist relations.

Professor Hage spoke about how some people don't think racism applies to them. They might say, *'I don't mind you being racist against somebody else, but me?'* How does ethnic community broadcasting help to bridge gaps and create a more harmonious society and how does it deal with Ghassan Hage's issue of alter-racism?

## 3. **Social Cohesion, Discrimination and Multiculturalism** - In the Scanlon Foundation's 2011 survey, evidence showed that there was a heightened experience of discrimination in the community. What can community radio do about anti-migrant sentiment in Australia?

## 4. **Do global crisis and conflict affect broadcasters?**

As the crisis in Syria intensifies, community radio broadcasters who are personally connected to the conflict face the challenge of covering it accurately and fairly. How can they face this challenge? Does war, famine and conflict affect how broadcasters report and communicate at their station?

## 5. **Racial Profiling and Reporting on ethnic crime** - Last year, Kensington Legal Centre released the results of a 12 month study, which found that young men of African descent experienced more difficulty with police than other youth and were less likely to have their rights respected. Why does crime in mainstream media continue to be a focus of reporting on ethnic communities particularly communities from Africa and the Middle East? How can this issue be covered in a better way?

## 6. **Close the Gap - Aboriginal issues**

The Close the Gap coalition is calling on governments to take action to achieve Indigenous health equality within 25 years. What role can community broadcasting play? Are Aboriginal issues being addresses on properly and sufficiently on ethnic community broadcasting?

## 7. **Mainstream Media** - While community broadcasting promotes harmony, unity and diversity, the mainstream media is being questioned for its polemical views and unethical behaviour. The Finkelstein Report and the Convergence Review recommended tighter regulation. Is freedom of speech more important than ethical and lawful behaviour? Do we need a regulator?

## 8. **Sport - A fair game?**

In a high profile interview on Fox Sports, Swans champion Adam Goodes talked about being abused by a star AFL player as a 22 year old - an attack he remembers to this day. He said the AFL and its indigenous players were *"winning the war"* against racism but it hasn't been wiped out completely. What more needs to be done to counter racism in Australian sports? What role can community broadcasting play?

**What will you ask?**

**We can't wait to receive your questions!**



# Annual General Meeting

## NOTICE OF 2012 NEMBC AGM

The NEMBC 2012 AGM will be held on Sunday the 25th of November starting at 9:00 am at the Grand Chifley Hotel, 208 South Terrace Adelaide. Information about the AGM, the agenda and motions were posted 30 days before the AGM.

Please see the agenda below. There are no elections this year but there will be proposed motions for Constitutional changes, these were posted to members earlier and are available on our website at: [www.nembc.org.au](http://www.nembc.org.au)

The NEMBC has produced a two page easy guide to the NEMBC AGM to help the members understand the procedure for delegates, voting delegates and how to vote. This was posted to members earlier and is also available on our website.

Please make sure your membership fees are paid so that you can vote on issues at the AGM.

The NEMBC Constitution and procedures require that, for the purpose of attendance and voting, members:

- (a) Must be financial for 2012, not later than the 11 of November 2012, two weeks before the AGM.
- (b) Must 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) 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.

For more details about Letters of Appointment and deadlines or for any assistance please contact the NEMBC Office or visit the NEMBC website.

## AGENDA, NEMBC 2012 ANNUAL GENERAL MEETING

### AGM AGENDA 2012

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. Attendance/ Apologies</li> <li>2. Minutes of the last AGM</li> <li>3. Business arising from Minutes</li> <li>4. Reception of Annual Report presented by the President</li> <li>5. Reception of Annual Financial report, Balance Sheet and Auditor's Report</li> </ol> | <ol style="list-style-type: none"> <li>6. Reception of annual reports of any of the subcommittees           <ol style="list-style-type: none"> <li>a) EGAC Report</li> <li>b) Governance Committee</li> <li>c) Youth Committees Report</li> <li>d) Women's Committee Report</li> </ol> </li> <li>7. Constitutional amendments</li> <li>8. Notices of Motion</li> <li>9. General business</li> </ol> |
|---|---|

Tangi Steen  
NEMBC President

Cristina Descalzi  
NEMBC Secretary



# Digital Spectrum Update

Community digital radio services have now been on air for over a year and in this relatively short time many stations have begun to trial new approaches to the platform. Many stations are recognising the opportunities that digital radio offers for them to engage with their audience and service new communities.

MBS Light, produced by Brisbane's 4MBS showcases light classical music, musicals and jazz and presents a popular, lighter alternative to the 4MBS FM classical service. 4MBS is working with other fine music stations around Australia to develop additional specialist programming specifically for their digital services. Between them they have an incredible catalogue of live studio and concert recordings of Australian artists for broadcast features.

5RPH has established a second digital service, Iris, featuring readings aimed at a younger audience. The service is operated in addition to a digital simulcast of the station's existing service for the print handicapped. The digital radio audience continues to develop and 5RPH is now planning to further expand Iris programming.

Digital opportunities are particularly apparent for ethnic language stations as there are many language groups keen to have airtime. Listener communities have been shown to be willing to purchase a specialised radio in order to access this content as evidenced by the success of digital based specialist language radio stations.



Tongan Program Presenter: Penelope Fotu  
Photo credit: Andrew Worssam

Sydney's 2000 FM has established the 2000 Languages service, which extends the existing ethnic community broadcast services by enabling new language groups to access airtime. More than 40 new programs are broadcast including Greater India that focuses upon a different Indian language each day including Malayalee, Hindi, Sindhi, Telugu, Kannada and Gujarati. Aruna Chandrala is the director of the Greater India programs: "We are very happy to be using this technology in its early development stage. This is the first time some



The Arabic Program: Laila Ibrahim and Amanie Boussi  
Photo credit: Andrew Worssam

*of these languages have ever been broadcast in Australia and this provides essential information and access to community services for these communities."*

2000 FM is selling digital radios directly to listeners through these digital programs and has already sold a large number of radios.

In Brisbane 4EB is broadcasting the Global digital radio service. Exclusive specialist language content is broadcast on Global including Filipino, Japanese, Italian and Telugu as well as several programs being replayed in a different timeslot.

Peter Rohweder, 4EB's station manager suggests: "Global has given the opportunity for many broadcasters to provide more local programs for their communities and to expand the content. Formerly many broadcasters had been restricted to one hour per week due to the limited airtime available on FM."

Currently only metro wide licenced stations in the mainland capital cities are legislated to broadcast in digital, and to date the cost of digital transmission for these community radio stations has been covered by federal government funding for the Digital Radio Project (DRP). The DRP, managed by the Community Broadcasting Association of Australia (CBAA), is responsible for the establishment, development of and ongoing transmission support for community digital radio services. The Department of Broadcasting, Communications and the Digital Economy held an independent review of the DRP in August 2011. The CBAA was advised that the outcomes of the review were positive with all project milestones met and accurate budgets for 2012-2016.

The federal budget released in May 2012 provided for funding for the DRP for 4-year term but with a substantial shortfall of approximately \$1.4m per year.

Philip Shine, DRP Manager explains; "If the funding shortfall is not addressed the project will not be able to cover the cost of transmission for all existing 38 ...

*Continued over on page 17...*

**Deakin University hosted the inaugural Deakin-SBS-Ethnic Communities' Council of Victoria Media Mentoring Program launch for 2012 at Deakin's City Centre on Friday 21 September.**

Four Deakin University students who were selected in Trimester 2 for the SBS Media Mentoring Program have been offered their first media internships reporting on the Ethnic Communities' Council of Victoria conference in November. The four applicants were selected for their multicultural or refugee backgrounds from among students studying media, communications, journalism and related courses. They had their first taste of networking with senior SBS staff and members of Victoria's ethnic communities' umbrella groups at the Program launch on September 21.

Their second activity was to visit the National Ethnic and Multicultural Broadcasters' Council on 2 October, where NEMBC Director Russell Anderson briefed them on the work of the NEMBC on behalf of more than 600 broadcast programs in Australia. It was there that they met the ECCV's Jessica Rath (bottom right of top photo) who offered them the one-day practical media internships writing and tweeting for the ECCV website.

Their third activity was to visit Community Broadcaster 3ZZZ where they discovered what 3ZZZ does, who its audiences are, and how to volunteer for the 3ZZZ multicultural broadcast team.

Their fourth activity will be a visit to SBS at Federation Square on 19 October for induction into the mentoring program and an SBS studio tour.

The four participants in the program, pictured are: Trami Nguyen, Mahadiya Monis, Sarah Chand, Chantelle de Sousa.



**Deakin University**  
Victoria

*Cont...*

*... community digital radio services beyond 2012/13. Given the substantial investment community broadcasters have made in developing digital services and the investment the Government has made to date, it would be a great pity if those services were now to be curtailed as a cost saving measure."*

The CBAA as the national peak body for the community radio sector has always pursued affordable access to the digital broadcast platform for community broadcasters, the CBAA is working to resolve the current funding shortfall for the Digital Radio Project. CBAA General Manager, Kath Letch, states; "The CBAA is determined to see full funding restored over this 4 year period to support community digital radio services.

*This is an early stage in the development for digital radio and community broadcasters make an important contribution to media diversity and local content in the digital broadcasting environment. The Digital Radio Project is a critical national infrastructure project for all types of community radio stations including ethnic & multicultural services, educational, youth, Indigenous, specialist music, religious, print handicapped and general access stations."*

For more information about community digital radio services you can head to the [www.radius.org.au](http://www.radius.org.au) website or contact DRP staff via email at: [digitalradio@cbaa.org.au](mailto:digitalradio@cbaa.org.au)

**Alex White**  
Project Assistant- Digital Radio Project  
Community Broadcasting Association of Australia

## NEMBC Social Media

The NEMBC has been very active on social media and we would like to update you on what has been happening on our Facebook and Twitter pages! Also, we are proud to announce that our Tune-In website is now up and running and seeking contributors!

### Facebook



The NEMBC has almost 200 followers on Facebook and the numbers are continuing to grow. We have been using our Facebook to update followers with NEMBC news and activities. On our Facebook activities, we also engage with followers on content such as:

- Multicultural and Indigenous news around Australia
- Multicultural community broadcasting news in Australia and overseas
- Grants and Employment opportunities
- News about racism in Australia and other parts of the world
- Opportunities that engage with multicultural communities
- Asylum Seeker and Refugee news

Our Facebook activities has been generating lots of traffic. We are engaging with more users and followers have been responding to our posts; we have even started insightful and animated discussions with followers i.e. the announcement of Dutch MP Geert Wilders coming to Australia in the midst of the Muslim protests over the controversial anti-Islam video. We have had strong reception from users from other posts such as racism, issue of online racial vilification and multiculturalism in Australia being questioned.

We strongly encourage everyone to participate in online discussions because this enables you to interact with more like-minded individuals and to keep up to date on what has been happening at NEMBC and participate in our events. You can like us at: [www.facebook.com/nembc](http://www.facebook.com/nembc).

### Twitter



Our Twitter account was set up late last year and currently we have more than 500 followers! We have tweeted over 1000 tweets which is a fantastic milestone! Through Twitter, we are able to interact and communicate with like-minded organisations and people who share similar ideas as us. We tweet content similar to our Facebook posts and we engage our followers with news issues. We have also had many great discussions happening with followers such as racism in job advertisements,

migrants bullied in workplaces, Social cohesion issues in light of the Muslim protests in Sydney.

Twitter has been a very effective tool in giving instantaneous updates. Last year at the 2011 Conference, Twitter was used to communicate the proceedings. Followers were able to get minute by minute updates about what was happening as if they were really there!

We have used Twitter to promote our Facebook page as well and this has helped us find Facebook fans. Also, the NEMBC has been using Twitter to communicate other activities such as attending forums and events, for example the Victorian Ethnic Broadcasters' Forum, Conference on International Students and Women's Power Forum. This has created more opportunities for us to have discussions and communication with our followers on different topics and issues.

Don't forget to follow us on Twitter at [@nembc\\_official](https://twitter.com/nembc_official)! Join the conversation at our 2012 National Conference in Adelaide at [#nembc12](https://twitter.com/nembc12). The South Australian eChamps will be broadcasting the Conference live on our Facebook, Twitter and NEMBC Blog so keep an eye out!

### Tune-In Project

Looking for a place to podcast and showcase your radio programs? NEMBC's Tune-In website is looking for you! Tune-In aims to Connect, Create and Communicate. Tune-In gives you more opportunities to connect with your audience through an interactive online forum where audiences can share their thoughts with you. You have the opportunity to create an online presence and profile for your program, and as this website archives the programs you upload you can continue to share it with your community and new audiences.

In broader terms, Tune-In aims to create an online platform and space for multicultural and ethnic community broadcasting. Having an online presence means that your programs will have more exposure and be easily accessible to audiences. If you are an NEMBC member, you can create an account with us to download radio programs and join in the online forum discussions to share your thoughts with like-minded individuals. Broadcasters can sign up and become a moderator. As a moderator, your program will have its own page and you can use this space to form a collection of your shows. Furthermore, this is a new opportunity to communicate with audiences and easily get in touch with them!

This is a great opportunity to archive your shows and to promote it locally, nationally and internationally! For more information on how to do this, head to our website on [http://youth.nembc.org.au/programs\\_youth.php](http://youth.nembc.org.au/programs_youth.php)

Hsin-Yi Lo  
Project Officer NEMBC



# The Allied Media Conference: When Media, Education, Art and Community Organising Unite!

At the beginning of every summer, for the last 14 years several hundred media makers, activists, educators and artists have made the annual pilgrimage to Detroit, Michigan for the Allied Media Conference (AMC). Hailed as the 'Mecca' for creative grassroots' producers and community activists alike, the conference presents a rare opportunity for those who work in the diverse areas of media, art, education, technology and community organising to come together, united in the aim of developing media strategies for a more just and creative world .

The presentations at the AMC are about empowering people and their communities with the skills, knowledge and creativity to come up with alternative solutions to social and environmental challenges. Whether you are a media maker, educator, student, artist, techie or community activist, AMC challenges you to look critically at the way you use your work to engage and inspire. It also encourages these sectors to connect and collaborate to fulfil AMC's goal, 'Media Strategies for a More Just and Creative World'.

This year I had the opportunity to attend the AMC for the first time and the first thing I noticed about the conference was the huge amount of diversity in terms of both content and attendees . The conference had 6 themed tracks: Webmaking, Analog Media, Research Justice for Movements and Community Voices, Imagining Better Futures Through Game Design And Play, Media Policy for Love and Justice and Occupy the Airways! Community Radio, but the diversity and creativity of presentations went well beyond these categories.

A few of the most eye-catching presentation titles illustrate some of the diversity and creativity of content. They included: 'Hurricane Season Curriculum', 'Your Media Rights: A Game Show', 'Medios Caminantes: Border Crossing Media', 'From Third Cinema to Media Justice' and ' Art, Gentrification, and Our Broken Beautiful Cities'. While these tracks and titles give a small insight into the breadth of the conference, it's also pertinent to mention the friendly, open, collaborative, grassroots and inspiring atmosphere, which makes the AMC so unique and valued.

AMC hopes to facilitate different possibilities by envisioning new and innovative approaches to social and environmental change through media, education and the arts . For Pittsburgh based Hip Hop Educator and Librarian, Bekezela Mguni, the Allied Media Conference, " is like coming home". Upon reflecting on the importance of conferences such as the AMC, Mguni believes that it is a very important space to motivate and inspire as well as create change. As Mguni put it:



Participants at the Allied Media Conference in Detroit

*" People who are transcending the norms of this society need space to be affirmed. They need space to be visionary and to know that it's very good to envision something new... I think AMC is a place of possibilities. When we fight, when we win, what do we make? What do we create? I think it's all about creation, it's all about indulging in the possibility of something new.."*

The conference is set in the heart of Detroit, Michigan, a location which one of the young conference participants, Amany Killawi of Michigan Roundtable for Diversity and Inclusion, thinks is very much in line with the aims of AMC:

*" There is this discourse about Detroit in the media... that it is hopeless and abandoned, that there was the 'golden age' of industrialisation and now that's all gone..... But at the same time you have this rising narrative of Detroit as a city that's reinventing itself and rethinking education, rethinking youth programming, rethinking the way we do media. So this is the perfect context for a conference like this because you have all of this emerging into these new paradigms and the AMC is all about that as well ."*

What struck me about the AMC was that it really challenged people to rethink how and why they produce media. It invited people to look critically at their motivations to educate, inspire, create, collaborate and transform through their work. Including the different sectors of media production, education, community organizing and the arts-sectors which rarely meet-really opened up people's consciousness to how these different sectors can work together to create a more just society and environment. These different perspectives and ideas also challenged people to look at their work to see how it can be adapted to achieve the best results possible, even if that involves challenging 'traditional' approaches to media or traditional approaches to education and community organising .

**Rachael Bongiorno**

*former Project Officer of the NEMBC*

Byron Bay and its surrounds have been forever linked in the Australian imagination with hippy communes, alternative subcultures, and the rejection of the mainstream rat-race. Therefore, as soon as I started mentioning to friends that I was going on a work trip to Byron Bay, the jokes began. "Oh yeah, a 'work trip,'" they'd say, stressing the inverted commas, "What are you going to be working on there? The fastest way to get a sun-tan? How to relax as quickly as possible?"

However, there is far more to the region than the stereotypes suggest. Those who have not had the opportunity to visit Byron are often unaware of its incredibly diverse natural landscape, resource richness, entrepreneurial spirit, political activism and thriving community radio sector. Indeed, for a region synonymous with dropping off the map, the Byron area has one of the most diverse local media scenes in the country.

I was in the Byron area to meet with the ethnic broadcasters at the major community radio stations in the region and my trip began in the bustling town of Byron itself. Sitting between lush forest and a gorgeous beach, Byron attracts tourists from all over the world. Its international appeal is also strengthened by its reputation as one of Australia's premier arts hubs. On any given night, you can eat world class Thai food, catch a Bollywood movie and end off watching the outdoor performance of a Ghanaian orchestra; a fact not lost on the programmers at the local community radio station, Bay FM.

## BAY-FM

Bay FM sits at the centre of town and there I was met by Station manager, Quentin Watts and ethnic representative, Sergio Scudery. Quentin explained that their contributors are both long-time residents from very established ethnic communities in the area and tourists passing through town. Because of Byron's transient population, their programming roster changes more than that of other stations but at the moment they are housing programmes in Italian, Spanish, Indonesian, Celtic and African languages.

Quentin remarks that the kinds of people who live in Byron are, "generally curious and interested in diversity and multiculturalism." Local people listen to the programs from their own communities but many others just tune in because they like to hear the languages spoken or music from other countries played. "The tourists love it," Quentin tells me, "and because of all the new age communities, Indian programs have a big following. Many people go to India to look for a guru and come back deeply involved in the station."



Sergio Scudery, Bec Zajac and Quentin Watts at Bay FM

On my second day, it's time for a trip into the hinterland to visit the active and energetic station of Nim FM. The road that leads from Byron into the artistic community of Nimbin is narrow, winding, unpaved and when I'm there, flooded. It takes me through small coffee roasting operations, craft markets and local communes; it's incredible to see how quickly the scenery changes from bustling beach town to quiet cool forest.

## NIM-FM

At NIM FM, I'm greeted by Station Manager, Bob Tissot and his friendly crew of ethnic broadcasters from the German, Spanish, Italian and Japanese programs. Nim FM came to be around 13 years ago and for at least 10, it has had ethnic programming. Nimbin is a very multicultural area with bus loads of tourists coming through and Bob believes the ethnic broadcasters reflect the "colour of the community" and the vibrancy of the area. "They bring a sense to the community that the world's a big place – that there are



Bec Zajac, Bob Tissot, Ian Wackham and Martin Jansen at NIM FM

*other cultures apart from what is often thought of as the Australian country paradigm with akubra hat and dusty dog," Bob continues, "Nimbin attracts people with similar attitudes but we're a really mixed bag up this way and the station shows that."*

## 2NCR - FM

The next day it was off to Lismore, one of the biggest cities in the region and home to Southern Cross University and 2NCR River FM. The 35 year old station was one of the first community stations established in Australia and has some of the longest running ethnic programs, including the Italian Show, which has been on the air for 30 years.

I met with Station Manager, Basia Klim and the broadcasters from the Chinese, Italian, Greek, Filipino and French shows, all of whom, given their experience had a lot of knowledge to share.

Basia explains that because Lismore is a regional centre, there are people who drive long distances through rough terrain and often in difficult weather conditions to do their weekly program. *"The programs are a centralised point for these communities,"* Basia says, *"As well as language content, they act as a community service, giving listeners information about what's going on in the area."*

The ethnic programs are listened to not only by the members of the specific language groups but also others who are just interested, such as students who may be learning the language or locals who like the music. *"They make the broader community much more aware of the ethnic groups within the region,"* Basia states, *"the station does a lot of cross promotion, which means that even people who don't tune in to the ethnic programs are still made aware of them."*



Robert Mazouin, Ming Xi Guan, Mathel Chosier & Harry Crethar at 2NCR

## 2TEN-FM

Before I head back to Byron, I have the opportunity to meet up at a local coffee shop with another station manager, Rebecca Carpenter, who has driven into town from Tenterfield specially to chat with me about the importance of ethnic broadcasting at her station, 2TEN. Unlike some of the other stations in the region, ethnic broadcasting is a new addition to 2TEN's programming grid. However, Rebecca believes ethnic broadcasting is an excellent tool for supporting multiculturalism and generally strengthening the community as a whole. She is enthusiastic about the potential to bring more programs on board, which is partly why she recently joined up the station as members of the NEMBC.

I drive back to Lismore with 2TEN renewed as NEMBC members and 2NCR signed up as new members this year. NIM FM and Bay FM also signed up during my visit. My goals of trip were to meet with the ethnic broadcasters at the major community radio stations in the area, to chat with them about the NEMBC and get them on board as members. By the end the trip, all these goals had been achieved, and along the way I did manage to fulfil that supplementary goal as well, heading back to Melbourne with an excellent sun tan and an aura of relaxed Byron calm.

**Bec Zajac**

*Communications and Membership Officer  
NEMBC*



Bec Zajac and Rebecca Carpenter, Station Manger at 2TEN in Lismore



## Radio 4EB Multicultural Dinner Dance

Radio 4EB held its annual Dinner Dance in July this year with a multicultural theme *"come in your national dress"* and be ready to party. It quickly became a popular choice with all groups becoming excited about gathering their national dress items for the night.

Just over 300 people attended the event comprising of station staff, EBAQ (4EB) board directors, broadcasters, panel operators, language group members and friends. Everyone agreed it was one fantastic night and one of the most colourful 4EB parties in years.

The evening began with live music for dancing provided by popular Gold Coast Italian singer/entertainer 'Fortunato' but it wasn't long before a particular segment during a music break after dinner became a much talked about highlight.

This half hour interlude hosted by EBAQ (4EB) President Nick Dmyterko and MC Alex Oliver involved an impromptu presentation of each language group represented, by one member given time to explain in detail the story behind their national dress. It also became a great opportunity for nationality group photos on stage.

It was an instant cultural hit for Radio 4EB. It was also entertaining and educational for everyone who attended this year's annual dinner dance.

Jeffrey Milne  
*Radio 4EB*



Nepalese Group



4EB President Nick Dmyterko & Vladis From Russian Group



Russian Group



Dutch Group



Russian Group



## Fit, Fabulous and Forty!

What a fabulous 40th birthday Radio Adelaide had on 28 June 2012. THANK YOU to everyone who came along to the station, ate some soup, donated some money, or listened in to birthday programming. It was truly a great day of appreciating just how much community radio means to all of us.

The day started off with the Premier, Jay Weatherill ringing in to wish Radio Adelaide a happy birthday. Then the Prime Minister sent a birthday message. Afterwards there was a simulcast with 5AA where Radio Adelaide's first station manager Keith Conlon now hosts breakfast. That's right, for a few minutes both radio station's audiences heard exactly the same thing. Fun stuff. Radio Adelaide was also granted well wishes from Alexander Downer, Natasha Stott Despoja and Shaun Micallef. You can still listen to all the fun online at [radioadelaidebreakfast.wordpress.com/2012/06/28/](http://radioadelaidebreakfast.wordpress.com/2012/06/28/)



Roundabout takes it to the streets

Later in the day, the station was set up outside on North Terrace while a winter soup kitchen kicked into gear. It was lovely to look out across the sidewalk and see so many people enjoying a lovely cup of homemade soup while they tapped their toes to the wonderful tunes being played by the Jazz on the Terrace Team and Roundabout.

All the while, there were station tours including studio recordings happening. There were special stories on The Wire about the history of community radio, which can be heard online at [www.thewire.org.au](http://www.thewire.org.au) (just look up 28 June 2012), and a party at Format featuring The Cal Williams Jr Band.

During the birthday, 10 people decided to take the plunge and become lifetime subscribers. These were very special birthday presents indeed!



Lord Mayor Stephen Yarwood , Deborah Welch - Radio Adelaide Station Manager and Dianne Janes - Acting Station Manager.

What some of you may not know is that Mayor of Adelaide, Stephen Yarwood, threw a Civic Reception at Town Hall on July 17 for the hard working members of the Radio Adelaide community to honour the 40 years of community broadcasting. About 100 station workers from past and present joined special guests including community leaders and representatives from the University of Adelaide and from other community radio stations around Adelaide. The Mayor gave a very generous speech celebrating the great work of Radio Adelaide – thanks to the Lord Mayor for a great night and here's to the next 40 years.

**Sarah Strong-Law and Ekaterina Loy**  
*Radio Adelaide*



The Soup Kitchen on North Terrace



## Around the Stations

**When Maria Mastro returned from a holiday to Italy early in 2006, she carried something in her valise which would change her future. Little did she know that her collection of Italian music found at markets in Milan and Rome, would represent a crucial piece of the jigsaw that launched a new facet of her life. Her overseas trip to the country of her ancestors happened just as the Italian radio broadcast servicing Stanthorpe was experiencing serious problems.**

Thanks to WWII and post-war migration, Stanthorpe (in SE Queensland) has always had a strong Italian flavour. The first Italians came unwillingly as prisoners of war, to work on local farms. After the war many stayed and were joined by migrants from war-torn Europe. They settled in and around Stanthorpe, grew vegetables and fruit, especially grapes, and introduced the Australian palette to the delights of Italian vino. These Italian Australians had for many years enjoyed an Italian language radio program, broadcast from 4EB in Brisbane. Even though it was patchy in the Stanthorpe area, it kept people up-to-date with news from Italy and quenched their thirst for the sounds of voices and music from the old country. Around 2005 the reception of this service became even more problematic due to the introduction of other FM transmissions from Stanthorpe. The loss of the 4EB broadcast left a huge vacuum in their daily lives.

Twenty years earlier, in 1986, 2 Ten FM was founded in Tenterfield, some 60km south of Stanthorpe. After consolidating its membership base around Tenterfield, Ten FM sought to expand its operation over the border. Trevor Cooper, at the time deputy principal at Stanthorpe State High School and a radio presenter at Ten FM himself, was able to leverage the means to accommodate a studio in a building extension at the High School. And Maria Maestro was there to attend the grand opening. This event would prove to be the last piece of the jigsaw that saw the birth of ItalOz. Maria was fascinated with the idea that she might be able fill the gap left by the demise of the 4EB service, from these new studio facilities. She just needed a little technical know how to operate the radio equipment and this was kindly provided by Trevor Cooper and Glenn Taylor among others in the Ten FM band of volunteers. In August 2006 Maria and the first ItalOz program went to air.

*"I remember how nervous I was. I felt like an octopus trying to control a myriad of equipment in the studio", she confesses. However, it became easier as time went by, especially with the support and reassurance from the local Italian community. "It was great to have people stop me in the street to make requests for their favourite songs." Some of her senior Italian listeners went to her with fragments of lyrics they barely remembered of*

popular songs of their youth. *"They remember the tune but could only remember a few words of the song." Maria would ring her mother (now in her 70s) who might provide a few more words and then hit Google to find the rest.*



The formula which she devised during the planning process for her radio program has not changed much over the years. Maria presents themed programs and features particular Italian artists for some of her shows. Each program includes half an hour of modern popular Italian music and half an hour of traditional material – *"such as music from the war years and pre-1940s."*

Maria continues to pre-record her programs in the Stanthorpe studio. *"I like the safety of the studio – knowing that if you make a blunder, a quick edit will remedy it."* Now that she has been doing it for six years her productions are well executed and professional. She uses Italian as the predominant language for her program although a bit of Aussie is added if the need arises – that's why it is called "ItalOz". There is usually a book or poetry reading in every program and being so well connected with the community she serves, there is no shortage of listener requests. Rebecca Carpenter, Station Manager at Ten FM, explains, *"Maria epitomises what community radio is all about. She has identified a particular segment of the population, observed what their needs are and responds to them, while at the same time presenting a program that is enjoyed by the English speaking listeners as well."*

While Maria would like to extend her one hour program once per week, she is mindful that there are only so many hours in the day. Ten FM is delighted with Maria's contribution to their music mix. Rebecca Carpenter adds, *"ACMA looks at programs of the type that Maria provides very favourably. It stands us in good stead when they assess the renewal of our broadcast licence. Ten FM is not a big station or a commercial broadcaster so having a presenter of Maria's calibre to fill a niche market is very important to us. If listener feedback is anything to go by, Maria's audience is also delighted with ItalOz."*

You can catch Maria Mastro on "ItalOz" at 7pm every Wednesday on the Ten FM stream at [tenfm.org.au](http://tenfm.org.au)

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# Around the Stations New & Emerging Communities

## Townsville Chinese Radio Show on Community Radio 4TTT FM103.90

Townsville Community Radio Triple T FM 103.90 has been broadcasting Chinese radio programs since 11 March 2012, a pleasant addition to the International Sundays Radio Show.

For the first time in history, a Chinese radio program has been produced and presented in Townsville by residents from Mainland and Taiwan, thanks to the support from trainers such as Janet and Bill Beattie, and management team at 4TTT.

Every Sunday between 9pm and 10pm, Stephen Lin, assisted by Dr Molly Yang, Fei Ren and Iris Chang, present a one hour live-on-air bulletin of news, views, Centrelink information, community events, and Chinese music to the audience in Townsville and surrounding areas in a radius of 120 km. Stephen and Molly have also initiated the Rocky Chinese Radio Show in Rockhampton, Central QLD between 2003-2006. Prior to that, they contributed to Cairns community radio.

Stephen was very grateful to Radio 4EB for providing him Certificate III in Public Radio for Ethnic Producers in 1996.

This qualification in community radio has provided him with a rare set of skills to engage with cross-cultural communities wherever they lived and worked in.



The Chinese team is committed to functioning as a bridge between the diverse Chinese subcultural groups and the wider multicultural communities and the Indigenous groups in North Queensland area. Despite the long history of Chinese migrants in Australia, 4ttt is probably the first station in North Queensland that produces Chinese radio programs. The university, local print media and wider community have zealously embraced the new program.

Stay tuned to Radio Triple T on FM 103.90 on Sundays for its International Radio Show, if you come to North Queensland.

For comments and suggestions, please contact:  
[Stephen.lin@jcu.edu.au](mailto:Stephen.lin@jcu.edu.au).

**Stephen Lin**  
Triple T FM

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## Different Like Us - 3CR 855am

In 2012, 3CR received a grant from the CBF for a Current Affairs Content Producer position. Areej Nur (pictured) was the successful applicant. Areej is currently studying Journalism at Swinburne University and she is a recent graduate of the NEMBC's Next Generation Program.

3CR's *Different, Like Us* broadcasts the voices of minority groups, indigenous, refugee, and migrant youth. Our aim was to create an opportunity for a young person from a CALD background to learn the skills to produce radio and provide a broadcast medium for communities rarely heard in the mainstream media.

Working with Gab Reade, 3CR's Current Affairs Coordinator, Areej is producing content that reflects the actual diversity and views of Australian communities. The name *Different, Like Us* emerged from discussions on how we can actively dismantle the

exclusion of young culturally diverse voices in the media. *"The radio pieces are an opportunity for us to share our stories, histories, issues, and perspectives on how current affairs affects us directly in our everyday lives"* says Areej.



You can tune in to *Different, Like Us* on 3CR Breakfast on Wednesdays, Thursdays and Friday mornings or catch the podcasts ([www.3cr.org.au/aggregator/sources/10784](http://www.3cr.org.au/aggregator/sources/10784)) *Different, Like Us*. Listen now.

To contact Areej Nur - 3CR Current Affairs *Different, Like Us* Producer - [producer@3cr.org.au](mailto:producer@3cr.org.au)

Office Hours: 8:30am - 1:30pm (Mon, Thurs and Fri)  
[www.3cr.org.au/differentlikeus](http://www.3cr.org.au/differentlikeus)



# Youth Broadcasting

## Queensland's First Multicultural Youth Broadcasters' Forum

*A reflection from April Adams, the NEMBC Queensland Youth Representative. April shares why it is beneficial to set up a Multicultural Youth Broadcasters' Forum:*

Queensland's multicultural identity is rapidly growing. What better way to celebrate each other's diversity than to share our culture and knowledge on the air waves. For a long time, we had been trying to devise a way to unite and share our knowledge. Former Qld NEMBC youth representative, Adam Lo, formed the Queensland Multicultural Youth Broadcasters Network (QMYBN) for this reason.

On April 14 this year, 4EB hosted Queensland's first Multicultural Youth Broadcasters' Forum. We believe young people have a wealth of ideas and new ways of approaching situations. Their greatest advantage? An uncanny knack for manipulating technology and utilising it to reach as many people as possible. This is where eChamps come in. Another first for Queensland, 7 young aspiring broadcasters from regional and rural areas, trained by Erin McCuksey from Yum Studios, joined the forum and used online media to report on the event.

As an advocate for young people in broadcasting, I believe we need a shift in how we communicate to attract and maintain a young and evolving audience. Community broadcasting is no longer just organising your program for the airwaves. It is also important to update your facebook page, twitter, post pictures and content on your blog, email your monthly newsletter and consistently interact with your audiences.

This forum aimed to open the eyes of young people and show them what opportunities and experience they can gain from participating in community radio. The forum was an important medium in promoting 4EB's multicultural youth program, Oxygen, and to recruit new members to help sustain the program.

It was important 4EB held this event for the following reasons:

- To recruit and encourage young members to community radio
- Establish relationships with local universities
- To showcase what training 4EB can offer
- To create networking opportunities with other local community radio stations
- Promote the NEMBC as the peak body for multicultural and ethnic community broadcasters



Philippe Coquerand, who is a presenter at Oxygen and aspiring journalist, said *"never did I realise that radio was destined deep inside me, but here I am, enjoying every minute of something that will grow further into a career beyond community radio. I love community radio as it sets the foundation high and teaches you the etiquette of the Media Industry"*. Philippe said that participating in community radio is meaningful because it *"allows you to inspire so many other people and you can be authentic"*.

One of the successes of this forum was increasing the station's youth profile through gaining new members for 4EB's multicultural youth program and from a networking perspective, enhancing the QMYBN.

Take Gavin Coote for example, who is studying at Griffith University. He had no idea joining a community radio station was easy and that he would be provided training with minimal expense. That is, he had no idea until he attended our forum. Gavin mentioned that before joining 4EB, radio was very 'alien' to him, but after attending the forum he was *"immediately empowered with the awareness that media is there at your fingertips if you have the passion to say "yes" to everything"*.

Being involved in community radio has given him the confidence to *"never to say no, as that fateful day led me in a direction I would take over and over again. Radio has provided me with a new voice, a new passion and new friendship base. To speak to a mass audience about something you care about is a true privilege"*.

Overall, it was a successful forum. Setting up a youth forum gives your station the opportunity to attract more young broadcasters, promote your station and its programs and networking. The positive dynamism at the forum demonstrated that youth broadcasters are very passionate about being a part of community broadcasting. Their enthusiasm brings boundless horizons for their stations, programs and community.

**April Adams**

*Radio Presenter at Oxygen*

[www.4eb.org.au/oxygen](http://www.4eb.org.au/oxygen)

*The NEMBC would like to thank Philippe and Gavin for sharing their experiences of community radio*

# Youth Broadcasting



## 'Young Muslims and the Media Conference'- A Great Success!

This June, the Melbourne Town Hall hosted the first ever Young Muslims and the Media Conference. The landmark event ran over three days and brought together sixty young Muslims with some of Australia's leading journalists to work towards building a more inclusive media landscape.

The conference was organised by Multicultural Media Exchange, a not-for-profit founded by long-time journalist Agnes Cusack. "MME was inspired by the conviction that new communities often get a raw deal in the mainstream media," said Cusack. She began MME after working in the US at New America Media, an organisation which, aims to strengthen media diversity and decided Australia could benefit from a similarly minded venture.

The question of how to create a more inclusive media is not an easy one, but MME believe the answer lies in creating a dialogue between Muslim communities and journalists and giving young people in the community the skills to represent themselves. The conference centred on these two goals.

In order to find the best speakers for the event, Cusack approached journalists that she'd worked with before and recruited through friends, the Union, and the Melbourne Press Club. "Many journalists support the program and understand that communities need to get their message out," Cusack said, "Also, they enjoy the rare window the program provides into multicultural Australia."

David Bonnicci, Editor of the Melbourne Weekly said, "I've always felt strongly about the reporting of Islam in the Australian media, even well before 9/11 when things started to become hysterical. So I was particularly interested to see how young Muslims felt about how they were perceived."

To recruit the attendees, Cusack enlisted the help of local community organisations. After an extensive campaign, which attracted four times the number of applicants than there were spots, sixty young people from a variety of backgrounds were chosen to participate. Many of those chosen were community leaders; all had a strong interest in media.

Rashid Alshakshir, who is studying Journalism at RMIT and works at Youth Victoria attended the conference. "A main concern for me," said Rashid, "has always been the need for the Muslim community to be proactive, but also the need for journalists to be proactive in trying to actually understand the things they report on. I think both sides have a lot of work to do and the conference seemed like the place to have some good discussions."

The negative representation in the media of the Muslim community was a major issue for attendees so there was plenty of time for meaningful conversation on this topic.



According to Mohammed Elleissy, Youth Engagement Officer at the ICV and MC of the event, "the main challenge of the conference was to organise workshops that would promote interaction between groups and ensure people mingled... There's always a lot of 'talking about' but very little 'talking to' that comes from the Muslim-Media debate... So a coming together of sorts was crucial to better educate both sides."

Sarah Malik, a journalist at AAP and a Muslim woman herself, said the conference worked to "bring journalistic practitioners face to face with the human aspect and social implications of their reporting... From the other side it is important for Muslims to understand the media not as a monolithic entity, but a collection of fallible individuals who get things wrong, can be cajoled, changed and moulded with greater engagement..."

As well as the extensive dialogue sessions, much of the conference was dedicated to providing media training workshops. The response to the sessions was incredibly positive from everyone involved and many of the participants and the speakers at the event left with a renewed energy to work towards the conference goals.

Rohan Wenn, National Communications Director for GetUp, whose media workshop was one of the most popular of the conference reflects, "I felt the conference allowed me to understand some of the reasons behind the mistakes the Muslim community can make when engaging with the media, and I also came away with a better understanding as to why the media can get it really wrong when covering the community."

For Rashid Alshakshir: "It's shown me the importance of having more Muslims working as journalists. This is something the journalists all emphasized and I know it's encouraged me even more to try my hardest to make it in this industry. Now, everyone leaves from here and has to go work on their ideas and even if only one of those one hundred ideas gets done, it's still a very positive thing."

**Bec Zajac**

Communications and Membership Officer  
NEMBC

# Women's Power Forum: The Quiet Leaders in Our Community

On Saturday 8 September I attended the Women's Power Forum held at Springvale Town Hall. It was organised by the Victorian Immigrant & Refugee Women's Coalition (VIRWC), Victorian Local Government Association (VLGA) and the City of Greater Dandenong to support 8 migrant and refugee women who are running for this year's local government in Melbourne and Geelong.

Women in local councils are highly underrepresented – especially women from migrant and refugee backgrounds. Councillor Samantha Dunn the President of VLGA said "women make up 51% of Victoria's population but we're only 29% of local councillors across 78 different municipalities". To bridge this gap, the VIRWC and VLGA organised the Think Women for Local Government - three training sessions in June 2012 for migrant and refugee women on how to run for local government - and 31 women signed up. Melba Marginson, Executive Officer of VIRWC, said these women are "pioneers" who lead the charge in inspiring more migrant and refugee women to get into local government because they have a wealth of ideas, skills and experiences to offer.

Mayor Youhorn Chea of the City of Greater Dandenong and City of Monash Mayor Stephanie Perri also attended the forum. They acknowledged CALD women's solid leadership roles in the community and strongly encouraged these women to run for local government because their passions and experiences are valuable to local council policy making.

I had the opportunity to interview a few of the women who shared their personal stories, about why they wanted to run for local government and their aspirations.

Nga Hosking is running for the Oakleigh Ward in the City of Monash. She migrated to Australia from the Cook Islands in 1986 with her four children and has been living in the City of Monash for 25 years. Currently she is the Community Development & Partnership Officer for the VIRWC. In 2012, Nga won the Empowering Monash Women's Inaugural Award. Her priorities will be connecting grassroots and mainstream communities, increasing community consultation and participation in local council initiatives, improving council's multicultural services and empowering grassroots communities with leadership training.

Sri Samy is running for the Lightwood Ward in the City of Greater Dandenong. Sri came from India and works as an architect. She mentioned that the Think Women for Local Government training gave her confidence to run for council. Sri values social justice and will work hard to ensure a range of services are accessible for children, youth and develop projects that help



integrate migrant and refugee families into mainstream Australia, improve aged and disability services, and promote sustainability in communities and the value of volunteerism.

Cuc Lam came from South Vietnam as a refugee and arrived in Melbourne in 1978. She is an extremely active community member, involving herself in education, health and multicultural services. Cuc will be running for the River Ward in Maribyrnong. She is passionate about community wellbeing, safety, improving hard rubbish collection, improving multicultural services for residents from diverse cultural and linguistic backgrounds. Cuc is very enthusiastic about ensuring all voices in the community are heard.

Halina Gwizdzil migrated from Poland in 1989 and she is running for the River Gum Ward. During settlement, Halina worked hard and studied English at the same time. She said it is important to always stay positive and this has helped her to be an extremely active community member. She is involved in the Hampton Park Community Reference Group and volunteers at the hospital. After undergoing two life threatening experiences, Halina decided to give more to the community. If elected, her priorities are improving waste management in Hampton Park, interacting with active community members and promoting their voices, and to empower the community to participate in decision making.

The power and passion of migrant and refugee women cannot be understated; their knowledge in community affairs and issues are good resources in local government decision making.

The forum ended with the song 'Hero', because there is one inside everyone one of us. What makes these women worthy of our admiration is that no matter how busy they are, they still have the time to think about community wellbeing and others. I would like to wish them all the very best in their endeavours!

**Hsin-Yi Lo**  
Project Officer NEMBC

### Ethnic Grants

#### Ethnic Grants Workshop - NEMBC Conference

The members of the CBF's Ethnic Grants Advisory Committee (EGAC) invite you to participate in a workshop discussion at the NEMBC conference. EGAC will be asking how the CBF can best support the evolving ethnic community broadcasting sector. As well as providing feedback to EGAC about the Ethnic Program grant guidelines, the workshop will look at how ethnic broadcasters can serve the local community while responding to media convergence, digital services and social media.

#### Round 2 2012/13 Ethnic Program Grants

**Round 1** 2012/13 Ethnic Program grant offers will be mailed in late November. The next round of Ethnic grants will close in March 2013. If you have any questions about your grant offer, or about applying for an Ethnic grant in the next round, contact Grants Administrator Barbara Baxter at the CBF.

### Other CBF news

#### CBF Office Relocation

After 20 years residency in George St Fitzroy, the CBF is moving to new offices at Level 7, 369 Royal Parade, Parkville at the end of October. We hope to be up and running at the new office on Monday 29 October with minimal disruption. During the transition we'll be doing our best to ensure that we offer our usual level of support. However there may be some dislocation while our phone, fax and internet connections are transferred so please bear with us during this time. Our phone and fax numbers will be changing and we will let you know the new numbers as soon as possible. We will be setting up a redirect service for both phone and mail. Our email addresses will remain the same.

### Second Round of General Station Grants

There will be a second round of General Station grants this year, opening in October and closing on Friday 7 December 2012. General Station grants support community radio stations to purchase studio equipment (not transmission equipment) and to fund other projects. Check the grant guidelines before applying.

Grants Administrator Georgie Boucher is available to provide advice on your application, be sure to give Georgie a ring to chat about your ideas.

### Website Development Grants Now Open

**Looking to create or update your online presence?** Community radio and TV stations and sector organisations can apply now for a CBF Website Development grant of up to \$5,000. Applications close 31 January 2013. Contact Grants Administrator Jon King for advice as you apply.

### Monthly CBF News And Updates

It is important that you check the CBF website prior to each grant round 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](http://www.cbf.com.au) to subscribe.

For more information on CBF grant opportunities view the CBF website or call us on (03) 9419 8055 and speak to:

- **Barbara Baxter** – Ethnic & Transmission Support
- **Georgie Boucher** – General, Indigenous & RPH
- **Jo Curtin** – Training
- **Jon King** – Amrap, Content (Radio & TV), CBOonline & Digital Radio

[www.cbf.com.au](http://www.cbf.com.au)

Current CBF Grant Opportunities	
Grant Category	Due Date
General – Station grants	7 December 2012
CBOonline – Website Development grants	31 January 2013
CBOonline – Online and Resource Development grants	Applications welcome anytime
CBOonline Grants	5 April 2012

# 2012 NEMBC National Conference

**Diversity = Reality**

**STOP RACISM**

23-25 November - Grand Chifley Hotel - Adelaide, SA

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