

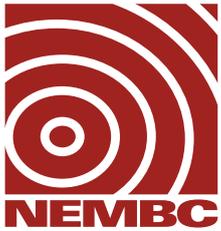
The Ethnic Broadcaster

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



Features

- The National Anti-Racism Strategy
- Who's Afraid of the Finkelstein Report?
- Next Generation Media Graduation
- The Intolerance of Diversity: Scanlon
- Watching Our Media
- The Digital Convergence Review
- 2012 NEMBC Conference - Adelaide



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

*Front Cover - Next Generation Media - see the full story of the graduation inside.
Photography by Asher Hirsch*

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

Contents

President's Pen	1
National Anti-Racism Strategy	2-3
Who's Afraid of the Finkelstein Report?	4-5
Watching Our Media	6-8
Intolerance of Diversity - The Scanlon Foundation ..	8
The Convergence Review - Big Questions	10-11
Next Generation Media Graduation	12-13
Multiculturalism - Country Style!	14-15
Membership Travelogues	16
Around the Stations	17-21
NEMBC 2012 National Conference	22
Report from the HED	23
IWD at Radio SkidRow	23
Youth Broadcasting	25-26
Around the Stations	20-23
CBF News	27
NEMBC Membership	28-29

Malō e lelei (Greetings to you in Tongan)

Having being in the role for 6 months now, I would like to make a short but important reflection; firstly upon the work of the Executive Committee as a Board, and secondly on the NEMBC as an organisation.

As a President of the NEMBC I take my leadership role seriously, and I am encouraged by the words of renowned Austrian-American management consultant and theorist, Peter Drucker, that 'effective leadership is not about making speeches or being liked; [but rather it is] defined by results not attributes'. Mind you, I want to be liked too, but more importantly I like to develop a good working relationship with the team I lead, a team of people who can deliver good outcomes for NEMBC and for the ethnic community broadcasters we serve.

I know that one of the continuing challenges to effective leadership and management of both the Board and NEMBC is to ensure that they are running effectively; with the Board members focusing on carrying out the six defined roles of the organisation. As Board members, we will be defined by the outcomes we produce on the basis of the NEMBC roles we pledge to undertake. These are the 'results' Drucker is talking about and though each role is associated with some challenges, these can be easily addressed if we work together as a constructive and collaborative team.

To assist the work of the Board; we have developed and endorsed Standing Orders, a Code of Conduct and Deed of Confidentiality, all of which form part of the NEMBC's Board Charter. The Board Charter signals a significant cultural change in our practices and in relation to delivering services. Further, we continue to be progressive in our approach to developing relevant policies and internal procedures to assist the effective operation and governance of the organisation. One of the roles of NEMBC is 'to advocate for and support ethnic and multicultural community broadcasting'. In order for the Board members to carry out this role, they have to be trained in the art of advocacy through lobbying. In the near future, this training will be undertaken by all members of the Board.

In terms of the performance of NEMBC as an organisation, we are working hard to build better and enduring relationship with sector bodies and with other like-minded organisations. For example, NEMBC has responded quickly with feedback for the 2012 SBS Radio Consultation. NEMBC is now working in partnership with all sector bodies to develop their funding bid for 2013/2014. One of the highlights for the NEMBC this year is the opportunity to work together with the Australian Human Rights Commission through its National Anti-Racism Strategy. Included in this edition is an article by the Race Discrimination

Commissioner Dr Helen Szoke, this is a 'must-read'. In addition, there is a chance for you to have your say in combating racism through community broadcasting and in workshops or forums, or during our conference.



As you can see, whilst internal governance documentation is being put in place for the Board and for the NEMBC, the organisation continues to build its relationship with other agencies. As an advocacy body, NEMBC will continue to pursue a professional approach in its responses and feedback to issues relating to community broadcasting and will not deter from strongly voicing the concerns of ethnic broadcasters. It is also our intention to continue to raise the quality of the EB Journal and the level of circulation to include like-minded organisations, TAFE and universities, especially those offering media (radio) studies. By doing this, we will no doubt be helping in promoting diversity and harmony through community broadcasting and through involvement in social discourses on issues affecting ethnic and multicultural society of Australia.

Anti-Racism and *the media* are main themes for this edition.

Media has been in the spotlight

this year, there has been two significant reviews of the Australian media and both inquiries found that present systems of regulation are not sufficient. Inside is a report on both of these reviews. The NEMBC demonstrates, through a number of racist media cases that current practice of media regulation does not work. The Scanlon Foundation responds to the question 'are we a racist nation? Hearing from you the members is always a main feature for the Journal, in 'Around the Stations. And lastly the Next Generation Media training was a major success and we hope that the model can be used in other states. Enjoy this edition of the EB

Thanks are extended as always to the Chief Editor, the Editorial Team and contributors for presenting a bumper harvest of articles and stories in this EB, without your effort and contributions we wouldn't be as creative and productive!

Lastly our Conference will be held in Adelaide this year so please see page 22 for details.

Tangi Steen
NEMBC President

Conference details
page 22



The Race Discrimination Commissioner at the Australian Human Rights Commission will lead the National Anti-Racism Strategy. The strategy will be launched in 2012 and implementation will occur between 2012 -2015.

Why Do We Need An Anti-Racism Strategy?

Australia is a multicultural nation. From the Aboriginal and Torres Strait Islander people who represent the oldest continuous culture in the world, through to newly arrived communities that have made Australia their home – cultural, religious and linguistic diversity are fundamental to our national identity. This is something to be celebrated.

However, too many individuals and communities in Australia experience prejudice, racial discrimination and racism on a daily basis, in any number of situations – in employment, in education or sport, or simply walking down the street.

Racism has a significant impact both on the individuals who experience it, and the wider community. Research shows there are significant links between experiences of racism and discrimination and poor physical and mental health, reduced productivity and reduced life expectancy. Further, it is well-recognised that racism presents barriers to social and economic participation which can in turn cause social exclusion and entrench disadvantage, sometimes for generations.

More broadly, racism and prejudice undermine social cohesion and work against our commitment to a diverse and inclusive community.

Of course, Australia is not the only country where racism exists. Every country has their distinct experience of racism influenced by their own history and culture. We need to develop responses to racism that are appropriate to the Australian context and which complement our shared values of equality and a fair go for all.

What Is Racism?

Racism takes many forms. In general, it is a belief that a particular race or ethnicity is inferior or superior to others. Racial discrimination involves any act where a person is treated unfairly or vilified because of their race, colour, descent, national or ethnic origin.

Racism may take the form of stereotyping, name calling or insults, commentary in the media, speeches at public assemblies and abuse on the internet. It

can include directly or indirectly excluding people from accessing services, employment, education or sporting activities.

Racism can occur systemically, as the result of policies, conditions and practices that affect a broad group of people. For example, research shows that systemic racism can result in Aboriginal and Torres Strait Islander students experiencing poorer outcomes in education, or job applicants without Anglo-Saxon names finding it difficult to gain job interviews.

Just as other forms of discrimination may relate to a number of attributes, so does the experience of racism.

For example, racism may compound the experience of discrimination of a woman, who is treated less favourably on the basis of her religion and her gender, or an older person, who is discriminated against on the basis of their skin colour and their age.

In its most serious form, racism is demonstrated in behaviours and activities that embody race hate, abuse and violence – particularly experienced by groups who are visibly different because of their cultural or religious dress, their skin colour or their physical appearance.

Ultimately, racism is a tool to gain and maintain power. It is also inextricably linked with socio-economic factors, and frequently reflects underlying inequalities in a society.

“ *‘visible’ ethnic and religious minorities, are groups more likely to be regularly subjected to racism* ”

Who Experiences Racism In Australia?

Aboriginal And Torres Strait Islander Peoples

Aboriginal and Torres Strait Islander peoples continue to experience high levels of racism in Australia, across multiple settings. For example, the Challenging Racism data released in March 2011 found that “everyday racisms experienced by Indigenous Australians were much higher than for non-Indigenous respondents, with forty-three per cent responding that they had been treated with disrespect on the basis of their indigeneity, and 37 per cent the recipient of racist abuse” [cited from Dunn, 2008, p. 5].”

It has been identified that the experiences of Aboriginal and Torres Strait Islander peoples today are compounded by the historical disadvantage caused by previous racially discriminatory policies.

Culturally and Linguistically Diverse Communities

Culturally and linguistically diverse communities in Australia have quite different experiences of migration and settlement. As a result, their experiences of racism vary considerably.



The Challenging Racism research found that people born overseas experienced higher rates of racism than those born in Australia, and were twice as likely to experience racism in the workplace.

Recent research suggests that “settled” migrants tend to experience lower levels of racism or racist attitudes than more recent arrivals to Australia. But the Australian Human Rights Commission’s recent work with Arab and Muslim Australians and African Australians suggests that these communities are at a higher risk than more recent arrivals of experiencing discrimination and prejudice.

This supports previous research undertaken by the Commission that found “visible” ethnic and religious minorities, are groups more likely to be regularly subjected to racism because their “difference” in terms of skin colour, dress or cultural/religious practices singles them out as targets of racism.

How Do We Currently Respond To Racism?

Australia’s responses to racial discrimination and racism are guided by a number of international conventions and domestically by the Racial Discrimination Act 1975.

State and Territory jurisdictions also prohibit racial discrimination in their anti-discrimination legislation.

Legal frameworks such as these are important but they are only one part of the solution to racism. They need to be accompanied by other measures, such as effective education, if we are to sustain progress in the fight against racism over time.

About the National Anti-Racism Strategy

The Strategy has been developed by a Partnership of government and non-government agencies including:

- Australian Human Rights Commission
- Attorney-General’s Department
- Department of Family, Housing, Community Services and Indigenous Affairs
- Department of Immigration and Citizenship
- Australian Multicultural Council
- Federation of Ethnic Communities’ Councils of Australia
- National Congress of Australia’s First Peoples.

We know that there are already many successful programs and policies aimed at combating racism in Australia. The new national Anti-Racism Strategy will build on these and other examples of good practice in preventing and addressing racism.

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

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.

How To Become Involved

We anticipate that the strategy will be launched in the next month or so. Keep an eye on the Commission’s website for the date. Then we will be looking for supporters from all walks of life, and most particularly from the media and communication industry.

It is as important for people from culturally and linguistically diverse backgrounds to know about this Strategy as it is for people in remote communities in outback Northern Territory or in the leafy eastern suburbs. For the Strategy to be effective, it will need it to be endorsed by a wide range of groups and organisations, promote it through their networks and also to identify the activities that they can undertake to prevent and reduce racism.

This is your opportunity to be involved.

Helen Szoke

Race Discrimination Commissioner

The Incidence Of Racism And Racial Discrimination In Australia

The 2011 Mapping Social Cohesion report showed that 14% of Australians surveyed by the Scanlon Foundation reported experiencing discrimination on the basis of their colour, ethnic origin or religion. This figure has been increasing in recent years – it was 9% in 2007, 10% in 2009 and 14% in both 2010 and 2011..

National data from the Challenging Racism Project was released in 2011 and measures the prevalence of racism and racist attitudes in Australia. The research found that:

- around 85% of respondents believe that racism is a current issue in Australia
- around 20% of respondents had experienced forms of race-hate talk (verbal abuse, name-calling, racial slurs, offensive gestures etc)
- around 11% of respondents identified having experienced race-based exclusion from their workplaces and/or social activities
- 7% of respondents identified having experienced unfair treatment based on their race
- 6% of respondents reported that they had experienced physical attacks based on their race.

Who's Afraid of the Finkelstein Report?

Anyone who relied on the mainstream news media for their knowledge of the media inquiry's report released in March 2012 could be forgiven for thinking the Finkelstein Report would send Australia back to the Dark Ages, stop freedom of speech and turn the country into a fascist state run by Hitler's Brown Shirts. Such were the extremities and furiousness of the mainstream media's most negative reporting.



It couldn't be further from the truth.

The Finkelstein Report grappled with the issue of: "How to accommodate the increasing and legitimate demand for press accountability, and to do so in a way that does not increase state power or inhibit the vigorous democratic role the press should play or undermine the key rationales for free speech and a free press" (Inquiry Report, p. 53).

The key recommendation was to set up a new statutory body, a *News Media Council (NMC)*, that would handle public complaints when standards of practice were breached. These standards would be set in consultation with the news media industry and most likely would be those already in place. The proposed council however would cover news and current affairs on all platforms – print, online, radio and television – and would be government funded.

The process for complaints would not be that different from now, where the government-funded *Australian Communications and Media Authority (ACMA)* or the *Australian Press Council* receives complaints, and when a complaint is upheld an apology is published or a correction or retraction is made. But under the *News Media Council* a successful complainant would have a legally enforceable right of reply, which is necessary because in the past Press Council adjudications have been buried or, occasionally, not printed.

The inquiry analysed public views about the trustworthiness, its influence, ethics, intrusiveness and responsiveness to complaints of the news media and examined 21 separate surveys taken over 45 years between 1966 and 2011. The findings revealed deep-seated and strongly held concerns about news media performance in Australia.

It is common ground, even among some commentators in the press, that the regulation of the news media is inconsistent, fragmented and ineffective. Without adequate means for ordinary people to have their complaints taken seriously, then the news media can behave pretty much as a law unto themselves.

“*the regulation of the news media is inconsistent, fragmented and ineffective...*”

Recognise the Need for Safeguards

The inquiry's report explicitly acknowledged the legitimacy of concerns about potential government interference in media regulation. It would have secure funding from government but beyond that the government would have no role. "It is about making the news media more accountable to those covered in the news, and to the public generally". Addressing these concerns, a number of safeguards were recommended, on pages 290-92, including:

Make-up of the News Media Council

- An independent body should appoint *News Media Council* members. Currently appointments to the *Press Council* are made by the council itself. That is not a particularly independent process. Appointments made to the NMC by a committee independent from government would be, and would be seen to be, independent.
- Half the members appointed to the *News Media Council* should be selected from the general public, with no connection to the media. The other half should be appointed from the media or have media backgrounds. The media representatives should exclude managers, directors and shareholders of media organisations. The candidates should be nominated by the media and Media Entertainment and Arts Alliance (MEAA).

- The News Media Council should consist of a full-time independent chair and 20 part-time members. The chair should be a retired judge or other eminent lawyer

Standards of Conduct for the News Media Council

As mentioned earlier, the standards would be drawn from existing codes developed by the news media. Two kinds of standards should be developed: non-binding aspirational principles and more detailed standards that are similar to the journalists' union's code and the Press Council's standards. The standards should be reviewed at least every three years to ensure that they remain current and appropriate to the changing media environment

Funding for the News Media Council

- Government funding should come from consolidated revenue rather than a levy on the media. This is preferable to funding from the industry; to be funded by the press is not independent of the press.
- Without protections, the same could be said of funding provided by the government. There are, however, ways in which the executive can be held to account if the parliament, for party political reasons, does not provide the NMC with sufficient funds. A process should involve the following steps:
 - The NMC is to identify the funds it believes it needs for a three-year period in a submission to the Auditor General. Triennial funding permits long-term planning and hinders the capacity for government interference.
 - The claim should be verified by the NMC's auditors as representing the NMC needs for that period.
 - The claim should be assessed by the Auditor-General who should then certify what should be provided.

Who's Afraid of the Finkelstein Report?

- If the executive decides that less than the amount certified by the Auditor-General is to be provided, the responsible minister should explain to parliament the reasons for not providing the certified amount.

The Convergence Review

In my view, the report of the *Convergence Review Committee*, released two months after the *Finkelstein Report*, is not really an alternative solution, even though it is presented as such. The CRC report places its faith in continued industry self-regulation, an approach favoured by the print media companies.

Members of the news media industry would be compelled to join and to provide adequate funding, but the Convergence committee is silent on how you can compel people to join a self-regulatory body. The recent decision by *West Australian Newspapers* to withdraw from the Press Council, at a time when increasing funds were requested, underscores a core weakness of voluntary self-regulation.

Media Has Changed

When the great struggles for freedom of the press were being fought hundreds of years ago, the press was made up mainly of "lonely pamphleteers" and small printeries standing up to the might of an autocratic monarch. Today there are media empires that reach well beyond the boundaries of nation states – *News Corporation* is the best known and most topical example, but there are others.

Media corporations are becoming more powerful, and government or academic recommendations are being ignored. Paul Chadwick, a respected media commentator, wrote as far back as 1996 that "media concentration has reached the point where no legislature would have the courage to enact a statutory scheme of journalism ethics and then to enforce it against the largest media outlets" (Inquiry Report, p. 209).

Alan Rusbridger, editor in chief of *The Guardian* newspaper went further, when speaking about lack of action over the phone hacking scandal: "The simplest explanation is a combination of fear, dominance and immunity. People were frightened of this very big, very powerful company and the man who ran it. And *News International* knew it." (Inquiry Report p. 210).

Media's over reaction

The response of the mainstream news media to the inquiry's recommendations was near universal hostility, but why? Media companies already have their own rigorous codes of conduct, electronic news media are already regulated by a government-funded agency and members of the journalists' union have a code of ethics that predates the other codes. The hostile response to strengthening media regulation would have the effect of restricting rather than increasing information flow and diminish the right for the public to seek effective redress for inaccurate or unfair reporting.

On ABC radio's *The World Today* on 9 March, Ashley Hall finished by asking Bob Cronin, group editor-in-chief of *West Australian Newspapers*, about his comment that the inquiry's recommendations represented "the most outrageous assault on our democracy in the history of the media". Hall said: "But the notions he's [Mr Finkelstein] espousing of independence, balance, speedy corrections and apologies are already part of the various voluntary codes that cover journalism and media. What's the difference, if it's enforceable and paid for by the Government?"

Cronin replied: "The key difference is under Mr Finkelstein's proposals editors could be jailed for refusing to publish statements demanded by the Government-appointed regulator that the editor believed were completely untrue. Now I mean that sort of thing was common when Joe Stalin was running the Soviet Union... but I wouldn't ever want to see a situation here where editors were jailed for standing up for their beliefs".

It appears to have escaped Cronin's attention that under the government-appointed regulator, ACMA, no major radio or television station has ever had its license taken away and those who are routinely complained about, such as Alan Jones, John Laws or Kyle Sandilands, have suffered not much more than a slap on the wrist with a damp tissue.

Conclusion

The overall pattern with inquiries into the news media both here and overseas is that they find self-regulation is failing and they exhort industry to lift its game to which the industry solemnly nods but then does next to nothing. Several years later, usually after a particular media atrocity, another inquiry is established, and the cycle begins again.

The report's sub-text is to call this for what it is – a charade. It says to the industry: you have sound standards of journalistic practice that you say you believe in and you have had 35 years to make a success of the self-regulatory system for dealing with complaints about these standards and you haven't – and you seem content with that. So, you've had your chance. If you won't do it you have left us with little choice but to recommend some means of making it work and in your absence that someone will have to be government.

But, really, it shouldn't be too big a deal: all we are recommending is that you adhere to your own standards and that when you fall short of them there is a prompt means of righting that wrong.

A news media visibly living up to its own standards and enforcing its own high ideals is likely to increase rather than undermine public confidence and acceptance.*

Professor Matthew Ricketson

*The University Of Canberra,
assistant author of The Independent Inquiry Into
The Media And Media Regulation*

* From the public address: *You Wouldn't Read About it: Everything you haven't been told about media accountability and the Finkelstein Inquiry*, The University of Melbourne - Thursday 17 May.

This year has seen two significant reviews of the Australian media; the *Digital Convergence Review* and the *Independent Inquiry into the Media*. Both inquiries found the present systems of regulation or self-regulation by the Australian media are not sufficient. They have therefore called for a new media regulator to oversee journalism standards for news and commentary across all platforms in Australia.

The *Digital Convergence Review* was undertaken in response to the way that media distribution has rapidly changed with new technologies. It looked at policy and regulatory frameworks and the broader communications landscape in Australia. The *Independent Inquiry into the Media* looked at the effectiveness of the current media codes of practice in Australia and the ability of the media to operate according to regulations, and in the public interest. The latter inquiry resulted in the *Finkelstein Report*, released by Ray Finkelstein QC on 2 March 2012.

The *Independent Inquiry* was a reaction to the *News Of the World* phone hacking investigation and followed calls, from Senator Bob Brown, that some sections of the media were biased to the point of running particularly vicious campaigns.

The views between news reporting and opinion are becoming increasingly blurred. While some politicians have been receiving a disproportionate amount of 'hate' from the media, vulnerable minorities and those most unable to defend themselves in lengthy and expensive legal battles, have also been targeted. The mainstream media often sensationalises race related issues, for example type casting 'ethnic gangs' and most notably 'boat people'.

The following case studies are a number of high profile examples of racism and vilification in the Australian media.

These examples demonstrate that the current practice of media self-regulation does not work and that a better way of enforcing existing codes of practice is needed. In most cases, and often years later, the only consequence is that staff needs more training. These examples show that there is very limited acknowledgement of the level of damage to the community, that processes are lengthy, and that there are very limited ramifications for media organisations or the offending individuals.

To see more stories and links to further information go to the NEMBC website, in resources: www.nembc.org.au/info_pages_nembc.php/pages_id/80

Cronulla Riots

In December 2005, Australia experienced one of its worst modern episodes of racial and civil unrest in the suburb of Cronulla in Sydney.

2GB's Alan Jones was broadcasting his *'Breakfast with Alan Jones'* from the 5-9 of December 2005. The phones rang hot during the week and many remarks were made against people from Middle Eastern backgrounds. A caller to the program asked what type of 'grubs' were causing the violence and while Alan Jones said "we are not allowed to say", Jones then said "well, I'll tell you what kind of grubs this lot were. This lot were Middle-Eastern grubs" —and so it went on. Another caller's comments were to the effect that forming vigilante groups was the way to go and "if the police can't do the job, the next tier is us" and "shoot one, the rest will run" to which Alan Jones gave responses of Yes, laughter and said "Yeah, good on you".

Jones read out a text message, first stating that "it gets pretty nasty when you start talking like this", and he continued to read the text message: "This Sunday, every Aussie in the Shire get down to North Cronulla to support Leb and Wog bashing day". Later Jones asked young people not to go, stating "things would only get worse". Complainants said the program encouraged and incited racial hatred and vilified people of Lebanese and middle Eastern background.

In April 2007 the *Australian Communications and Media Authority (ACMA)* produced an 83 page report, finding that Jones did broadcast comments likely to vilify people of Middle Eastern descent and encourage violence in the lead-up to the Cronulla race riots and that the program was not presented reasonably and in good faith.

ACMA said that complaints about isolated comments should be considered in the context of the whole broadcast and so fell short of finding that Jones had 'incited violence' and that there had been no direct causative link to actual violence. Jones therefore did not have to face a criminal charge.

At times during the week Jones, for example, had said "we need appropriate, trained, law enforcement authorities to do the job" and had cautioned people not to take the law into their own hands. ACMA also found the 'laughter' did not have a tone of agreement.

In June 2007, one and a half years after the riots, ACMA agreed that 2GB would introduce a comprehensive training program on vilification intended to ensure its future compliance with the code. The new training is to be provided to all presenters, producers and on-air staff to the satisfaction of ACMA, and ACMA would revisit and consider heightened compliance options if not satisfied.

Media Wrongly Accuse Africans

Three national commercial TV stations were involved in a very well-known case of false accusations and vilification of Africans. They screened stories on prime-time evening news accusing African gangs of violence, when in fact those involved were not African.

Images of a fight in a bottle shop captured by closed-circuit television (CCTV) cameras were shown on TV in October 2007. The faces of those involved were blocked out, and the news stories stated that the images showed violence by a Sudanese gang.

ABC's *Media Watch* then screened the images without the faces blocked out, clearly showing that NO Africans were involved in fighting. It is incomprehensible that Channels 7, 9 and 10, repeatedly played the same images with the blocked out faces and all falsely reported that they were Africans.

The reports were sensationalist, using language such as;

“put racism claims aside for a moment. Because tonight we can show you the terror experienced by a Noble Park shopkeeper at the hands of an ethnic gang. They've been identified by police as predominantly Sudanese youths caught on camera stealing and striking fear into those around them...”

And:

“Angry locals in Melbourne...have welcomed the Federal Government's move to ban African refugees. They blame Sudanese gangs for an outbreak of violence.”

The police found that those involved were neither Sudanese nor African.

The false reporting of this story fuelled racism, distorted and inflated facts and demonised Africans. ABC's *Media Watch* summed it up: “It's a classic case of the commercial networks long held obsession with so-called ethnic gangs, and when they added dishonesty to that mix they did a serious disservice to African migrants.

The case was put to the ACMA in December 2007 and they ruled that there were breaches:

“In each case, the ACMA found that the licensee's verbal commentary, the footage broadcast and the omission of clarifying information on such an important element of the news story meant that the CCTV footage of violence attributed to Sudanese gangs was not presented accurately as viewers would have inferred they were being shown visual evidence of Sudanese gang activity.”

In November 2009, two years after the events, the ACMA found there had been a breach. They ruled that additional staff training should be provided by the stations. The ACMA 'investigation report' was to be distributed to news staff and used as an example in regular staff training sessions to assist in achieving future compliance. The ACMA said they would monitor closely for further breaches.

The “Gang of 49”

It's 2007 and the Adelaide Advertiser has received police information about 49 young, mostly indigenous youths who are 'people of interest' in regards to a number of crimes across the city. It's a headline too good to ignore and thus the “Gang of 49” is born. Since then over 150 articles have been published by the mainstream media about the “Gang of 49”, the only problem is, the gang doesn't exist.

The crimes are real, the suspects are real, but there is no organised gang of criminals by that name. ABC TV show *Hungry Beast* investigated the so-called 'Gang' in 2010, and found the sensational reporting was actually creating a problem. The more the media sensationalised the crimes and referred to the “Gang of 49”, the more the young people began to believe it.

Counsellor Tony Minniecon from *Adelaide Juvenile Detention Centres* has worked with some of the young people involved. He said: “The press has created this gang of 49 and the boys have got it in their head that, okay, there wasn't a gang before, let's make a gang now.”

Talkback hosts and media commentators have also sought to demonise the people involved, further alienating them and ignoring the complexity of the situation

“Some of these kids are the most evil in the world, and, they're 10 and 12 years old” said Bob Francis of 5AA.

While it might be convenient and popular for the media to come up with labels to describe events, people or situations, it is not in the public interest to glamourize crime or to further encourage the marginalisation of people who need support from the whole community.

<http://www.abc.net.au/tv/hungrybeast/stories/gang-49-gang-never-was/index.html>

QUIZ on 'Boat people' Deaths

When a boat carrying asylum seekers sank at Christmas Island in December 2010, 2GB's Chris Smith conducted a quiz competition to guess the number of deaths.

Six callers were permitted to guess the number of deaths on-air and when the sixth caller correctly identified how many asylum-seekers had died, he excitedly exclaimed, "12 is spot on!" Clapping and cheering was broadcasted following caller six's correct answer and Smith congratulated caller six saying, "well done to you". He rewarded her with a DVD, movie pass and book. The quiz competition was broadcast the day before the funeral service took place.

ACMA found that Chris Smith had breached the decency standards of the *Commercial Radio Codes of Practice*. The ACMA report says "that the broader community and the audience of the particular program were offended by the content... The quiz competition conveyed an apparent irreverence for the serious nature of the incident." ACMA found that 2GB did not breach the code of 'inciting hatred and contempt'.

2GB acknowledged that the quiz competition was "offensive, in very bad taste, and that it should not have been broadcast". Following receipt of complaints regarding the quiz, the presenter made two unconditional on-air apologies. In these circumstances, the ACMA does 'not propose to take further formal action'. 2GB also agreed to provide a copy of the ACMA's investigation report to presenters and producers as well to incorporate the report into compliance training material

Bolt Backfires in Racial Discrimination Case

Andrew Bolt and the company Herald and Weekly Times were taken to court by nine high profile Indigenous Australians for offences caused by a series of articles published in Melbourne's Herald Sun.

The articles questioned light-skinned Aboriginal people and alleged they had received favours and benefits thanks to their self-identification as Aboriginal. The title of one *It's so hip to be black* gives you a fairly good idea of the tone of the article. Bolt believed that we had moved past racism and that some people were identifying as Aboriginal because it was 'trendy' - nothing to do with the past or being from a stolen generation. Bolt stated "Let's get past all this race nonsense".

The complainants went straight to the *Commonwealth Racial Discrimination Act*, rather than a media regulator. Initially, the plaintiffs were not seeking damages, but apologies from both Bolt and his publisher. The demand for an apology from Bolt was dropped and the plaintiffs sought an apology only from the publisher.

No media regulator received complaints and the *Australian Press Council* was not asked to adjudicate. The Federal Court ruled that Bolt and the company, in 2009 in two articles, contravened the *Racial Discrimination Act* and they were ordered to run an apology the same size as the original articles. The judgement found that the articles were "reasonably likely to offend, insult, humiliate or intimidate some Aboriginal persons of mixed descent". The articles were "not written or published reasonably and in good faith", therefore disallowing Bolt a free speech exemption.

After a court case costing hundreds of thousands of dollars, and lasting four months, the *Herald Sun* ran the apologies.

Radio 'King' Boatpeople Tirade

This last case is a slightly better news story, at least in the outcome, and shows that something can be done. At least the DMG Radio Group, fellow journalists and Minister Bowen and Rankine got it right.

In June 2012, Adelaide talkback radio 'king' Bob Francis, of *FIVEaa*, launched a tirade of abuse about asylum-seekers telling listeners he hoped asylum-seekers would drown before arriving by boat. "Bugger the boatpeople, I say. As far as I'm concerned, I hope they bloody drown out there on their way over here -- in my opinion they are not welcome here," Francis said.

Fellow journalists on *FIVEaa* came out against Francis and Peter van Onselen said he should be "kicked off the airwaves immediately" and that "kind of offensive rhetoric from Bob Francis should see him . . . conducting radio nowhere." Politicians also spoke out, Minister Chris Bowen: "that sort of statement is to be condemned" and Multicultural Affairs Minister Jennifer Rankine said those comments were "inflammatory and not representative of the community's views or Australian values."

The ACMA does not take action until the station had resolved any complaints. Fortunately in this case *DMG Radio Australia*, one of the country's largest radio networks, distanced themselves from Francis's remarks. Bob Francis was then suspended for a month. *DMG* management said: "Management have discussed it directly with Bob Francis," and he would be on "planned leave for approximately one month".

An issue which from time to time engages public debate in Australia centres on the question 'are we a racist nation?' Discussion at the generality of the 'Australian people' is largely meaningless. All populations are made up of diverse personality types, ranging, for example, from the tolerant to the intolerant - from those who rejoice in cultural diversity to those who are comfortable only with what they perceive to be Australian culture.

The intolerant are characterized by unease when in the presence of members of minority groups, their belief that multiculturalism does not enrich Australia, their demand that immigrants should assimilate to what they see as the Australian way of life (or go back to their countries of origin), and their opposition to policies designed to promote harmony, including understanding of other cultures.

A consistent finding of surveys conducted in Australia in the last 30 years is that the level of intolerance and rejection of cultural diversity can reach as high as 40%-45% of the adult population, depending on the question and issues raised. The 'hard' core intolerant number is close to 10%, or some 1.5 million, of the adult population. This contrasts with a range from 4% to 27% within the countries of the European Union. Consistent with this estimate of core intolerance, the 2011 Scanlon Foundation Mapping Social Cohesion survey found that 11% of respondents 'strongly disagreed' with the proposition that 'accepting immigrants from many different countries makes Australia stronger'. Furthermore, in response to the question 'is your personal attitude positive, negative or neutral towards Muslims', 13% responded that their attitude was 'very negative'.

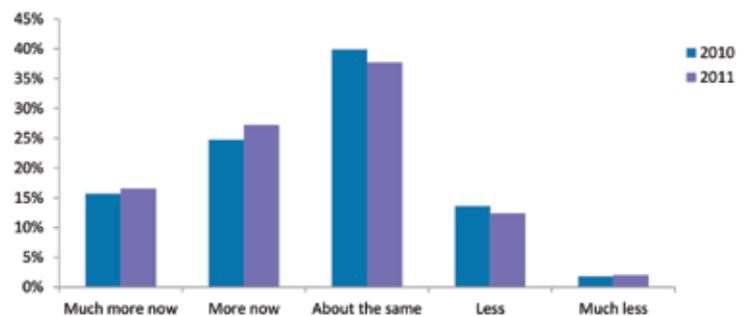
A broader indication of intolerance is obtained by combining those who are 'very negative' and 'somewhat negative'. Thus in addition to the 13% who indicated that they were 'very negative' towards Muslims, a further 12% indicated that they were 'somewhat negative', a combined 25%. A similar proportion (24%) were 'very negative' and 'somewhat negative' towards immigration from Lebanon or Iraq, compared to much smaller proportion negative towards immigrants from China (13%), Vietnam (7%), Italy (3%) and England (2%).

In addition to the 11% who 'strongly disagreed' that a diverse immigration intake 'makes Australian stronger', a further 16% 'disagreed', a total of 27%. Together with the above 'combined 25%', this makes a very consistent finding of the number of people who qualify as broadly 'intolerant' in Australia.

Another perspective on the issue of intolerance is provided by reported experience of discrimination in Australia. When asked 'have you experienced discrimination in the last 12 months because of your skin colour, ethnic origin or religion', 10% in 2009 and a much higher 14% in 2011 responded that they had. Higher proportions (over 25%) were indicated by subgroups of the population, including Chinese and Lebanese.

An additional question in 2011 asked respondents if, in their opinion, 'the level of racial prejudice in Australia now is more, less or about the same as it was five years ago'. A higher proportion considered that racial prejudice was more prevalent (44%) than less (14%), while 38% responded that it was 'about the same'. Just 2% considered that racial prejudice was 'much less', while 17% considered that it was 'much more'.

'Do you think the level of racial prejudice in Australia now is more, less or about the same as it was five years ago?'



	2010	2011
Much more now	15.7%	16.5%
More now	24.7%	27.2%
About the same	39.9%	37.7%
Less	13.6%	12.4%
Much less	1.8%	2.0%
Refused/ Don't know	4.3%	4.1%
N (unweighted)	2,021	2,001

Source: Scanlon Foundation surveys (<http://arts.monash.edu.au/mapping-population/>)

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Websites:

<http://www.arts.monash.edu.au/mapping-population/>
<http://www.arts.monash.edu.au/yiddish-melbourne/>



The Convergence Review: Big Questions for Small Media

Australia's community broadcasting sector received formal recognition as the 'third tier' of Australian broadcasting in 1992 with the passage of the Broadcasting Services Act and the creation of the community broadcasting licence category. Two decades on, in April 2012, the government released the Final Report of its Convergence Review. The report deconstructs the scaffolds upon which broadcast licensing rests, setting a communications policy agenda for a dramatically transformed media landscape. What are the implications of the review for the community broadcasting sector

Community Broadcasting in the Final Report

The dedicated section on community broadcasting in the Final Report consists of four short paragraphs on page 87 - less than one percent of the total page count. Anyone looking to find a detailed breakdown of the future of community broadcasting through the *Convergence Review* is therefore likely to be disappointed.

The report is, however, upbeat on the value of community broadcasting services. Community radio, in particular, is singled out as "one of the success stories of Australian broadcasting". The review team believe that spectrum should be reserved for community broadcasting. They also recommend that community broadcasters be able to access a proposed new "converged content fund" in order to produce content and extend services to new platforms.

Community television stations receive special attention in a separate section on spectrum allocation. The report clearly states that there should not be a fourth commercial TV network. Instead, the sixth multiplex should be used to support community television and new innovative uses. The report specifically states that public and commercial broadcasters should not be granted access to the sixth multiplex. However, it is silent as to how digital community television transmission should be funded.

Overall the outcome is positive. Why then does community broadcasting receive so little attention in the Final Report? One answer is that the *Convergence Review* has chosen to differentiate big media from small. The substantive recommendations in the report – including support for Australian content, news standards and spectrum pricing – are all aimed at big media, or "content service enterprisers and media operators that have significant influence in particular local markets". The differentiation exists so as not to impose regulation on small operators (such as new standards on blogs), while attempting a platform

neutral approach to larger media outlets, whether they are disseminated via broadcast, online or print platforms.

Even though the report recommends something close to the status quo for community broadcasting, we need to seriously ask what the broader implications would be if the full recommendations were implemented. Is it possible to remain the same while everything else changes?

The Broader Recommendations

The *Convergence Review* report begins by recognising that our current regulatory frameworks are outdated and "run the risk of inhibiting the evolution of communications and media services". Users now control what content they want to view and how they want to view it.

The key principles underlying the Review's recommendations are that unnecessary regulations



should be removed and that regulation should not be platform-specific. A new independent regulator would be established, replacing ACMA, to implement a "principles-based approach" rather than the current "black letter law" regulation, which cannot respond to adequately to fast changing media environment.

As a result, the report recognises that "significant enterprises" have obligations no matter what platform they use to deliver services. For the big players, the report recommends news standards, to be overseen by a new industry-led body, focused across all platforms including print (as opposed to a statutory authority as recommended in the Finkelstein Review).

For broadcasting, the most significant proposed regulatory change is that spectrum access should be market-based (with fees or auctions) and that it should be separated from content obligations. Broadcasting licences as we know them would cease to exist. For instance, existing and new commercial broadcasters that have paid for access to spectrum would be able to lease out part of their multiplex channel capacity



The Convergence Review: Big Questions for Small Media

to other content providers. Within this regime, the Minister would still have the power to reserve spectrum for specific uses, including public service (national broadcasters) and community broadcasting. The review also includes an Australian content scheme, whereby qualifying content service enterprises either use a set portion of their revenues to create Australian content, or contribute to 'converged content production fund'.

The Bigger Picture for Community Broadcasting

What would these major changes mean for the community broadcasting sector? The most profound threat is likely to come from increased competition for spectrum, creating pressure to judge community broadcasters against the opportunity cost of the spectrum they inhabit (in other words, revenue that could be generated from the sale of community radio and television spectrum). The Final Report states,



“The new communications regulator should estimate and publish the value of spectrum reserved for public and community broadcasters on a regular basis”.

The largest competing interest is likely to be mobile broadband services. To put this in perspective, in their submission to the Review, ASTRA calculated the total free-to-air spectrum allocated to free-to-air broadcasters in 2012 to be valued at \$612million. Community broadcasters may need to prove their worth in order to hold on to such a precious commodity.

As mentioned above, the Final Report proposes that community broadcasters be able to access a new converged content production fund. The benefits might include greater support for multiplatform content. A significant question is how such funds would be administered. Would it spell the end of CBF administered content funds – akin to 'peer review' of funding applications – in favour of an industry-wide external agency? Although the report says very little about small media generally, it does imply that this funding will be open to content innovators.

Where to From Here?

Perhaps four short paragraphs is a good thing, demonstrating that community broadcasting is relatively unproblematic. It is worth noting that over the course of its consultation phase, the Review revised what had been the first principle (now principle 2) to read: “Australians should have access to and opportunities for participation in a diverse mix of services, voices, views and information”. They added the phrase “and opportunities for participation in...” but the Final Report has very little to say about participation except in relation to community broadcasting.

However, the *Convergence Review* raises more questions than answers when it comes to community broadcasting. Where will community broadcasting stand when the overall media environment is opened up to new forms of competition? Moreover, the Final Report positions community broadcasting as small media outlets that will need to meet criteria in order to gain access to spectrum. Although it is these obligations that make community broadcasting different from the rest, competing demands on spectrum will mean that community broadcasting may have to work harder to retain its foothold – including becoming truly multiplatform.

We do not yet know whether the Gillard government will adopt the changes proposed by the *Convergence Review*. Given that the government is staring down the barrel of an election, with no spare cash, it seems unlikely. Some of the changes, including abolishing the licence fees for television broadcasters, will be in their interests. The model for news regulation is a lot softer than that proposed in the *Finkelstein Review*, possibly to keep the print media on side during election campaigning. Regardless, and even if the *Convergence Review* leads nowhere, it has shone a light upon the communications regulatory framework, with many glaring issues that will be difficult to ignore.

Ellie Rennie

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Ellie Rennie is also a Director of the Community Broadcasting Foundation and Chair of the Community Broadcasting Foundations (CBF) TV Grants Advisory Committee.

The views expressed in this article are her own and do not reflect those of the CBF.

NEXT GENERATION MEDIA

First Ever Next Generation Media Participants Graduate with Flying Colours

On 4 May 2012, the participants of the Next Generation Media Project celebrated their graduation at the HOUSE of SYN, the headquarters of SYN, Melbourne's youth community station.

Next Generation Media is an innovative new project co-designed and co-delivered by the NEMBC, SYN, Radio Adelaide and the Centre for Multicultural Youth (CMY). The group of 21 young media-makers, all between the ages of 15 and 24 from culturally and linguistically diverse (CALD) backgrounds, are the program's first graduates.



The *Next Gen Media Project* arose from an understanding that “young people from culturally diverse backgrounds are not just under-represented in the media but also misrepresented,” explains Rachael Bongiorno, Project Officer at the NEMBC and Project Manager of *Next Generation Media*.

“The aim of the project was to provide an opportunity for the participants to have a voice in the media, or more specifically, to have an articulate voice in the media.... Therefore we wanted a really robust training program that would give graduates a solid foundation of media training, media knowledge, media experience and also media networks so that they could continue their involvement in the media after the project was finished.”

And a robust program it was. *Next Gen* began with a two week summer school, during which time participants undertook classes in radio broadcasting, media theory and leadership. They also spent time touring public and community radio stations including 3ZZZ, SBS and the ABC. After the Summer School, they were put into teams of 4 and commenced 12 weeks of radio broadcasting at SYN, with each team producing a one hour show every week. Each group was mentored throughout this time by volunteer journalists from a range of media outlets who helped them workshop ideas and also offered general support.



For *Next Gen* graduate, Monga Mukasa, who was born in the Congo, grew up in Tanzania, and now lives in Shepparton, the best thing about the project was the connections he made with the mentor journalists. “They gave us tips on how to get into the media and really gave us the confidence and courage to do what we wanted with our stories... I always wanted to do journalism and broadcasting and I didn't want to wait until I got to Uni to start, but I didn't know what steps to take. This really got us familiar with what the media is like and opened the door for us to continue.”

The project recruited participants who were second generation and newly arrived immigrants who had not been involved in community broadcasting before. Many of them, like Monga, had thought about media work but didn't quite know how to jump-in. *Next Gen* graduate Areej Nur commented, “I always liked the media and was interested in it but didn't know if it was what I wanted to do. I had read that there were no real good jobs out there but now I see that there are a lot of diverse options for working in media. Doing the project definitely clarified a few things for me. All the training and the tours as well as speaking to the mentor journalists made me feel like I could do it. I was doing a Bachelor of Arts and after this I enrolled in a Bachelor of Journalism.”

Many of the graduates have plans to start their own radio programs or join existing shows on community radio stations around Melbourne and quite a few have already started broadcasting regularly.

Uniquely, the project has been the collaborative effort of a number of community organisations, each with different strengths in youth work and media training. All those involved have said it has been a real benefit



The Next Generation Media - Class of 2012

to be able to share resources and ideas in order to create something that was more than just the base training that many community radio stations are able to offer. It also meant the project could provide the best opportunities to CALD youth. Jonathan Brown, SYN training manager, exclaims, "It's been really fantastic for us....We at SYN are all the more rich for having more diverse young people in our organisation"

All the organisations involved participated in aspects of the graduation evening's program, which was co-presented by Jonathan from SYN and Next Gen graduate, Paige Kuresa-Silao. Seeing as the graduates of the program are now all professional communicators and presenters themselves, they ran much of the evening. The crowd was made up of graduates, trainers, journalists, and family members, all of whom cheered enthusiastically throughout the presentations.

The evening included a speech by special guest, Yvonne Kelley, Acting CEO and Manager of Community Relations at the *Victorian Equal Opportunity and Human Rights Commission*. Yvonne stated, "It's fantastic to feel the positivity people feel about the project. We want to support this program because we think your participation will enrich media but also enrich community."

Another special guest was Jo Curtin from the *Community Broadcasting Foundation*, the funding body for the project. "It's really terrific to meet some of the people that have benefited from funding that we've distributed," said Jo. "This is the kind of project that will hopefully help overcome some of the imbalances that we see in the mainstream media and, ultimately, overcome racism, which is what all of us here would like to see." The highlight of the evening was the presentation of some of the broadcasts that the graduates made during their 12 weeks of radio work, which were played over the

speakers. They covered topics from public transport woes to celebrating Christmas in schools and were all incredibly impressive.

Rachael Bongiorno exclaims, "In terms of their ideas and the way they have conversations on air, they just bounce off each other ... Even after just two days of radio training their demos were amazing. The conversation was really engaging, the music choice was interesting. Nobody knew each other before the training started but they've all connected with each other so well." Rachael continues, "It's important to understand that young people from CALD backgrounds should not be pigeon-holed to speak only on certain topics and subject areas. They have a big contribution to make to the public debate and have valid perspectives on a range of areas including current affairs, social issues, music, culture, arts, and sports."

After the speeches and the broadcast demos, all the participants were given graduation certificates. Each person was cheered on by hoots from the crowd. To close, Monga performed a song. He remarked, "On the television you don't get to see a lot of people who have come from different backgrounds but we all have a lot of knowledge we can bring. If, we are the next generation of journalists, it will be really good to see... I can't wait!"

Bec Zajac

*Communications and Membership Officer
NEMBC*

*Special thanks to Nicky Page at
Radio Adelaide, our RTO for this
project*

*Graduation photography by
Asher Hirsch*



There are many reasons why Australians living in capital cities travel to country towns. Often it's to experience the pleasure of open space, to connect with wildlife, or to partake in a more relaxed pace of life. And these elements definitely make a country visit worth the trip. But there is another factor that makes Australian regional communities unique, one that we in capital cities do not hear about enough. And that is their commitment to Multiculturalism.

Regional communities in Australia are the places that countless migrants- both from established communities and new and emerging communities- call home. In fact, much of the work of Multiculturalism is played out in the day-to-day interactions between neighbours, co-workers and friends in small towns around the country.

One illustration of Multiculturalism at work in country towns is the production of ethnic programs at local community radio stations. And this May, on my visits to stations in Ballarat, Traralgon and the Mornington Peninsula, some of Victoria's liveliest regional centres, I was able to witness this work first-hand.

At each station I visited, I was lucky enough to meet with station managers and ethnic broadcasters from a variety of language groups, including Sudanese, Indonesian, Filipino, Chinese, Greek, and Italian, many of whom have been broadcasting for more than 20 years. I had the opportunity to see the way ethnic broadcasting provides an essential service to new migrants and contributes to social cohesion across regional communities.

At Ballarat's *Voice FM*, I was welcomed by Station Manager Helen Bath as well as broadcasters from the Italian, Japanese and Chinese programs. "People often think of Ballarat as being Anglo Saxon or Irish Protestant," Helen remarks, "but, in fact, there were 16 different nationalities that stood beneath the Eureka flag, one of the guys that went to the Treason trial was from West India and recently, there has been a lot of growth within our region."



At Traralgon's community station, *3GCR*, Station Manager, Ken Thompson echoes that sentiment, "Although people from the city don't realise, there's a lot of cultural diversity in Gippsland and the Latrobe valley... Originally there was largely European settlement that came out to work in the power industry in the 50s. We also now have very large and well established communities from China, Indonesia, and the Philippines. And in the last few years the Sudanese community has grown significantly."



Ethnic broadcasting has been at many regional community radio stations from their inception and it is an element of the stations' programming that they could not do without. Brendan, Station Manager at *3RPP* explains, "We've always been adamant that we need a strong ethnic voice at the station as part and parcel of what defines us at the Mornington Peninsula." Ken from *3GCR* agrees, "From day one at the station in 1977, there have been ethnic broadcasters. Because there were such large communities of interest it was natural for them to want to embrace the opportunity to broadcast."

At all the stations, many of the ethnic broadcasters contribute “not just through the richness of their own programs,” Ken points out, “but also through the general running of the station as a whole.... They participate in fundraising, networking, logistical support, and many have roles on station committees.”

As I speak to the ethnic broadcasters, it is clear that through their involvement with their stations, they are not only affirming their commitment to their own communities but, just as importantly, they are connecting with other migrant groups in their town as well as with the community as a whole.

Lucky, the Indonesian broadcaster at 3GCR reflects, “First I did the Indonesian program with information and music for the Indonesian community, but then



I decided to do an English one as well. I like both. In the Indonesian program, I know I’m helping the community by letting them know about the week’s activities, and when I do the English program, I get calls from local people and they tell me they enjoy listening to the music. It makes me feel I’m a part of the broader community, so I really enjoy it.”

Helen talks about the work done by their ethnic representative, Charles Zhang, “Not only has Charles done an incredible job with the Chinese community program, training 25-30 people, building up connections with stations in China and making sure to include *Voice FM* in any of Ballarat’s Multicultural festivals and events, but he’s also worked to build up the station’s African program. He’s personally trained new broadcasters from South Africa, Sudan and Namibia, picking the trainees up, mentoring them and giving them the extra support and attention they need to get them started.”

Likewise, at 3GCR Ken notes, “It’s the ethnic broadcasters who’ve often identified other migrant groups in the community who don’t have programs and then try to get them involved. They’ve been very supportive of the Sudanese community in particular, who are a new community in the region and who, thanks to the other ethnic broadcasters now have their own program.”

At all three stations, there is a strong sense of solidarity between the ethnic broadcasters as a group. Ken observes, “The ethnic broadcasters do tend to have more social functions than any other group at the station and are very cohesive and very supportive of one another.”

Elise, ethnic representative at 3RPP agrees describing the relationship of the ethnic broadcasters at her station, “We’re in touch all the time, we all have each other’s phone numbers and we make a point to get together at least twice a year. We all go out to lunch and spend the whole afternoon together sitting around a huge table talking... We probably interact more than any other group within the station and I really have no idea why. Maybe it’s because we’re all immigrants. We’re all people from other countries, we’ve all come to a strange land and we give each other support.... We have something in common and that’s the cohesion or the glue that keeps us all together.”

Bec Zajac

Communications and Membership Officer





Stop Press! NEMBC receives award from City of Casey

On Tuesday 1 May 2012, the NEMBC was invited for a very special visit to the City of Casey's Council Offices to receive an award recognising the organisation's support for Multicultural and ethnic programming in the City of Casey.

The ceremony took place at the City's Council Meeting and was certainly an event to remember. In attendance were the Mayor of Casey, Mr Sam Aziz, Council's CEO, My Mike Tyler, City of Casey's Councillors, Casey Radio Station Manager and Councillor, Geoff Ablett, Station President, David Kramer, ethnic broadcasters from the station, over 60 community members and NEMBC Communications and Membership Officer, Bec Zajac.

On receiving the award, Bec was given the honour of addressing the audience of Councillors and community members on behalf of the NEMBC. She took the opportunity to thank the City of Casey for their ongoing support of ethnic community broadcasting and championing of Multiculturalism and gave a certificate to Casey Radio and the City of Casey in recognition of their good work. The NEMBC acknowledged that through Casey Radio's ethnic broadcasting they are providing a lifeline to the City of Casey's culturally diverse population and making a real commitment to Multiculturalism in the area.



Casey Radio are a long-time NEMBC member and with 27 ethnic programs, one of the NEMBC's biggest member stations. Importantly, they house a diverse mix of programs from both established communities and emerging communities. New immigrants report that early access to ethnic community radio makes a profound difference to their settlement outcomes, provides them with a sense of belonging and inclusion, and empowers communities by broadcasting their language on air. This is particularly pertinent in fast growing areas such as the City of Casey.

It was smiles all around as photos were taken and the NEMBC, broadcasters, community members and Councillors were given the chance to mingle and share in one another's achievements. The NEMBC looks forward to visiting more stations for similar occasions in the future.





RadioPLAY - Radio SkidRow



Radio SkidRow has just launched project RadioPLAY in partnership with Play Writing Australia and Sidetrack Theatre.

Twelve participants, from the 2RSR broadcast area, responded to a call out to go through a rigorous series of play writing workshops and mentorship which will result in excerpts of their scripts being directed, for live readings by professional actors with sound design, later in the year.

2RSR will set up its OB at Sidetrack Theatre for the audio dramas to go live and finally produce the radio plays for podcast and CRN distribution. We are excited about the diverse voices of the participants and the content we will produce. This is a big project for SkidRow to undertake, we're interested in developing our interactivity of multiplatforms.



Latai Taumoepeau the project officer says "community partnerships and engagement is important to SkidRow; creating access for our presenters and listeners to cultural activities and services in a creative way is integral to approaching radio content development." Storytelling is an ancient form and the SkidRow community has this in abundance. The writers are really keen to push the dusty boundaries of radio play formats to make riveting radio. RadioPLAY is funded by The Arts Council of Australia.

Radio SkidRow

Japanese Radio Ballarat: 99 VoiceFM

The Japanese program "Japan Night" has been running in Ballarat for around 9 years now. There have been 4 or 5 volunteers who have donated their time and energy for the program. At the moment the Japanese program in Ballarat has 3 presenters: myself, Shinya and Tomomi. We are all new and excited to be on the radio each month.

I never thought I would be talking on air.... Why did I decide to be a presenter on a Japanese program? Firstly, I love Japanese music and I don't get sick of listening to my favourite songs again and again...even my family can't stand it! So I wanted to share them with listeners on air, even though the CD's I have are quite dated..... Recently I started looking for different types of Japanese music from heavy rock to traditional, but still a contemporary type of Japanese music. I soon realised this process of discovering new music was quite enjoyable.

Secondly, when you have some special information you want to share in your community, this is the best way to spread it. Doing so might make listeners interested in you, and be useful and helpful to people. I wanted to give something to people.

After 8 months of being one of the Japanese presenters, I also realized that the VoiceFM station in Ballarat is a great place to meet people who care, appreciate and act for people in the community. I feel grateful to know them and appreciate their help. I now know that I was missing those wonderful things and people because for a long time I was hesitant about being a presenter, because I thought I was too shy to talk on air. Personally, I know I need to improve my skill as a presenter. I still don't have confidence to interview people, but I do it anyway. I sometimes listen to the radio 3ZZZ in Melbourne and radio live in Japan through the internet and learn from other presenters about how they conduct interviews or plan their program.

Ballarat also has a sister city in Inagawa, Hyogo in Japan and there are lots of cultural exchanges happening in the community and schools every year. More Japanese residents are also moving into Ballarat each year. So this Japanese radio program will have a very important role to connect people and make them feel comfortable in the community. I hope that the Japanese program "Japan Night" will continue to grow, try new ideas and provide an important role as part of the Ballarat community.

Makiko Paxton
99 Voice FM



3ZZZ Farewell Lunch

A farewell lunch for the Acting Consul General of the Republic of Indonesia for Victoria and Tasmania, Mr, Hadi Sapto Pambrastoro and his wife Vita was held recently in 3ZZZ's Boardroom.

Members of 3ZZZ's Indonesian Group and friends provided a delicious lunch. The Indonesian Language Program, Radio Kita, have a good relationship with the Acting Consul General. He has an ongoing interest in Radio Kita and was always very supportive. The Indonesian Broadcasting Group think highly of him. During the 3ZZZ membership drive last year he urged the Consul staff to become members of 3ZZZ. Radio Kita started broadcasting in 1988 on 3ZZZ.



From Left: 3ZZZ Manager Martin Wright, Syahisti Abdurrachman, 3ZZZ Indonesian Convenor, Vita Pambrastoro and the Acting Consul General of the Republic of Indonesia for Victoria and Tasmania, Mr.Hadi Sapto Pambrastoro.

Filipino Radio at 3GCR

The Filipino Radio Program was founded in June 1998, and for almost 14 years it has provided a service to our Filipino community in Gippsland. Our aim is to keep the Filipino community informed about the latest Filipino news, music, current affairs, and most importantly, our upcoming local Filipino community events.

Our Filipino Program is a fun and very informative Program. It includes the latest news, updates on politics, fashion, health and wellness and even a Filipino showbiz report! We have a Birthday Greetings Corner and our ever popular Star Sign Corner, where listeners can hear their star sign in their own language, Tagalog. We talk about the latest issues and our opinions and the opinions of the listeners are being heard too. I have interviewed special guests from The Philippine Consulate and Philippine Celebrity Performers.

We are live on air every Friday from 7:30-9:30pm and you can catch us via live streaming on: www.gippslandfm.org.au. Thanks to the technology now we can be heard not only here in Gippsland but in all parts of the world.

I'm so happy, honoured and very proud that I'm still here on the radio. I'm so grateful to 3GCR for giving this opportunity to me so I can serve my Filipino community via radio. I started this program to not only keep the Filipino community informed about the latest happenings in our country that we all miss but to make their Friday night happy. I'm very happy to put a big smile on their faces at the end the night.

Gina Agustin
3GCR FM

Radio 4EB Launches a Multicultural CD

Radio 4EB in conjunction with Beenleigh Neighbourhood Centre launched its third musical CD project on 26 May 2012 at radio 4EB. The joint venture 'Strength to Strength' features female artists from various cultural backgrounds. Some artists contributed original songs especially written for this project, communicating a message of strength as a woman and strength from a cultural perspective. For most performers this was an opportunity of a lifetime to be able to record their music, their way in professional surroundings.

Project Coordinator, Robert Hinton said "There's lots of variety on this music CD with artists influenced by their individual songwriter's backgrounds."

"There's a heady mix of traditional and western influences from around the world, providing a rich feast of flavours from different genres," he added at the launch party.

The project received funding last year from the Australian Music Radio Airplay Project (AMRAP). Selection of artists and recording commenced early this year with all original recordings done at Radio 4EB's recording studio by recording engineer Niyi Adepayibi with post production of tracks carried at Undertone Productions.

Radio 4EB Station Manager, Peter Rohweder said "While this project is safe, future projects are now in doubt due to AMRAP's funding being cut by the Government... while talks will continue at higher levels to hopefully restore AMRAP funding, it is important that people understand the link between AMRAP and community radio as it provides a genuine alternative for emerging Australian talent from all cultures."

Jeffrey Milne
Radio 4EB



The NEMBC Conference - AMAZING! - MBCNT

I'm afraid my extensive vocabulary didn't help when I was trying to find words to describe the 2011 NEMBC Conference held last 26-27 November.

Held at the Grand Chancellor Hotel at Launceston, Tasmania, the event never failed to impress from start to finish. I, along with other delegates from the Northern Territory, arrived on Thursday. This gave us ample time to explore the city of Launceston. Needless to say, I fell in love with this quaint, little town. The buildings looked like it came straight out of a movie scene, the days were sunny and perfect and the people we met were all welcoming. It nearly took my breath away...and that was just the location.



The conference started early on Saturday. It was just perfect timing that we had to stay inside the building because it rained the whole day. Being all cosy inside, we barely noticed the downpour. Participants were welcomed and then, the speakers began. Being such a bad audience during seminars, I was worried at this point. I didn't want to accidentally doze off in front of all these people I just met!

Professor Ghassan Hage was first to speak...and I discovered I didn't have anything to worry about. Moments after he began, my notebook and pen were out and I was scribbling furiously. One of the things he said was left ingrained in my mind and I shared it through Facebook as soon I could. He said, "It is one thing to have a state with a multicultural policy, it is another to have a multicultural state." I knew then that this was someone who understood. It didn't stop there. Other speakers followed and when it ended, I closed my notebook with a satisfied smile.



I attended the 'Engaging Young People' workshop in the afternoon and that was another inspiring moment. I got a chance to meet the young people who have been and who will be in the youth committee. Not for the first time this year, I started wondering again where I have been hiding all these years. Their determination, initiative, forward-thinking ideas, and commitment would drive anyone forward. One thing's for sure, broadcasting will never get old with these people behind it.

This exhausting day was followed by the dinner gala that night which got everyone excited. The performers were great and deserving broadcasters and programs were awarded. Dinner and desserts were so good and obviously, there was no better way to digest these than by dancing the night away. Again, amazing!

It may not mean that much to others but this has opened my eyes to greater opportunities. I will never forget this, my first NEMBC Conference, and I'm glad I got to experience it with some really cool friends. What started as mere curiosity about radio broadcasting has now evolved into passion regarding multiculturalism and providing services and voice to people.

A conference has just ended. But the opportunities and ideas it left will grow and continue. As I'm writing, I'm already starting to imagine the next conference. Shall I see you then at Tonga? ;)

Alpha Capaque

Multilingual Broadcasting Council of the Northern Territory



The Afrika Connexions Story

Last year, Radio Skid Row's Afrika Connexions program, won a CBAA award for the best Ethnic Program in Australia. In this article Nicola Joseph tells the story of Australia's longest running African radio program.

In 1985 I was the station manager of Radio Skid Row, which from its start just two years earlier, was determined to break down barriers which existed in community broadcasting. We had already started Radio Redfern- an indigenous owned studio which broadcast 30 hours a week on Radio Skid Row and we had several programs by ethnic broadcasters. We were interested in international struggles in Latin America and, of course, South Africa- so we sent the word out to supporters of the liberation movements that we were looking for program makers.



Paul Thusi former presenter of Afrika Connexions who went on to become manager of Radio Skid Row.

The only program by Africans in Sydney at the time was on 2SER; a 15 minute slot on the South African struggle presented by students from the Southern African Support Coalition of Australia (SASCA). Some members of the group were dissatisfied with the short timeslot and decided to make the move to Radio Skid Row. Hence Afrika Connexions was born.

A collective of young South African activists from the Pan African Congress of Azania joined the team soon after and the program began its 27 years+ on air journey. For those who are unfamiliar with the PAC, it was the organisation credited with organising protests against the pass laws in Sharpeville in 1960 which led to the now famous Sharpeville massacres. The organisation was known for both its embrace of black consciousness (many of the team were avid followers of Steve Bantu Biko's BCM movement in South Africa) and an "Africa for Africans" philosophy. Their stand was considerably more radical than the ANC which appealed more to the white liberal Australians in the anti-apartheid movement. As station manager I copped some criticism for the PAC rather than the ANC being on air, but for the station the PAC's politics were in line with the station's core values.



Kwame, Neville and Paul- 3 generations of Afrika Connexions

Because of its stance, Afrika Connexions attracted some high profile guests. Musicians such as Hugh Masakela and Miriam Makeba and leaders of the anti-apartheid movement including Johnson Mlambo, Gora Ibrahim and Maude Jackson, as well as Patricia de Lille, the current Mayor of Capetown. A regular guest on the program was also Maxwell Nemasdzhanani, the PAC representative in Australia, who is now a member of a regional parliament in South Africa. The program was three hours long and included: a half hour news bulletin which was put together from telexes collected from the post office every week, newspapers brought to Australia by black merchant seaman, and telephone calls when contact with South Africa was possible. This was a time when people in exile had little or no contact with their home country and all of the team were in exile.



Thara Mogwe - started her radio career at Radio Skid Row and went on to SBS and commercial radio.

Links with other liberation groups were strong so the program also regularly reported on the indigenous struggle, other African struggles, the Palestinian struggle, Latin American struggles and revolutions occurring in other countries which formed part of the nonaligned movement. Afrika Connexions became everyone's weekly fix of international news. Because of its strong stance, the program and the broadcasters involved were closely monitored by ASIO.

continued on pg 21



Around the Stations New & Emerging Communities

Opportunities Turn Up - Out Of The Blue

When I first migrated from Indonesia, there was one question foremost in my mind: “What could I do to be a part of the community?”

First, I tried to find out the answer to my question through the local newspaper. And, aha! I found it. The answer was The Red Cross. I went to the local Red Cross, donated blood, and at the beginning as a blood donor, I felt that I am now a part of the community. But after several times, the question appeared again. “What else could I do to be a part of the community?”

One of the Indonesian community members, Susi is an Indonesian language teacher and was the Indonesian Language Program presenter at Gippsland FM. When Susi had to move to be closer to her workplace, she asked me to continue doing the Indonesian Language Program at community radio Gippsland FM. When she and the other Indonesian community members asked me to do the program, I felt it was something hard and I was unsure about it. But if I didn't accept, who would continue the program?

Being a radio presenter, talking on the microphone and being listened to by the community was something I never imagined. It was something new and challenging.

continued ... In the 1990s, when apartheid finally came to an end, the program changed format and focused on the continent in the post-colonial era. Dealing with economics, the politics of development and aid and the increase of Africans migrating to Australia. Later on more broadcasters from other countries joined the show. Afrika Connexions continued to attract the big names including musicians Angelique Kidjo and Lucky Dube, actor John Kani and artists such as Olu Oguibe. Great moments included presenter Paul Thusi singing with Ladysmith Black Mambazo and later Burning Spear. The weekly news continued but it became a roundup of news from around the continent.

Most importantly, the program became a meeting point for Africans living in Sydney. With the support of Radio Skid Row the program team organised a space where the first African language classes were held and also organised the first African Festivals in Sydney. The station quickly expanded to include African programs in five other languages and a growing number of young presenters doing music shows.

It is important to point out that this all happened when there were hardly any Africans on air anywhere else in

I have been doing the Indonesian Language Program at Gippsland FM since 2004. It is an enjoyable activity. Through the program I update current affairs and information about Indonesia, as well about the relationship between Australia and Indonesia. I spread news and information to the locals (Indonesian born) and I can introduce Indonesian music flavour to the listeners.

After about two years presenting the Indonesian program, the question appeared again. “Could I do the program for local listeners in the community?”

I did some research about local radio programs. I listed my music collection. Fortunately, my enthusiasm to do something for the community was quite high. Then I approached the Program Director of Gippsland FM, and said that I wanted to do another program beside the Indonesian language program. Thankfully, the Program Director gave me a chance to do what I really wanted to do, which was to entertain people with music and wise words.

So, finally I had two programs, The Indonesian Language Program and the ‘Music From Me To You’ Program in English. It was very satisfying to do something for the community and now I feel I am really part of the community.

Lucky Dunn
Gippsland FM

Australia. SBS radio had one hour for the whole of Africa and the community broadcasting sector had a few programs. In the 1990's Skid Row's total hours of African programming were more than the total African hours on all of the other community radio stations around the country.

Now in its 27th year, in the same timeslot (Sundays 12noon-3pm), Afrika Connexions celebrates its history by launching an archive of stories on the Radio Skid Row website. Some of the original presenters returned last year to record some guest programs and they picked some of their favourite tracks for the web archive. You can check it out at www.radioskidrow.org.au.

Even as I write this story, sitting in the Radio Skid Row training room, through the window I can see six African broadcasters in the station, doing their thing and feeling right at home here at Radio Skid Row. It all started with Afrika Connexions- as they say Izwe lethu! I Africa!

Nicola Joseph
Community Media Training Organisation



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.

Keynote Speaker

We are delighted to present Dr. Helen Szoke as our Keynote Speaker for the 2012 Conference.



Helen Szoke was appointed as Australia's full time Race Discrimination Commissioner on 5th September 2011 for a five year term. Up until her appointment, Helen Szoke was the Commissioner with the Victorian Equal Opportunity and Human Rights Commission and worked with the Commission from 2004 until August 2011. During this period she managed the expansion of the Commission's functions under the Charter of Human Rights Act and the modernisation of the Equal Opportunity Act in that state.

She is currently Co-Chair of Play by the Rules, a Board Member of Multicultural Arts Victoria and a member of the Advisory Committee for the Centre for International Mental Health, School of Population Health University of Melbourne.

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.

Conference Registration

We are happy to inform you that there will be no increase in registration fees for the 2012 Conference. Registration forms will be distributed to radio stations and can be downloaded from the NEMBC website.

The NEMBC offers discounted registration fees for concession holders and for early payments (by Friday 12 October 2012). 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.

2012 Registration Fees

2012 Registration Fees		
Early Bird Registration Payments made before 12/10/2012	Member or Concession (pensioner, student, health care card or unemployed) \$125	Non-Member \$225
Late Registration Payments made After 12/10/2012	Member or Concession (pensioner, student, health care card or unemployed) \$155	Non-Member \$255

Venue and Accommodation

The *Grand Chifley Hotel* Adelaide is a 4.5 hotel overlooking the picturesque South Parklands in the CBD. Adelaide is a beautiful city, famous for its architecture, festivals and proximity to world famous wine regions.

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

'SkidRow in the Sistahood' - International Women's Day Breakfast Show

After several vacant years of SkidRow's traditional weekly women's day, we decided to make a comeback with a focus on local women on International Women's day - Thursday 8 March 2012; hosting an on-air breakfast and buffet.

The 5am breakfast started with a down pour of rain, flooding parts of the Marrickville neighbourhood in Sydney, but this didn't deter our barefoot and gum-boot guests.

It was an intimate three hours of chicks in conversation, with plenty of strong coffee and pastries to assist the discussion points of women and poverty, employment, the garment industry, sex workers, multiculturalism, femicide, sport and of course division of labour. In between the soulful all female tunes, we reflected on the words of poet Maya Angelou "Phenomenal Women", gifting it to woman around the globe and those that couldn't join us.

Our lady logic told us we need to gather more frequently, so once a month Skidrow sistas will meet in the studio to voice our diverse and collective identity. Were going to get creative; producing segments, interviews and playlist's in true SkidRow style. 2RSR values the women we have on air and we want to continuously encourage women to get involved and be heard on our air waves 2RSR 88.9FM.

Latai Taumoepeau
2RSR Project Officer



L-R Charlotte, Emma, Aspasia & Grandson Christian, Rosanna, Narelle & Latai. Also in the studio is Fipe, Caroline, Jill & Pip.

Karina Ceron from Hobart FM Tasmania



I was born in Berlin, Germany and arrived in Australia in August 1953 on the ship **Skaubryne**. The ship sank on one of its return journeys - so I believe that I was meant to be in this wonderful country of Australia.

Growing up in a German/Polish home enriched not only my love for language but my appreciation of diverse language, food, customs and music. One day we would eat Kohlrouladen and the next week they would be Golabki. My husband comes from the Veneto region of Italy, and I have learned the language, customs and love the music and the food!

I have worked as a volunteer for nearly 40 years on various projects with community organisations and held positions on several committees. I am in my 20th year of producing and presenting a German language radio program called Ueberblick mit Karina (Overview with Karina). I present my program from 8-10am every third Sunday morning as we are a team of three.

I specialise in music from the 50's and 60's as well as folk music and a little classic and jazz. The German community in Hobart is an ageing community and music is a wonderful bridge and companion. I discuss health and well-being issues, present special features on anniversaries of important musicians, scientists, inventors etc; interviews with local community members, community events happening in Hobart, and current cultural and historic celebrations taking place in Germany each month. The many wonderful phone calls of appreciation from listeners make all the hard work and research that go into preparing each program worthwhile.

I believe that with my diverse background, both personal and working, I am able to contribute positively to the NEMBC's Women's Committee. Although technical things have changed, basic issues have not. I look forward to helping improve conditions for fellow community broadcasters in Australia who still do not have access to the facilities and conditions that most of us enjoy. Broadcasting is an ever evolving industry and there are exciting times ahead!

Karina Ceron
Producer/Presenter of Ueberblick mit Karina
a German language program on Hobart FM



Youth Broadcasting

Qld Youth Media Forum 2012

The Queensland (QLD) youth forum, *Radio Active 2012*, provided an opportunity for young people from all cultural backgrounds to come together, celebrate, learn, and develop strategies for improving youth access and participation in community media.

As one of the QLD 'echamps' pointed out, "We're all here with a common goal and there's nothing better than all of us coming together to share this experience and be able to take something useful from it, not only for ourselves, but also for the radio stations we are a part of."

The forum included presentations from industry professionals, interactive presentations related to community media opportunities and the chance to make important state-wide networks. The sessions also considered the intersection of media participation, youth empowerment and community activism as well as engaging with culture, language, heritage and identity. The final part of the forum provided the opportunity to make recommendations for improved youth policy at the national level as well as the state (*Queensland Multicultural Youth Broadcasters Network*) and radio station level.



ABC journalist, **Rhianna Patrick**, gave the keynote presentation which set an inspiring tone for the day ahead. Rhianna is the presenter of ABC's *Speaking Out*, a radio program about culture, lifestyle and political issues affecting Aboriginal and Torres Strait Islanders in Australia. Rhianna discussed her media journey, the importance of speaking out on underrepresented issues and stories relating to communities. Rhianna demonstrated her strong commitment to representing the many facets of Aboriginal and Torres Strait Islander communities, "It's not about me, it's about the community" she said.

What was particularly reassuring and encouraging is that Rhianna is very supportive of youth participation in the media, particularly Indigenous youth and actively supports their voices to be heard. She is a regular speaker at community forums, a trainer and mentor. You can listen to *Speaking Out* by visiting: www.abc.net.au/speakingout/



Sinead Lee, who has a successful media career spanning public and commercial media, had similar beginnings to many of the broadcasters attending the forum. She started her media career at 4EB presenting the Irish program. Sinead recommended being 'a sponge' and seeking to learn from a broad range of places and broadcasters. Looking for opportunities to develop your skills and being open to take bold steps in going beyond your comfort zone broadens your media experience. One of the main things the participants took from Sinead's presentation was the importance of having a contact book and always thinking 'outside the square' for stories and leads.

Having heard a couple of presentations from people who have developed a media career over time, it was great to hear from **Thomas Wright** who is a young broadcaster starting out his media career. He currently presents the German youth program on 4EB Radio in addition to contributing to other broadcasters and online publications. Thomas illustrated how using initiative and creativity can help you establish a media career now. He reiterated the importance of getting yourself out there, pitching to various outlets and trying to produce as much media as you can to refine your skills, gain experience and credibility.

Since starting at 4ZZZ FM and 4EB Radio, Thomas' media participation ranges from a number of community radio stations, online publications and photography. He is currently a journalist at National Indigenous Radio Service (NIRS). Thomas' lasting advice was to not rely on just a media qualification but also to be self-motivated to develop a voice in the media now, to strengthen your experience, take up educational opportunities, understandings and connections.

Dr Kitty Van Vuuren, from the University of Queensland, highlighted the unique and important space that community broadcasting fosters in giving voice to communities, issues and stories which are often marginalised in the mainstream. She also discussed opportunities at universities to study journalism, media and communications in addition

Radio Active 2012



to people's practical experience at community radio stations, to enhance their media making.

A lunchtime hip hop performance, from local crew, **IV.C.Ps aka 4.C.P (IV Capital Profit)** energised everyone, as they enjoyed the feast prepared by Lucy who also broadcasts the Maltese program on 4EB. The collaborative nature of community radio was definitely felt with the hospitality of 4EB. As illustrated by one of the participants reflections on the day:

"I had a really great time, and I thought all the speakers were very informative and entertaining. I really appreciate the effort you went to, and the opportunities you have presented the attendees with. It was also really great to see the 4EB team working well together, they really seemed like a family."



Erin McCuskey in addition to the 4EB young broadcasters, Tane Karamaina and Aneel Mazhar (both eChamps at the 2011 NEMBC Conference) discussed the opportunities to share and shape media online, especially in regards to social media sites to extend your radio broadcasting. Erin also demonstrated, the new NEMBC multimedia website, which lets youth broadcasters share their content with people around Australia.

The youth broadcasters sharing session enabled young presenters to share with the peers their media making experience and programs. We heard from Kristy McMahon, a young Indigenous woman, who is the presenter for the 4ZZZ FM program, Indigi-Briz, which features music from up and coming Indigenous talent, traditional vibes, interviews and yarns; and Maxime Ishimwe, a young broadcaster of Rwandese heritage, who produces *Africa Together*, a music and talks program broadcast on Cairns FM.

The final session, gave everyone an opportunity to explore how the experience of youth broadcasting can be enhanced and where radio stations, bodies

like the NEMBC and initiatives like the Queensland *Multicultural Youth Broadcasters Network (QLD MYBN)* come into these plans. Some suggestions which came out of the discussions include:

- Engage more closely with your community, be responsive to them and participate in more community events to make the connection with your program and radio station.
- More forums and workshops for youth to come together, meet each other and learn from media professionals, trainers and peers.
- Encourage more links and communications between broadcasters of different language groups and programs at stations and with radio station staff.
- Encourage youth committee at radio stations made up of young broadcasters from different stations and develop the Queensland Multicultural Youth Broadcasters Network (QLD MYBN).
- Greater promotion and publicity of radio stations and community broadcasting sector bodies, such as the NEMBC.

A more detailed account can be accessed via the 'eChamps' blog. The 'eChamps' project was delivered alongside the forum. It engaged rural youth broadcasters in a one day multimedia/social media training program before the forum. These 'eChamps' then put their skills into practice by broadcasting and documenting the QLD youth media forum as it unfolded. You can check out the 'echamps' blog at <http://nembc.org.au/nembcyouth12/>

The NEMBC would like to thank all those which made this forum possible including 4EB Radio, especially 4EB Station Manager Peter Rohweder and the NEMBC QLD youth representative April Adams and Adam Lo. Thanks also go to the forum funders, the Community Broadcasting Foundation. To keep in touch with QLD youth broadcasters you can join the facebook group

Rachael Bongiorno

Former Project Officer- NEMBC



Photography by Adam Lo



Youth Broadcasting

Youth week at 1CMS

Our Youth Week Project was a great success! Our participants included five young women, four from South Sudan and one from Ghana.

Youth from a migrant & refugee background conducted four **live-to-air broadcasts** on Canberra Multicultural Service FM 91.1 on current youth issues, including Youth Beyond Blue messages & music from around the world. The project was supported by Northside Community Service

Achievements included:

- Highlighting current youth issues for youth from a migrant & refugee background
- Strong emphasis on Youth Beyond Blue messages for young people by young people
- Confidence building & networking for the five young people who took part in the project
- Interview techniques were established
- Program preparation & organization skills were increased & embraced
- Increased awareness of CMS Radio FM 91.1



The young people were heavily involved in the planning & coordination. These young women did an amazing job in embracing a three hour crash course in:

- being a radio presenter
- how to plan a one hour live-to-air radio program
- the do's & don'ts of radio
- minor legalities when being "On Air"



From there the youth took on the planning of the 4 x one hour live-to-air broadcasts across Youth Week. This is quite an involved process, and they embraced the fact that a program needs to be organised and flow. Werner Albrecht (President of Canberra Multicultural Service), Chaylee Brikcius (Broadcaster on CMS Radio FM 91.1 & Program Educator for Northside Community Service) & Kate Cvetanovski (Senior Manager of Youth, Family & Housing Services) with Northside Community Service were so impressed by the enthusiasm & involvement from the 5 young people!

Chaylee Brikcius
1CMS 91.1fm





Is Your Program Eligible For A Grant?

If your program meets the following conditions, you could receive grant support through the CBF:

- Broadcast regularly (weekly, fortnightly or monthly)
- Locally produced and focuses on local material
- Serves the needs of a defined local ethnic community
- Provides settlement assistance, news, information, and/or cultural maintenance and development for the local ethnic language/cultural community
- Has at least 50% spoken content
- Any religious content is less than 25% of the spoken word content
- Is broadcast between 6am and 1am
- Meets the particular conditions of the individual program category i.e. Ethnic, Multicultural, Ethnic Youth or Multicultural Youth and complies with standards of the Australian Communications and Media Authority and community broadcasting Codes of Practice.

Ethnic Program Grants And Station Consultation

Did you know? If your station is receiving an Ethnic Program grant for your program, your station is required to consult with you about how the grant is spent. Usually, station management and ethnic broadcasters hold a consultation meeting to discuss the level of support required to cover the costs of producing your program – and a minimum of 25% of the grant must be available to help with these costs. Basic production and program resources include recorded material, printed materials, telephone, studio and internet access.

Stations are no longer required to provide minutes of the consultation with their grant application but they are asked to describe how they will ensure that the conditions of the grant are being met, including how the station ensures that the expenditure of the funds meets the conditions of the grant. When processing applications, the CBF looks for confirmation that the station is regularly consulting with ethnic broadcasters.

Federal Budget Outcomes For Community Radio

Core funding for the community broadcasting sector was maintained in the Federal budget announced on the 8 May, but funding for the Australian Music Radio Airplay Project (Amrap) was not renewed and the Digital Radio Project (DRP) was allocated funding for a further 4 years but not at the level requested. As both Amrap and the DRP are critical national infrastructure projects for the community radio sector both the CBF and the CBAA are liaising with the

Minister's office to discuss future funding options. The DRP will be stable for 2012/13 while additional funds are sought, and we remain optimistic that Amrap will continue in 2012/13. We are seeking review of these funding decisions by the Federal Government through the appropriate processes and are investigating interim funding arrangements for Amrap.

Did you know? In 2011, 1500 broadcasters across 300 community radio stations, 100 record labels, and 1000 Australian artists used Amrap services to promote Australian music on air and online. Make sure that all broadcasters at your station are aware of the opportunities Amrap provides to them to increase the contemporary Australian music that they have access to, and of the national support that Amrap can provide to local musicians in your area. Refer to www.amrap.org for more details.

Promote Your Station In Our Annual Report

The CBF is on the look-out for photos of your station at work. If you've captured a special moment at your station recently, send a photo to the CBF and we might feature it in our annual report. Every year the CBF prints hundreds of glossy copies of our Annual Report, and then send them out to government, sector organisations and community stations.

If you have high resolution happy snaps of broadcasters in action it may be included on the cover or in the CBF Annual Report for others to see the good things that are happening at your station. Photos can be emailed (info@cbf.com.au) or posted to PO Box 1354 Collingwood 3066.

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 to subscribe. For more information on CBF grant opportunities view the CBF website or call us on **(03) 9419 8055**

Current CBF Grant Opportunities	
Grant Category	Due Date
Ethnic Grants	3 September 2012
Indigenous Grants	3 September 2012
Transmission Equipment	17 September 2012
General – Content Development Grants	17 September 2012
Training Grants	1 October 2012
Online Development Grants	5 October 2012



Membership

Becoming a member of the NEMBC...

What is the NEMBC and what do we do?

The National Ethnic and Multicultural Broadcasters' Council (NEMBC) is the national peak body that represents ethnic community broadcasters across Australia and our members are language programs at community radio and television stations around the country.

Throughout the year, we lobby the government on behalf of our members to make sure that funding for ethnic broadcasting is maintained and, if possible, increased. The NEMBC also regularly advocates on issues facing ethnic community broadcasters through submissions that influence government policy.

As well as lobbying and advocacy, the NEMBC provides services and runs projects that support multilingual community broadcasting. These include our annual national conference, publications (such as *The Ethnic Broadcaster*), advice and support for broadcasters, broadcasting awards and grants, policy initiatives for women and young broadcasters, training and engagement projects for new and emerging communities and new opportunities such as the Amrap Ethnic and Multicultural Music Initiative.

Why become an NEMBC Member?

By joining the NEMBC, you can demonstrate your support for multilingual programming on a national level.

Membership numbers demonstrate to the government the size and reach of the ethnic community broadcasting sector—truly Australia's largest multilingual institution. Six hundred community language programs around the country are already NEMBC members, but the more members we have, the stronger a voice we have when lobbying and the more effective we will be.

By joining the NEMBC, not only will you be strengthening our collective voice, but you will be joining a diverse national community of like-minded broadcasters, volunteers and community leaders representing over 95 community language groups. Your station benefits too from the CBF Ethnic Grants funding which our lobbying helps maintain and increase.

What are the other benefits of membership?

As a member you will be able to access all NEMBC initiatives, including the opportunity to:

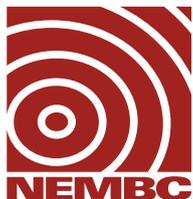
- Receive discounted registration and travel subsidies to the Annual Conference
- Vote at the Annual General Meeting and contribute to the organisation's policies
- Write articles for the *Ethnic Broadcaster* and receive every issue for free!
- Take part in one of the NEMBC's many ongoing projects, such as the Youth Broadcasters' Forum, online podcasting and streaming and the Multicultural Women's Living Stories Project
- Be elected to the executive committee or the youth and women's standing committees
- Be nominated for one of the NEMBC's prestigious ethnic broadcasting awards
- Receive assistance, sector information and advice on issues facing you as an ethnic community broadcaster

Sounds great. Where do I sign up?

NEMBC membership is open to any community radio or television program which is regularly broadcast in a language other than English, or a multicultural program. NEMBC membership is just \$25 per financial year, which can be paid out of the Ethnic Grants provided by the Community Broadcasting Foundation (CBF). To join, please fill out the form on the opposite page.

So... what are you waiting for?





The National Ethnic and Multicultural Broadcasters' Council

Membership Application/Renewal 2012-2013

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

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

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

Please note that all memberships are based on the financial year and expire on June 30th each year.

Payment: Please attach your cheque or money order for \$25 payable to 'NEMBC'. Electronic payment (EFT) can also be made to: BSB: 633108 / Account #: 120737887 Please quote your name as reference and confirm your payment by email.

If you have any questions about membership please don't hesitate to contact the NEMBC's Membership Organiser on tel: **(03) 9486 9549** or email: members@nembc.org.au

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

(PLEASE PRINT IN BLOCK LETTERS)

YOUR PROGRAM: Program Name: _____

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

Program Language(s): _____

Program Type: Single Language Multicultural

Station (call sign): _____

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

Main Representative: _____ (title) _____ (first name) _____ (surname) Role: _____

Signature: _____ Date: _____

Postal Address: _____

Phone: _____ Email: _____

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

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

Title	First Name	Surname	Role	Email

2012 NEMBC National Conference



Diversity = Reality

STOP RACISM

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

