

It's been a big footy year – more to come in 2019

Last month the NEMBC concluded its first full season of the very successful Multicultural AFL productions. We have engaged our members in something that their young and many older listeners alike are very much interested in, especially with emerging multicultural communities.

What started as a broadcast experiment last year has now grown in quality, reach and diversity in communications with the addition of not just more radio stations, but the advent of a free-to-air Television production on Community TV in Victoria, South Australia and Western Australia.

The NEMBC and its members have achieved much over the last 12 months. Additional broadcaster training has been undertaken for more languages and broadcast presentations. This will continue in the new year as professional presenters run workshops for NEMBC youth members who want to participate in the world of live commentating.

The NEMBC is grateful to the AFL and the CBF for supporting its vision of multicultural broadcast training, production sharing and member engagement. The funds provided through grants allowed for the refinement of the programs and the personnel required to deliver the additional language AFL news programs and live diverse language match calls.

The **Multicultural AFL Football Show** for the 2018 season, expanded the Multicultural AFL News component to include an additional 3 languages Dinka, Greek and Italian. This facilitated the training of 6 new ethnic presenters to

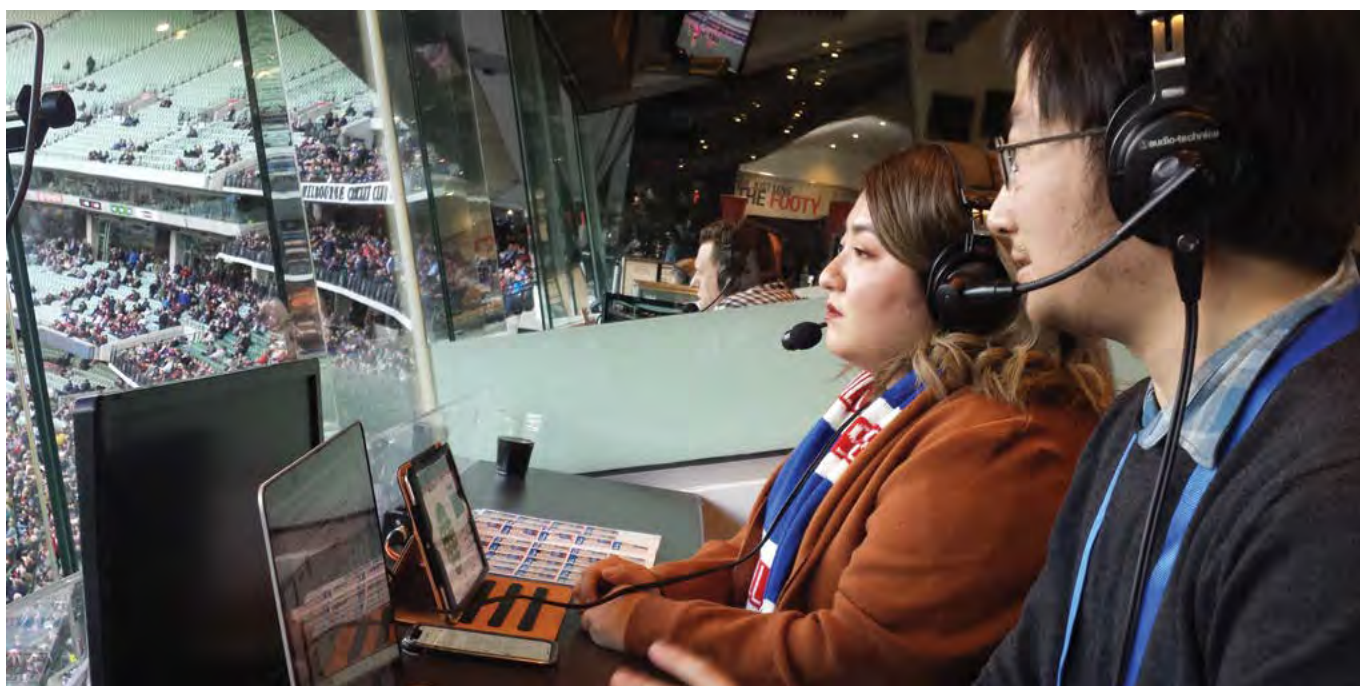
cover the additional languages, who were also trained through the NEMBC program to call the live games.

The NEMBC produced and distributed a weekly 28 minute Multicultural AFL Football Show as an English language podcast with news, reviews, interviews and previews covering the entire 27 week (inclusive of Finals) AFL Football Season. The podcast was complementary to the 7 language x 5 minute weekly news podcasts which members repeatedly used in their diverse language programs.

Live match digital broadcasting was another feature of the AFL Multicultural project, with selected language live game broadcasts in 7 different languages **Arabic, Dinka, Greek, Hindi, Italian, Mandarin and Spanish.**

In order to broadcast to the widest audience possible we distributed our podcasts to all the stations which have our members and through the CBAA's Community Radio Network (CRN) satellite which opened greater exposure for the Multicultural AFL Football Show to over 2 million listeners across Australia.

The unique aspect in all of this was that all participating radio station members and programme presenters were free to source their own sponsors (advertisers) for the podcasts and could sell up to 3 minutes of sponsorship announcements during the 28 minute show, raising revenue for the station along the way. In fact the weekly show and news podcasts could enjoy repeated air play for further revenue opportunities. The NEMBC provided this service free of charge and no commissions.



Mandarin AFL Broadcasters Agnes Lu and Barney Yu Xia

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In July, the NEMBC decided it was time to develop the show further and formed a production partnership with Channel 31 Community Television to create a 30 minute pilot television version of the Multicultural AFL Football show. It was the intention of both organisations to use the pilot program as a prelude for production next year. However, the NEMBC assessed the pilot program and, together with CH31 TV, produced the successful new show for the 2018 finals series.

The Multicultural AFL Football Show was, not only a podcast radio version, but also a footy show on Channel 31 and national affiliated TV stations CH44 Adelaide and WTV Perth. The great part about the TV show was it also allowed us to develop the idea of having the MP3 sound track as our radio podcast. Again we didn't just rely on word of mouth to get the show moving but made it available on vidcast, Soundcloud, Whooshkaa and on demand through YouTube and other social media platforms.

It was a smooth transition between radio and television for the podcast show panellists but not without minor adjustments that were rectified early in the recording process and some clever editing. By the second episode everything was running very well. Full credit to our female program anchor, Vanessa, and panellists, Gabriel and Harbir, for their professional attitude and work ethic, which contributed to the success of the program.

How popular was the Multicultural AFL TV Show? It was on a regular timeslot on CH31 Melbourne, CH44 Adelaide and WTV Perth with repeat screenings on all of the TV stations.

Channel 31 had top and tail sponsor spots and 8 sponsors mid show!

The TV / Radio show was a first for community radio and television in Australia, where the production served 3 types of media, on-line / digital, radio and television without being a simulcast program.

Overall in 2018, the NEMBC produced approximately over 30 hours of AFL news in 7 diverse languages, each language in a self-contained production for 210 mini programs which were used on three to five programs on around 18 radio stations. The Show was very popular especially with the addition of Greek, Italian and Dinka this year! Of course the NEMBC's live match broadcasts and weekly podcasts delivered an additional 80 hours of programs. To complement the promotion of the Multicultural AFL productions, we also penned a weekly NEMBC e-news football roundup, previews and tips. In fact our tipster was up there with the mainstream media footy journalists. We even successfully predicted the preliminary and Grand Final winners.

In 2019, the NEMBC is gearing up for a bumper production year with support from the AFL, CBF and 3ZZZ FM.

Not only will the NEMBC continue producing the podcasts, news snippets and television show, we will also be developing a new A-League (Soccer), diverse language news, Multicultural TV and radio podcast Show. This is in response to interest from our national membership which also expressed an interest in the NEMBC creating a WAFL (Women's AFL Football) podcast and live match calls.



Greek AFL Broadcasters Zisis Pourous and Iris Filolli broadcasting at the MCG



The NEMBC will train a number of new young member presenters from interstate. The NEMBC will pay for their air fares and three-day accommodation in Melbourne to train as live match callers and experience how our radio and television productions work. The aim is to incorporate interstate members as audio and visual vox-pop producers to provide support content for our podcast and TV programs. The AFL, Channel 31, SEN Sports Radio and 3ZZZ FM will provide the training schedule.

The NEMBC will be asking radio station managers at our annual Conference to submit names of Youth presenters who are interested in attending the three day training session in Melbourne. The successful applicants will obtain an AFL full 2019 season media accreditation pass to attend games, media functions and conduct post-match interviews in change rooms, assisting with future broadcasts, podcasts and telecasts.

2019 Production schedule plan:

- Train 8 extra AFL presenters from interstate as radio and video producers,
- Add another language to the 8 languages in AFL News for 27 weeks ,
- 12 x match calls in 8 diverse languages over 12 weeks,
- Continue to produce the NEMBC AFL Radio Podcasts for 27 weeks,
- Develop and produce 1 x A-League Pilot program on radio and TV CH 31 to assess production quality and sustainability.
- Commence 12 x weeks of A-League language snippets, radio podcast and TV show on CH 31

2019 Production partners:

- The Multicultural AFL Footy Show has attracted the attention of the Bendigo Bank in Perth
- A number of 5EB Multicultural Sports Sponsors are interested in the A-League productions.
- Ch31 Melbourne/Geelong, CH 44 Adelaide and WTV Perth have expressed an interest to again screen free-to-air the Multicultural AFL Football show and the proposed new A-League show.
- The Responsible Gambling Foundation has expressed an interest in part sponsoring the Multicultural AFL Football TV show.
- Most of our member stations are interested in airing the proposed new A-League Soccer podcast.



The Multicultural AFL Football Show montage with Vanessa Gatica (Anchor) and panellists Harbir Singh Kang and Gabriel D'Angelo on set at channel 31

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2019 New and existing sponsor partners:

- The Multicultural banking Division of the CommBank will work with the NEMBC on a national diversity instruction program for people in their own language – how the banks product and services operate and the multicultural assistance that the bank offers new and emerging, as well as established Multicultural Communities
- Fully develop the NEMBC's Media Accreditation membership plan to have at least one member as an accredited media journalist in each mid to large multicultural broadcast station in Australia.
- Commence the development of a national broadcast and telecast of a multicultural song festival planned for 2021/22.

Finally the NEMBC would like to thank our AFL Football broadcasters /podcast and news presenters – **Arabic:** Salam Hasanein and Ahmed Osman, **Dinka:** Aguer Athian and Matoc Achol, **Greek:** Iris Filloli and Zisis Pourous, **Hindi:** Habir Singh Kang and Renu Tiwary, **Italian:** Matthew Giacomantonio and Angela Khan, **Mandarin:** Agnes Lu and Barney Yu Xia, **Spanish:** Vanessa Gatica and Maximo Perez-Torres.

Ch 31 Head of Production Shane Dunlop, Matthew Field and Karen Dennerley and all the TV camera, lighting and technical crew. Our panellists, Gabriel D'Angelo, Vanessa Gatica and Harbir Singh Kang and the TV pilot anchor, Marilyn.

Executive Producer /Director: Fiv Antoniou, Radio program Producer: Gabriel D'Angelo, Sound Engineer: Barney Yu Xia and all the staff at NEMBC, Nadine Rabah AFL Multicultural Liaison Officer and our vox-pop camera /reporter Maximo Perez –Torres and Vanessa Gatica.

NEMBC Executive Officer Russell Anderson for initiating the project.

NEMBC sponsors: The Australian Football League (AFL) and the Community Broadcast Foundation (CBF) which without their assistance these programs would not be possible – Thank You.

If you are a member of the NEMBC and wish to assist or participate in our current or forthcoming exciting radio and television program development or just wish to volunteer, contact our office operations@nembc.org.au or call 03 9486 9549 and ask for Fiv.

Fiv Antoniou
Operations Officer NEMBC
October 2018



Spanish language broadcasters, Vanessa Gatica and Maximo Perez –Torres.