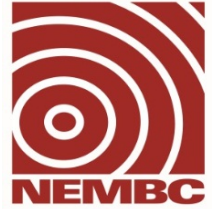


# National Ethnic and Multicultural Broadcasters Council

## Providing An Essential Service



The National Ethnic and Multicultural Broadcasters Council (NEMBC) is the national representative body for 600 members who provide ethnic language radio programs on 70 stations throughout Australia. This represents 125 cultural groups broadcasting over 2,000 hours a week in 110 different languages.

In order to make it easier to disperse information to this diverse community, the NEMBC has set up a special media arm, NEMBC MEDIA.

NEMBC MEDIA is able to advise and develop information campaigns, help select relevant language groups and stations, coordinate pre-produced ethnic language information direct to its member programs, produce information podcasts and advertisements and distribute these to member stations.

### **The role of the NEMBC in the Coronavirus (COVID-19) outbreak**

The NEMBC is in a prime position to distribute accurate and timely information about the coronavirus (COVID-19) to our ethnic communities via radio.

There are many people in these communities whose first language is *not* English. This means that vital information about procedures to stop the spread of the virus and what steps to take if it is contracted, may not be penetrating these communities.

NEMBC MEDIA can readily translate information across many languages, and produce these as podcasts or advertisements so that they have maximum impact in these communities.

The NEMBC has also been coordinating webinars for its broadcast members to ensure their safety when accessing the radio studio and how to manage infection control. Many stations are setting up means for broadcasters to present their programs remotely.

It is vital to keep community radio stations broadcasting because for many people in ethnic communities, this is their primary information source.

### **Community Broadcasting Provides An Essential Service**

A recent Griffith University Report into community broadcasting revealed that while ethnic broadcasting is “providing an essential service for new migrants, it is doing far more than this - when a community becomes more established in Australia, ethnic language programs act as an important link to other members of the same community in their local area through maintenance of languages, and links to home which other information and media sources cannot provide”.

## **Ethnic Community Broadcasting Overview**

The following provides a breakdown of the ethnic stations and their broadcasting services:

Hours of broadcasting per week	2118
Languages broadcast	108
Number of cultural groups	125
Number of stations	131
Number of regional & rural stations	79
Number of metropolitan stations	52
Number of volunteers involved	4000
Monetary volunteer contribution	\$61 million
Volunteers hours each year	over 2 million

## **Languages broadcast on ethnic community radio stations**

The list of ethnic languages broadcast in community station is extensive. Some communities are more prevalent than others in various cities and regions across Australia. It is therefore important to be guided by NEMBC MEDIA to select those relevant ethnic languages to any campaign.

Afrikaans – Albanian – Amharic – Arabic – Armenian – Assyrian – Austrian – Azerbaijan – Bangla (Bengali) – Bangladeshi – Bosnian – Bulgarian – Burmese – Cambodian – Cantonese – Chilean – Chin Congolese – Coptic – Croatian – Cypriot – Czech – Danish – Dari – Dinka – Dutch – Egyptian – Fijian – Finnish – French – French – Creole – German – Ghana – Greek – Gujarati – Hakka – Harari – Hebrew – Hindi – Hindustani – Hmong – Hungarian – Indonesian (bahasa) – Iranian Farsi – Irish – Italian – Japanese – Karen – Khmer – Korean – Kurdish – Laotian – Latvian – Lebanese – Arabic – Lithuanian – Macedonian – Malaysian – Maltese – Mandarin – Maori – Mauritian – Mon – Montenegrin – Moroccan – Motu – Nepalese – Niue language – Norwegian – Oromo – Pashto – Polish – Portuguese – Pukapukan – Punjabi – Romanian – Romany – Russian – Samoan – Scottish Gaelic – Serbian – Sinhalese – Slovenian – Somali – Spanish – Sri Lankan – Sudanese – Sudanese Arabic – Swahili – Swedish – Swiss – Tagalog/Filipino – Tamil – Telugu – Tetum – Thai – Tibetan – Tigrinya – Tok Pisin – Tokelauan – Tongan – Turkish – Ukrainian – Urdu – Vietnamese – Welsh – Yiddish and Hebrew.

## **More about the National Ethnic and Multicultural Broadcasting Council**

The National Ethnic and Multicultural Broadcasters' Council (NEMBC) was established in 1985. It is the only national peak body that supports multilingual community broadcasting in Australia. The NEMBC contributes to media diversity in Australia by maintaining and connecting people to their language, culture and identity.

The NEMBC is a membership organization representing some 600 program members throughout Australia. Every two years, an Executive Committee is democratically elected to implement the NEMBC Strategic Plan.

The NEMBC Vision Statement: Enable diverse communities to have a strong voice and make a safer and more inclusive society.

The NEMBC provides services to develop multilingual community broadcasting and runs projects focusing on youth, women and new and emerging communities.

The role of the NEMBC is to:

- Advocate for and support ethnic and multicultural community broadcasting
- Be a voice for multiculturalism in Australia
- Maintain and connect people with their ancestry, language and culture
- Counter racism in Australian society
- Contribute to media diversity in Australia
- Operate with integrity and in a manner that is ethical, professional, responsive and self-reliant.

**For more Information, contact:**

**NEMBC MEDIA**