

cbx



JUNE 2010 || Quarterly Magazine
Community Broadcasting Association of Australia



Volunteers!

The Battle for Oz Music || Diverse Worlds: Programming || By Invitation: Senator Ursula Stephens



Our volunteers are front and centre, playing the public roles, like broadcasting, as well as much of the stuff behind the scenes.

By > Deborah Welch
CBAA President

This edition of CBX focuses on volunteers in community broadcasting. As we all know, our sector is an amazing example of what people will do for reasons other than money! Our volunteers are front and centre, playing the public roles, like broadcasting, as well as much – or all – of the stuff behind the scenes.

But whilst we celebrate this contribution, I'm strongly of the view that our sector should aspire to be, and be known equally as an employment sector. Volunteering without employment pathways creates limits. It's hard to get involved if you have small financial resources. It can mean small groups of people end up working unsustainable volunteer hours; a lack of back up and development time for new volunteers; that young people move on just as they skill up and that people of all ages leave our station communities to go where the work is.

Volunteers' best energy can be lost on tedious administrative tasks. Stations can be vulnerable when a critical volunteer leaves. Volunteers are capable of doing any job in community broadcasting, but they shouldn't have to do them all!

Of course employing staff is also not simple and it can be particularly complex if there is only one staff member. In my ideal scenario, every station has the resources to have at least three staff, whose key roles include maintaining structures and documentation, formal responsibility for generating income, and supporting genuine community participation and skills development. It is also critical that people can develop high-level media skills through daily practice, without having to move out of the sector. That's how we'll gain a higher profile, diversity of programs, including more news and current affairs programs, how we'll keep our best talent and develop our future leaders.

What do you think?

HOBART OCTOBER 21-24 BOOK NOW!

CBAA CONFERENCE
IT'S EARLY THIS YEAR!

President's column



CBX is the quarterly magazine of the Community Broadcasting Association of Australia.

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Congratulations on winning the CBX Volunteers Photo Competition!

Photographer: Michelle Brown.

www.cbaa.org.au

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CBAA Strategic Plan 2008-11

OUR MISSION:

To represent and lead the community broadcasting sector.

We are driven by the ongoing commitment and enthusiasm of our members, elected Board, staff and stakeholder partnerships.



By → **Michele Bawden**
CBAA General Manager

EMERGENCY BROADCASTING IN VICTORIA

Last year's Tony Staley Award winner, Radio Murrindindi (www.ugfm.org) led by station manager Peter Weeks, has become the first Victorian community broadcaster to have official emergency broadcaster status, a status that is currently only granted in Victoria.

In April, the station signed a formal Memorandum of Understanding (MOU) with the Victorian Minister for Police and Emergency Services, Bob Cameron, formalising its commitment to emergency service broadcasting.

All Victorian stations have been invited to consider their role in emergency broadcasting and where appropriate, sign MOUs with the Minister.

However it is not compulsory and stations should carefully consider their capacity to take on the role.

CBAA member stations in Victoria which are considering signing the MOU may wish to utilise one of the benefits of CBAA membership – our Duty Solicitor Program. TressCox Lawyers provide CBAA member stations with access to a solicitor for a free, 20 minute telephone consultation. To contact the Duty Solicitor, simply call the CBAA.

CBAA CONFERENCE IN THE APPLE ISLE

The 2010 CBAA Conference is scheduled for 21 – 24 October in Hobart. Have you considered a holiday in Tasmania either before or after? The Apple Isle has great food, fresh water, heritage listed landscapes, wildlife galore, fabulous beer and wine and even a coalition government to keep life interesting.

So consider extending your stay and ensure you let your accommodation venues know you are attending the CBAA National Conference.

No doubt the Tasmanian community broadcasters will be out in full force at Conference and will be keen to see you, make you feel welcome and show off their State.

NAME THE CBAA AWARDS!

To make your mark in the history books, help us by coming up with a snappy name for the annual CBAA Awards for excellence in the sector.

We're keen to hear from all CBAA members, so submit your suggestions to heidi@2em.com.au at the CBAA by 2 July 2010 for a chance to win an exciting prize and go down in CBAA history!

The winner will be announced on our website and e-news. See also our story on award-winning shows on pages 12-13 of this edition of CBX.

CHANGES AT THE CBAA

They say a rolling stone gathers no moss and so it is for Brigitte Dagg and Yvette Myhill. Yvette has been our Operations Manager since last June and has decided it is time to explore new opportunities. Thanks to Yvette for her input during her time at the CBAA.

Brigitte has been our Executive Assistant for the past three years, editing CBX magazine, working

on keeping our systems and files in order and supporting the Board and CBAA Managers. Brigitte is not moving far and will be working with Amrap Communications & CD Mailout Co-ordinator. Congratulations and huge thanks to Brigitte for all her work!

COVER GIRLS + GUYS: CONGRATULATIONS TO BRISBANE'S 4ZzZ

The winner of our CBX Volunteers Photo Competition is Brisbane station 4ZzZ 102.1FM (www.4zzzfm.org.au). Congratulations!

The photo was taken by Michelle Brown from the 4ZzZ Management Team, who said: "It was taken in front of our Station Car Park mural - the mural was designed to showcase a group of diverse youth loving 4ZzZ Radio!" Indeed.

A big shout out to all the CBAA members who entered the competition. Special mentions go to: ROXFM in Roxby Downs (SA), JOYFM in Melbourne and FBi Radio in Sydney, whose entries are featured above.

THE CBAA 2010 NATIONAL CONFERENCE – LET'S TAKE CHARGE OF OUR FUTURE

Every year, the CBAA's National Conference reflects the impressive diversity and interests of the community broadcasting sector.

The 2010 Conference aims to achieve a great deal. It will host the CBAA's Annual General Meeting, the CBAA Awards for Excellence and create the environment for an exchange of ideas and information.

- Tasmanian community stations are eager to show off their state and 7THE has led the charge with generous offers of assistance to the Conference, including a \$1,000 donation for the Welcome BBQ
- The Youth Engagement Committee has plans to revolutionise our experience of the Conference
- The Technical Sub-committee is keen to grow the technical skills of the sector.

For all the details you need to enrol and plan your trip, head to www.cbba.org.au/Conference-2010.

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Community Radio National Listener Survey



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FOR THE **love** of it!

VOLUNTEERS IN COMMUNITY BROADCASTING

By → **Brigitte Dagg**
 Amrap Communications
 & CD Mailout Coordinator

Volunteers are at the core of community broadcasting, working collectively to assist in every capacity in the operation of community radio stations.

They take part in management and administration, in presentation and programming, technical maintenance, fundraising and events.

Volunteering Australia defines the core principles of volunteering as being of benefit to both the community and the volunteer, as being unpaid work done by choice and a way to actively engage with communities.

The dynamism, variety and community spirit of the community broadcasting sector attract Australians of all ages from right around the country.

Acting CBOonline Manager, David Melzer says that during 2007-08 almost 20,000 people worked voluntarily at fully licensed community radio stations in Australia.

"The latest Community Broadcasting Database (CBD) Survey shows us that there's a fairly even gender mix across the sector, although the number of volunteers per station varies according to different specialist interests.

"Ethnic, fine music and youth stations continue to have very high numbers of volunteers, averaging 276, 233 and 172 respectively, followed by RPH stations which averaged 121 volunteers per station," he says.

...funding for volunteer coordination roles remains a key issue in the sector's discussions with government.

Volunteers drawn from the local community are critical to community broadcasting. "It's participation that makes our sector so distinctive," says CBAA President Deborah Welch.

"Our programs are authentic reflections of the concerns, talents and creativity of the community. The voices are those of the audience. Australians want to be involved in something that's real,

whether as producers and presenters or as listeners and supporters."

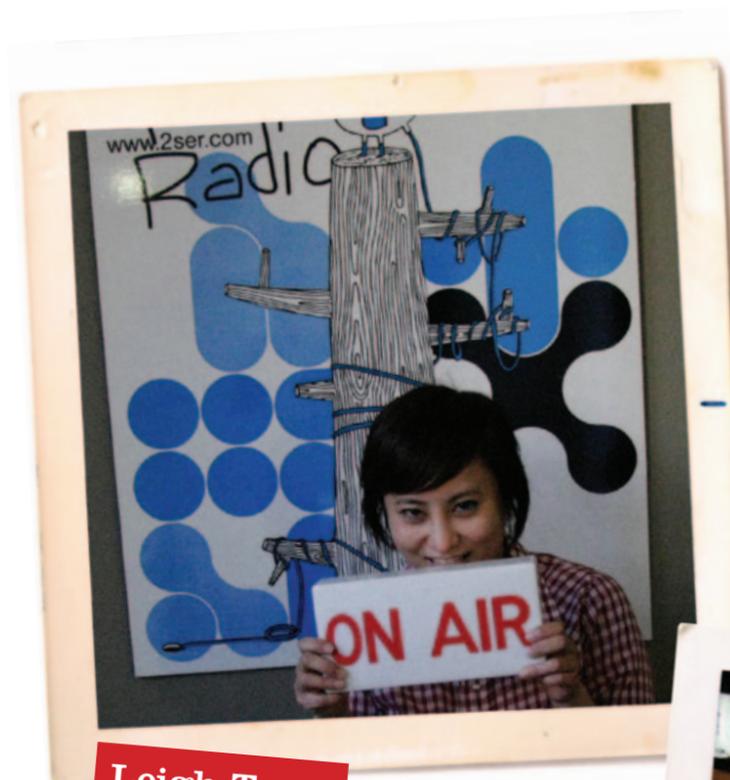
Collectively, community broadcasting stations employ around 1,000 people, who play key roles. But it is often hard for stations with small financial resources to support their volunteers and volunteering without significant employment pathways creates limits.

As a result, funding for staff volunteer coordination roles remains a key issue in the sector's discussions with government.

"In my ideal scenario, every station would have the resources to employ at least three staff," says Deborah Welch. "Staff who maintain structures and documentation, have formal responsibility for generating income and support genuine community participation and skills development.

"This would facilitate the contribution that volunteers make, which in economic terms equates to \$342 million every year.

"We salute all our volunteers and staff for their dedication, good will and inspired work."



Leigh Tran

2SER, SYDNEY, NSW

The best thing about volunteering is the sense of community and family that you get. Firstly, it's about being involved with a station, as everyone's there for a very similar reason and secondly it's about having something to say and to share with audiences.

It may not be for everyone, as it does take a lot of your time, but you get a great feeling from helping and doing something worthwhile. Being a part of 2SER, which is quite progressive in its attitude, is something that I think we're all quite proud of.

www.2ser.com



Honni Mooycox

EDGE RADIO, HOBART, TAS

I volunteer with Edge Radio, the youth community station in Hobart. I started here when I was in college via a pre-tertiary media class. Since then I've continued at the station for both the experience and the enjoyment I get out of it. Edge means a lot to me, not just because I seem to spend all my time here, but because it gives me and heaps of other volunteers an outlet to learn about and be a part of the local media scene.

www.edgeradio.org.au

volunteers in community broadcasting:

Volunteers: **20,000**

Supported by: **1,000 employees**

Gender Balance: **Women 45%: Men 55%**

Annual Economic Contribution of volunteers: **\$384m**

SOURCES:

Community Broadcasting Database: Survey of the Community Radio Sector (2007-08) www.cbonline.org.au
 Australian Community Broadcasting Snapshot (February 2010) www.cbf.com.au

VOLUNTEERING RESOURCES

Volunteering Australia

Volunteering Australia is the national peak body working to advance volunteering in the Australian community. Visit the website for facts and figures on Volunteers, ways to improve your skill base and grants to assist in projects nationally.

www.volunteeringaustralia.org

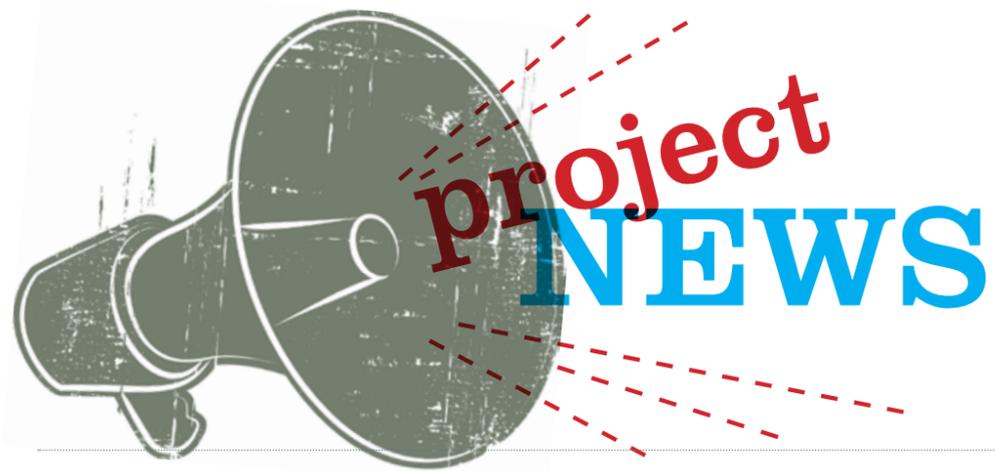
World Volunteer Web

The World Volunteer Web (WVB) is a partnership between the United Nations Volunteers (UNV) programme and other international organizations. WVB is an online hub that supports the volunteer community by serving as a global clearing house for information and resources linked to volunteerism that can be used for campaigning, advocacy and networking.

www.worldvolunteerweb.org

Australian State-Based Resources:

NSW www.volunteering.com.au
 NT www.volunteeringterritory.org.au
 QLD www.volunteeringqueensland.org.au
 SA www.volunteering.sa.gov.au
 TAS www.volunteeringtas.org.au
 VIC www.volunteeringvictoria.org.au
 WA www.volunteeringwa.org.au



THE CBAA MANAGES FOUR PROJECTS ON BEHALF OF THE COMMUNITY BROADCASTING SECTOR:
Australian Music Radio Airplay Project (AMRAP) • Community Broadcasting Online Project (CBOnline)
Digital Radio Project (DRP) • National Training Project (NTP)

CBONLINE – SPOTLIGHT ON VOLUNTEERS

The results of CBOnline project's 2009 Community Broadcasting Database (CBD) Survey emphasise the crucial role of volunteers in the community broadcasting sector.

More than a third of community stations operate without paid staff, highlighting the importance of the hard work and dedication of the sector's 20,000 volunteers. With stations broadcasting 24 hours a day, 7 days a week and producing 77 per cent local content, the skills and training of volunteers are crucial.

The CBD Survey is conducted every two years, with the most recent survey relating to the 2007/08 period. The most recent survey results show that more volunteers are "skilling up" in their roles, putting their experience into making their community stations even more relevant as local content producers.

Since the 2005/06 survey, the number of stations conducting accredited training doubled. There was also a 21 per cent increase in the number of volunteers participating in accredited training.

www.cbonline.org.au

AMRAP – SUPPORTING OZ MUSIC

Since receiving funding from the Federal Government in July 2008, Amrap has been able to provide grants to community radio stations to produce new and unique Australian music recordings.

Over the past 18 months Amrap's grants advisory committee has commissioned over 40 projects nationwide, ranging from recordings of unplugged 'in studio' performances to major music festival broadcasts.

Amrap has been busy collating these recordings and has discovered some absolute gems. The recordings contain a mix of high profile Australian artists including Philadelphia Grand Jury, The Drones, Claire Bowditch and Black Cab, as well as great new tracks from emerging artists such as Mista Savona and Jordie Lane.

The Woodford Folk Festival in Queensland is one of the many festivals recorded by community radio stations for rebroadcast, showcasing a wide variety of music genres and Australian artists, including Jen Cloher and The Endless Sea.

Amrap also supports artist recordings in regions that otherwise wouldn't be able to distribute music nationally.



The Scenic Songwriters Project from Queensland's Beau FM helps boost the profile of local musicians by inviting them to record their original music in a professional recording studio. The recordings are put into rotation at the station to raise local awareness of the project and later distributed for national radio airplay through Amrap's Airlt.

SYN FM in Victoria also promotes local acts with its SYN Approved Live Gig Recordings. The project celebrates SYN's monthly Australian music feature artist by recording each artist's music at a special gig at prominent Melbourne music venues. The live music content is then featured on SYN's Australian Music Program as well as Airlt and the Community Radio Network.

With stations ordering content through Amrap's Airlt, you can expect to hear these amazing live performance recordings soon at a community radio station near you.

www.amrap.org



THE COMMUNITY BROADCASTING SECTOR IS MADE UP OF THE FOLLOWING PEAK REPRESENTATIVE BODIES:

Australian Indigenous Communications Association (AICA) • Australia Community Television Alliance (ACTA)
Christian Media Australia (CMA) • Community Broadcasting Association of Australia (CBAA)
National Ethnic and Multicultural Broadcaster's Council (NEMBC) • Australia – Radio for the Print Handicapped Australia (RPH)
 In addition, the Community Broadcasting Foundation (CBF) is the sector's funding body.

NEMBC

NEMBC Executive Officer Russell Anderson was one of three Australians attending the recent AMARC conference in Bangalore, India.

The NEMBC was involved in chairing meetings, giving presentations about community broadcasting in Australia, drafting the final conference declaration and working with the Indigenous group to produce the Indigenous People's statement.

Australian community radio is in a very unique position, with such a large number of well established radio stations, supportive government regulations and comparatively good funding.

The conference highlighted many ways Australia could be involved in giving assistance to its nearest neighbours – for the NEMBC, language and the connection to home are obvious links.

www.nembc.org.au

COMMUNITY BROADCASTING FOUNDATION

Grant offers for Round Two 2009/10 grants were mailed out in early June. If your station received a grant from the Foundation, return the signed grant agreement with a tax invoice (if GST registered) to have your grant paid as soon as possible. Check that you are up-to-date with grant reporting to avoid any delays to your grant payments.

"We are now paying most grants electronically," says Grants Administrator Barbara Baxter.

"If your station hasn't yet completed an EFT authorisation form, please contact us so we can start putting your grant funds straight into your bank account – it's faster and easier."

Upcoming CBF grant deadlines include RPH Program grants on 5 July 2010 and Broadcast Training grants on 19 July 2010. If your station would like to apply for a grant to deliver nationally recognised accredited training to your broadcasters, you will need to partner with a Registered Training Organisation (RTO).

Details for sector-based RTOs are available within the Broadcast Training grant guidelines at www.cbf.com.au, or you can search for a non-sector RTO using the National Training Information Service (www.ntis.gov.au).

To subscribe to the CBF monthly e-newsletter and for more info on grants, key dates, guidelines and forms visit www.cbf.com.au

AICA

The National Multicultural and Indigenous Youth Media conference, *Radioactive*, will be held on August 14 and 15 in Canberra.

Coordinated by The National Ethnic and Multicultural Broadcasters' Council (NEMBC) and the Australian Indigenous Communications Association (AICA), the conference invites young multicultural and Indigenous Australians to come together, celebrate, learn and develop strategies for improved access and participation in the media.

Radioactive will engage young people already involved in community media and inform them about media career pathways.

The conference will include presentations from industry professionals on media career pathways and opportunities for media participation in community radio, TV, print and online.

There will also be workshops exploring community development, culture, language, heritage and identity, as well as the opportunity to provide recommendations for improved support for youth at the community broadcasting sector level.

For more information about *Radioactive*, contact Rachael Bongiorno at the NEMBC (youth@nembc.org.au) or Gilmore Johnston at AICA (gilmore@aicainc.org.au).

IN OTHER NEWS

AICA has successfully sought inclusions in the new Broadcasting Award.

At a Fair Work Australia hearing in Sydney during May, AICA successfully argued for the introduction of a joint classification of Journalist/Broadcaster.

Previously, Indigenous media staff were classified as either one or the other. The new joint classification now recognises the flexibility in roles which has always been a feature of Indigenous broadcasting.



GETTING THE MESSAGE ACROSS

To maintain such a high level of volunteerism, the station relies on current volunteers to attract even more talent.

Project Officer for Community Engagement at Radio Skid Row Latai Taumoepeau says "There's some degree of online social networking that contributes to new volunteers, but it's primarily an organic process caused by existing volunteers bringing in new blood.

"The greatest benefit of being a volunteer at a community organisation like this is the exposure to amazing cultural diversity," says Latai. "Diversity at the station is not limited to interaction between various ethnic and language groups.

"There are different social groups, like the skaters and the Christians, for example. Radio Skid Row brings people together who otherwise wouldn't have the opportunity."

8CCC, Alice Springs (NT)
www.8ccc.com.au

Known as 'Upfront, Outback Radio', existing volunteers also attract new talent to 8CCC. The station has around 30 volunteers working in all departments: on air, in the music library and administrative roles and on the secretariat.

"Awareness of the station prompts a lot of volunteer involvement," says Eli Melky, 8CCC Chairman. "Existing volunteers bring friends in and new residents of Alice Springs drop by to see what's going on. We also actively involve local

community groups like sporting clubs to increase this awareness.

"One of the best things about being part of a volunteer organisation is working with people who are passionate – and that passion is contagious!" says Eli. "Our volunteers understand the difference between a community and commercial station. With this understanding comes the knowledge about how important voluntary organisations are to their community."

3WAY FM, Warrnambool (VIC)
www.3wayfm.org.au

Great Ocean Radio (3WAYFM) in Warrnambool has reaped the benefits of a healthy volunteer culture for over 20 years.

It was the tough start that embedded a local commitment to the station. President Carolyn Claridge says, "3WAY underwent four years of test broadcasts before we were able to begin broadcasting full-time. Everyone wanted 3WAY to succeed.

"So we had many enthusiastic and excited volunteer presenters and members who couldn't wait to get involved. There were plenty of people knocking on the door and that hasn't changed."

Carolyn points to the culture of 3WAY as a key driver of volunteer involvement. "There's a real pride and feeling of ownership by the community.

"3WAY has a pretty healthy social aspect that is open to all members and their friends. It's a lot of fun and lots of laughter!"

by invitation

With over 20,000 volunteer broadcasters filling the airwaves, they are a precious resource who need to be managed, supported and recognised.

Senator Stephens in the Parliament House studios, Canberra.



By → **Senator the Hon Ursula Stephens**

Parliamentary Secretary for Social Inclusion and the Voluntary Sector

As I write this message, it is National Volunteer Week (10 – 16 May), a week of celebrations when as a nation we say 'thank you' to our 5.2 million volunteers in Australia.

During this week I've met with a broad range of volunteers and been amazed by the diversity of the activities they engage in. Volunteering in Australia has certainly become a great kaleidoscope of colourful activities. In addition to traditional options of welfare and emergency volunteering, we now have digital volunteering, performance volunteering and even 'microvolunteering.'

Like other parts of the not-for-profit sector, community broadcasting relies on volunteers to keep its services alive. With over 20,000 volunteer broadcasters filling the airwaves, they are a precious resource. Volunteers need to be managed, supported and recognised.

It's good to see that the sector's five-year plan, *Community Broadcasting*

and Media: Year 2015 identifies this as a priority, stating: "Community and volunteer involvement needs support to be efficient, effective and sustainable."

Community broadcasting offers a variety of ways that Australians can explore their personal skills and talents and connect with diverse communities through volunteering.

The sense of camaraderie and creative teamwork in our community radio and TV stations is a fine template for building a socially inclusive society. Community broadcasting is also developing digital literacy in our communities, helping to bridge the 'digital divide' as Australia transitions to a new economy.

There are plenty of free resources available to help not-for-profit organisations support their volunteers. Volunteering Australia, the national volunteering peak body provides a wealth of free resources on its website, as do many of the state volunteering peak bodies.

It's also very important to recognise and thank volunteers for their contributions. A recent survey conducted by Volunteering Australia

found that around a third of volunteers had never been thanked for their efforts. This is quite alarming. Happily, it's something that can be easily remedied.

Apart from National Volunteer Week, another opportunity for recognising volunteers is International Volunteers' Day on 5 December each year, when the whole world celebrates the amazing contributions of volunteers. There's still plenty of time for you to plan your own event around this day.

Next year offers an extra-special occasion for celebrating volunteering. In 2011 it will be the ten year anniversary of the United Nation's International Year of the Volunteer, first celebrated in 2001.

As community broadcasters, I'd like to encourage you to use 2011 as an opportunity to highlight in your programming the inspirational stories of your local heroes. There are at least 5.2 million stories to tell, so let's get their stories out onto the airwaves!

www.volunteeringaustralia.org

By → **Danny Chifley**
CBAA Admin Assistant

Community participation in station management, programming, production and presentation is of the essence of community broadcasting.

Volunteers play a role in every part of the life of a station and the type of volunteer required differs widely across the diverse sector.

Given this heavy reliance on community participation, how do stations attract a flow of volunteers every year? CBX spoke to Sydney's Radio Skid Row, 8CCC in Alice Springs and 3WAY FM in Warrnambool to find out.

Radio Skid Row, Sydney (NSW)
www.radioskidrow.org

Inner-city Radio Skid Row is a broadcasting hub for 150 volunteers who work at all levels of the station, from Station Librarian to Chairperson of the Board.

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lifeblood

KEEPING OZ MUSIC ALIVE



By → **Brigitte Dagg**

Amrap Communications
& CD Mailout Coordinator

In an era when technological change is being used by some as an excuse to reduce local content in Australian media, community radio remains a champion for Australian music on the airwaves, whatever the platform.

Community radio stations dig deep in their support for Australian artists, particularly from their local area. It's about fostering local talent and getting local music heard – on air and in the venues.

The 9.5 million Australians who listen to community radio each month report that what they value the most is this local content and the diverse music formats that the sector offers (McNair Community Radio National Listener Survey 2008).

The community broadcasting sector as a whole supports Australian music via sector projects like the Australian Music Radio Airplay Project (Amrap) and through a commitment to local music quotas.

Amrap was established in 2000 to channel support for Australian music on a national scale by providing services for signed and unsigned Australian artists, major and independent record labels and all community radio stations around Australia. The project is funded by the Department of Broadband, Communication and Digital Economy through the Community Broadcasting Foundation and managed by the CBAA.

Community radio has long had an Australian music quota of 25 per cent for all stations (except ethnic and classical). According to the most recent CBD Survey (2007-2008), community radio stations significantly exceed this quota, broadcasting an average of 36 per cent Australian music.

Yet Commercial Radio Australia (CRA) has recently proposed that new commercial, digital-only radio stations be exempt from its Australian music quota, in line with exemptions that currently apply to free-to-air digital television multi-channels until digital switchover occurs.

"We don't think this comparison with television is valid," says Amrap Manager Chris Johnson. "It costs no more for radio stations to broadcast Australian music. We're yet to encounter a station which views the community radio Australian music quota as a problem. Many relish setting individual station targets well beyond what's required."

The Australia Council has also expressed concern that the CRA proposal undermines the important

existing commitment to Australian content. Paul Mason, Director of Music at The Australia Council, says "We particularly question the CRA's proposition that diversity of content will be increased by removing Australian quotas from digital broadcasting.

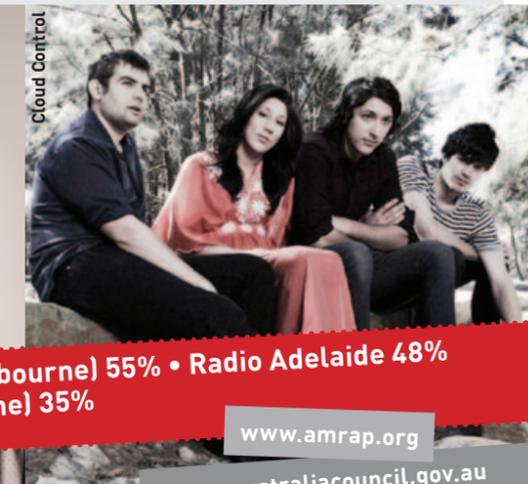
"We are aware of the impressive quality and diversity of music practice in Australia and our recent research shows that local audiences have a great appetite for locally produced music."

Community broadcasters see the introduction of digital services alongside analog services as a great opportunity to showcase more Australian music in engaging ways at minimal additional cost.

Chris Johnson says, "Amrap services like AirIT are designed to meet the needs of analog, digital and online broadcasters. New technology is not an obstacle. In fact it opens doors for broadcasting even more new and diverse Australian music."



Sarah Blasko



Cloud Control

VOLUNTARY OZ MUSIC QUOTAS • FBi Radio (Sydney) 50% • 3CR (Melbourne) 55% • Radio Adelaide 48% • Edge Radio (Hobart) 40% • 2SER (Sydney) (40%) • Triple R (Melbourne) 35%

www.amrap.org

www.australiacouncil.gov.au



FOREIGN CORRESPONDENT

After five fabulous years as a full time staff member of Melbourne's JOY 94.9, Dan Vo stepped down as Marketing Manager on May 1 to take up a voluntary post as the station's first Foreign Correspondent. Vo will travel through Southeast Asia, Europe and North America interviewing gay and lesbian organisations to send radio reports back to JOY 94.9.

General Manager Danae Gibson said, "Dan is part of a great team that has helped build up a national profile for the station. With a rapidly changing media landscape where online rules, we also need to build international networks."

www.joy.org.au

radio days

DIRECT FROM BYRON BAY

Bay FM 99.9 has a new range of funky t-shirts, caps and other merchandise available now for fans, supporters and listeners of the station. Located in Byron Shire, Bay FM was established in 1987 and began broadcasting in 1990. The station has 120 volunteers and local community members provide a diversity of magazine and specialist music genre programs from 6am to midnight every day of the week.

www.bayfm.org



2011 Mike Thompson/Deutsche Welle Internship

In partnership with the CBAA, Deutsche Welle, Germany's international public broadcaster is looking for a young community radio journalist with experience in both radio and online journalism to work in Germany in 2011.

DW Radio is offering a six month internship in Deutsche Welle's English language department starting in January 2011.

Applications close Monday 9 August 2010.

For full details visit www.cbaa.org.au/DWIntern

HAPPY ANNIVERSARY

Barbara Morrison has recently celebrated her 30 year anniversary as presenter of the 'All Kinds of Country' show on Sydney's 2SER.

Introduced to country music by her parents, Barbara began presenting at 2SER at the tender age of 14. "For the first hour and half I said nothing at all, but now you can't shut me up," she said.

From the outset Barbara wanted to champion Australian country music. "When I first started out it was 100% all Australian from songwriting to performing. Mine was one of the first all Australian country programs."

www.2ser.com



CONGRATULATIONS

979

979FM IN MELTON ARE THE RECIPIENT OF TWO AWARDS AT THE 2010 MELTON BUSINESS AWARDS. THE 2010 POWERCOR MELTON BUSINESS EXCELLENCE AWARDS ARE A CELEBRATION OF LOCAL ENTERPRISES SERVICING THE SHIRE OF MELTON. 979FM RECEIVED THE BEST COMMUNITY OR EDUCATION ORGANISATION AWARD AS WELL AS THE BEST ACCESS FOR ALL ABILITIES AWARD FOR RECOGNITION OF THEIR COMMITMENT TO THE NEEDS OF ALL ANNOUNCERS AND MEMBERS. WWW.979FM.NET



Andrea Green, City Park Radio



By → **Danny Chifley**

CBAA Admin Assistant

CITY PARK RADIO Launceston (TAS) www.cityparkradio.com

City Park Radio in Launceston understands the value of volunteers, as the station is entirely volunteer-run.

The idea of City Park Radio was announced in the local paper in 1978. Since then, over 1,000 volunteers have been involved in all aspects of the station.

As City Park Radio prepares to celebrate its silver jubilee, the station has taken time to reflect on the contributions of its many volunteers.

"We still have people who were volunteers in those early days of test transmissions and very late nights spent gathering support and preparing submissions," says President, Chris Ball.

"The station manual still exists, as does our final submission for

a community broadcasting licence. It reminds me every day how much work went into securing our treasured licence.

"As with many organisations, people come and go. Our volunteers arrive for a few years and leave, others gain radio production skills and move on to other media organizations. Others just fulfill a dream to be on radio. They all bring a little of their lives and neighbourhood to the station. They're a reflection of our community."

City Park Radio has several initiatives for attracting volunteer interest from the local community, including a commitment to involvement in community events, quarterly public meetings and actively celebrating National Volunteers Week. The station also runs a radio museum that is open to the public.

Chris says that watching volunteers achieve their individual potential is an incredible thing. "When volunteers are enjoying themselves and the audience is enjoying the experience it's really gratifying."

3NOW Hadfield (VIC) www.northwestfm.org

Following a public meeting on 5th November 1987, the North West Community Radio Association made its first transmission from the Broadmeadows TAFE College in November 1988.

Since then, the volunteers of 98.9 North West FM have ensured the station's survival and prosperity.

When asked about the value of volunteers, Treasurer Jean Rau says "As a volunteer-run station, there's the excitement of new ideas and the involvement of a diverse demographic.

"For the individual volunteer there's a sense of belonging, an appreciation of self-worth and development as well as an opportunity to engage socially. We've experienced the incredible development of many people, both through their friendships at the station and the fact that they're meaningfully contributing to what we do at 3NOW."

According to Jean, the level of volunteering has been as beneficial to the local community as to the station.

"Our volunteers are able to offer their services to the community in stage management, public speaking or just engaging the public at community events. Many of our volunteers have also developed the skills and confidence that enable them to gain employment."

How does the station manage to attract and retain so many great volunteers? "North West FM makes it very clear that everyone at the station is an equal regardless of the level of their involvement," says Jean.

"Appreciation is always shown for even the most mundane task undertaken. We have a saying: A champion team will always beat a team of champions!"

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‘ON, air’ EXPERIENCE



Whether in regional Australia, the cities or the outback, community radio stations play a major role in sharpening students' broadcast skills and inspiring successful media careers.

Community broadcasting provides both nationally accredited training and unaccredited, station-based training programs. Students can approach stations through established links, or simply show up and ask around. They have always had a big presence among volunteer ranks.

In fact, many of the earliest community stations, such as Radio Adelaide and 2SER (a.k.a. Sydney Educational Radio) were attached to Universities and Technical Colleges and were granted 'Educational' licences.

"These educational linkages are really important," says Nicola Joseph, National Training Project Manager. "Students are exposed to the excitement of media and can hone their skills on air. And as everyone knows, many commercial and public broadcasters got their start with community radio."

Situated on the local TAFE campus, Bourke's 2WEB has long had relationships with local primary and high schools in the area. "It's amazing

how many professional broadcasters come from Bourke," says Station Manager Sue Smith. "People like [ABC South East Asia Correspondent] Sally Sara got a start at 2WEB. It's so isolated here but students get the chance to be a part of the media at 2WEB."

Melbourne's 3RRR has long-established links with RMIT and the University of Melbourne, institutions that make up the membership of RRR and provide Board Directors for the station. 3RRR runs several eight-week, non-accredited training courses, training over 70 new volunteers each year.

"Over 700 volunteers play a role in making 3RRR happen each year," says Station Manager Dave Houchin. "In addition to that, we often train people at 3RRR who then go on to volunteer at many of Melbourne's other community stations, or to work in other media."

At the Charles Sturt campus in Bathurst, 2MCE has a long history in producing professional broadcasters like Andrew Denton and Sandra Sully.

CSU, TAFE and high school students from around the Bathurst area take part in a range of programs, many of which are featured on the CBAA's Community Radio Network (CRN).

In a separate arrangement, CSU also produces community broadcasting's National Radio News service, available by subscription through the CRN.

way2cool4skool

The Radio Division of the Australian Film Television & Radio School (AFTRS) recently introduced a new Teens holiday program for kids aged 13 – 17 years.

Offered in Sydney, Melbourne and Brisbane, the two-day *Introduction to Radio* course aims to produce future radio stars, taking students through the basics of producing, presenting and panelling.

Abbi Clifford from AFTRS' Open Program says that demand for the course has been overwhelming.

"A number of schools have their own station, so our program grew from strong interest from students and educators in developing broadcast skills and experience.

"The teens loved it. They kept asking us when they could come back. For many it confirmed that broadcasting is what they want to do as a career."

After completing the *Introduction to Radio* course, teens can then enrol in more advanced programs for school students covering specific areas of broadcasting.

The next *Introduction to Radio* courses will be held in the July school holidays.

www.aftrs.edu.au



Contact Simon Russell on 03 9882 3130
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CONTACT ONE OF THESE STATIONS:

Adelaide 5UV
Bathurst 2MCE
Bourke 2WEB
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Perth 6RTR
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out of the box

VOLUNTEER STORIES



I reckon one of the hardest parts about being a volunteer is the constant dedication: having to be there and get stuff ready each week for the show. I guess the sense of responsibility is tough, but it's also a major positive.



By → **Hayden Ryan**

Volunteer at 2CHY Coffs Harbour & 2NVR Nambucca Valley

I was 14 when I first got started in community radio two years ago. My mum had an interview with one of the local presenters on 2NVR and she decided to bring me along because she thought I might be interested.

I got involved with it from there and I started co-presenting on that program. Eventually I took over the program, presented it on my own and even led training workshops for other young presenters at 2NVR.

At 2NVR I established a youth network with my show 'Generation Next' as a way to get youth involved in the station. Before that, there hadn't been as much youth involvement as there might have been. After one month of the program being on air we had 15 kids interested in being involved with the show, with very little promotion. After two years at 2NVR I'm now taking it along to CHY in Coffs Harbour to get even more youth involved.

I've been a volunteer with CHY for the past few months and I currently produce a music show and present the 'Generation Next' show. 'Generation Next' is a weekly, three hour panel-style show with live and pre-recorded content. Each week we have different youth coming in to present and give their opinion on local and international youth issues. The show exists to give a voice to young people and provide a viewpoint on issues that aren't really conveyed that much in the media, which is really what community media is all about.

A lot of media portray youth in very stereotyped ways. For example, some current affair shows claim the youth are "running the streets". That's not reality. I've met so many young people who are doing great things for their community but what they do is hardly ever recognised by those older than them. Since young people don't have much of a voice, the truth doesn't come out.

I reckon one of the hardest parts about being a volunteer is the constant dedication: having to be there and get stuff ready each week for the show. It's not only the three hour shift, but the travel time. It takes me an hour to travel up to Coffs and an hour to travel back. I guess the sense of responsibility is tough, but it's also a major positive.

I really look forward to getting an awareness of community radio out into the community more and to getting more and more young people involved with the station.

I want listeners to know we have great community stations in this part of the world and that we're professional in our approach, have great programming and have something great to offer listeners.

www.2nvr.org.au / www.chyfm.com

at the cbaa

THE CBAA

The Community Broadcasting Association of Australia is the national peak body for community broadcasters, providing leadership, advocacy and support for our members and the sector as a whole.

CBAA MEMBERSHIP

A full list of the CBAA membership can be found at www.cbba.org.au

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John MacInnes; 3WAY

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Terry Mather (alternate);
7THE

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David Sice

SECTOR PROJECT COMMITTEES

On behalf of the sector, the CBAA manages four major sector-wide projects: CBOOnline, the National Training Project, Amrap and the Digital Radio Project.

DIGITAL RADIO CONSULTATIVE GROUP

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Melbourne Representative
Cameron Paine; 3MBS

Brisbane Representative
Peter Rohweder; 4EB

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Perth Representative
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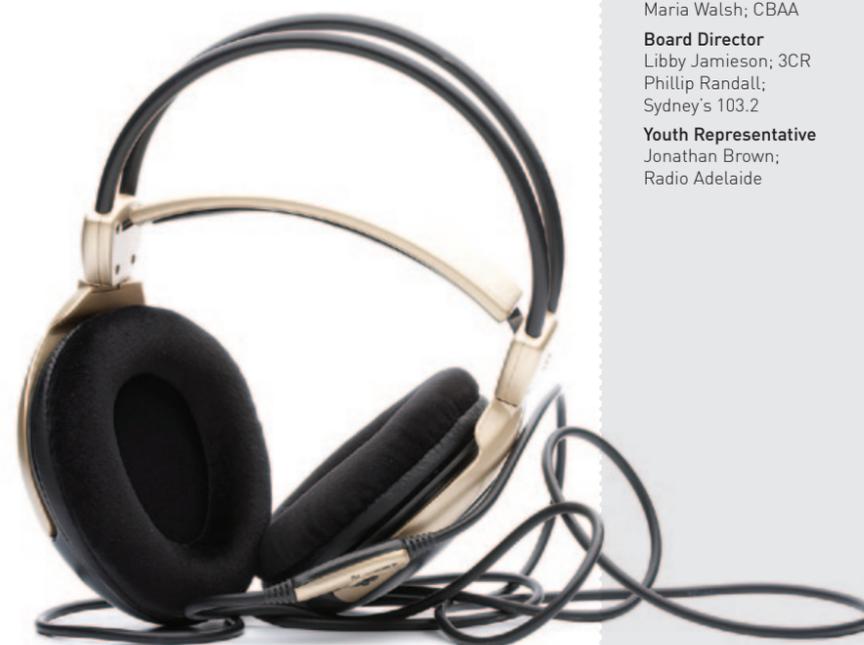
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HOBART, TASMANIA

Register online at www.cbaa.org.au/Conference-2010

