

cbx

APRIL 2011 || The Magazine of the
Community Broadcasting Association of Australia



community digital radio



**We have lift off...
36 metro-wide
community radio
stations officially
launch their
digital services!**



By > **Adrian Basso**
CBAA President

We have lift off! From April, across Australia, 36 metro-wide community radio stations will officially launch their digital services.

This marks a new era for community radio and, just like the lunar landing, it has not occurred by chance or overnight. It has involved many years of lobbying, planning, negotiations, wading through complex legislation and contracts and considerable determination to ensure community broadcasters' participation in the digital radio framework.

The implementation of digital radio in the five mainland capital cities is the first stage of the digital radio roll out. The CBAA will continue to advocate and negotiate for the inclusion of all community broadcasters as digital radio develops.

Minister Conroy's article, on page nine, acknowledges both the Federal Government's recognition of our contribution to Australian cultural life and its commitment to including community broadcasters in the new digital era. This commitment has assisted with this initial step to digital for our metropolitan broadcasters - it's an important step to acknowledge and celebrate.

This edition of CBX also draws attention to community broadcasters working closely with the Local Government sector. Plus CBX notes the launch of a new service for CBAA members: the Community Broadcasting Dispute Resolution Initiative. It will provide assistance for stations with internal disputes via access to pro bono mediation services.

The Community Broadcasting Census also kicks off in May through the CBOOnline Project. I encourage all stations to make sure they respond, so the sector has as much information as possible to ensure our lobbying reflects activities and issues from right across our sector.

president's column



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

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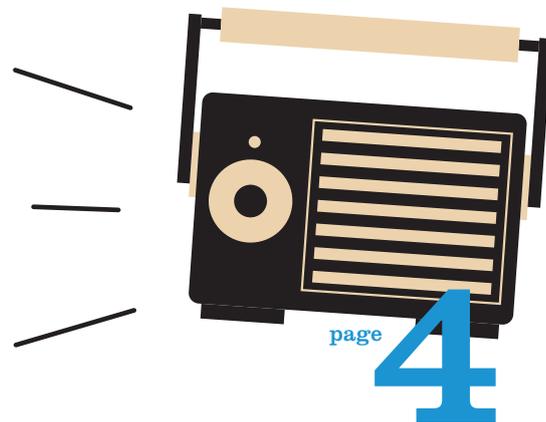
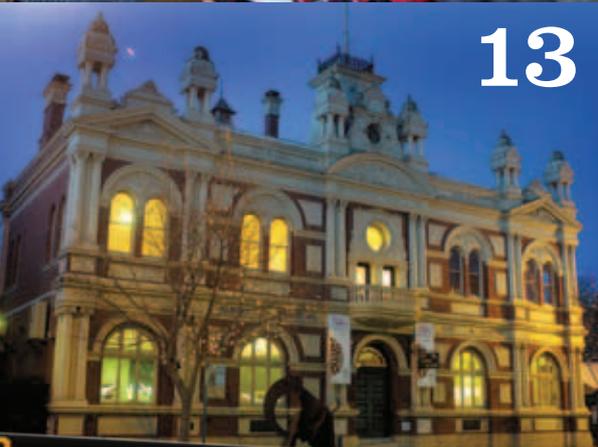
Mike Lemanski

**THE 2011 COMMUNITY
BROADCASTING STATION CENSUS**

IN THE FIELD MAY 2011

For the first time conducted on behalf of the CBOOnline Project for the community broadcasting sector by McNair Ingenuity Research. For more info contact info@cbonline.org.au





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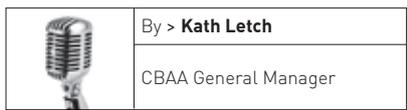
GUIDING PRINCIPLES

Community Broadcasting
Codes of Practice (2008)

Promote the principles of democracy, access and equity, especially for people and issues not adequately represented in other media.

cbaaupdate

NEWS AND VIEWS FROM THE CBAA



→ **COMMUNITY DIGITAL RADIO**

I recall beginning to consider digital radio when I was CBAA President in the mid 90's. It's been a long haul to the start of community digital radio services.

There are a number of people who have played major roles during that time who I would like to acknowledge.

CBAA Technical Consultant, David Sice, has done a remarkable job of working through the technical and policy issues for the introduction of digital radio throughout that period.

He's also responsible for the design and implementation of the community digital radio network for services being launched across April and May for metropolitan-wide community stations.

Barry Melville, in both the roles of Policy Officer and General Manager of the CBAA, also contributed significantly to early planning and lobbying for digital radio access and

funding, as did David Melzer both in his role as CBAA President and currently as Chair of the Digital Radio Consultative Committee.

I've had the pleasure of working with all of these people, and others involved at various times, in the development of community digital radio. It's a satisfying moment to see services launching.

The Digital Radio Project operates with the support of Federal Government funding and the Community Broadcasting Foundation (CBF). Under Federal Government policy the first stage rollout is solely applicable to the mainland capital cities and metro-wide community services.

The CBAA has long been committed to the principle of access for community broadcasters, both radio and television, to all free-to-air broadcast platforms.

Participation in the introduction of the digital broadcasting is critical to pursuing the longer term aim of access to digital broadcasting for all community broadcasting licensees by the CBAA. It has been a central part of the organisation's work over the last 15 years.



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ILLUSTRATOR: **ERIC LOBBECKE** is an award-winning artist and illustrator based in Sydney who in 2010, was Awarded a Walkley Award for Best Artist. As well as contributing illustrations to National newspapers, Lobbecke creates images on request - online. Visit www.opinionsketch.wordpress.com or www.hirethehandthatdraws.wordpress.com and make your request for an illustration from Eric. You can also follow him on twitter: @hthtdraws

It's only a part of the CBAA's work, of course. We provide a range of other critical services to members; representation and lobbying for sector development, funding and support to stations and information dissemination, to name just a few of our priority areas.

Access to digital broadcast platforms will remain a priority for the CBAA. It is central to our role in representing licensees and ensuring a long term position for community broadcasters in access to broadcast spectrum.

Digital radio and television also sits alongside other developments and delivery platforms in digital and social media. Community broadcasters are increasingly engaged across all platforms.

However, there remains an important distinction in maintaining access to free-to-air broadcast platforms for the long term development and role of community media.

Alongside online platforms and social media developments, the collective process involved in local community broadcasting plays a pivotal role in many Australian communities.

The introduction of community digital radio will undoubtedly make a strong contribution to the diversity and local content of digital radio services on offer. It is a critical step for the whole community radio sector.

Keep up to date with other CBAA news at www.cbaa.org.au and the fortnightly CBAA Email Update (register on the website).

SAVE THE DATE!

CBAA CONFERENCE SURFERS PARADISE 17-20 NOVEMBER 2011

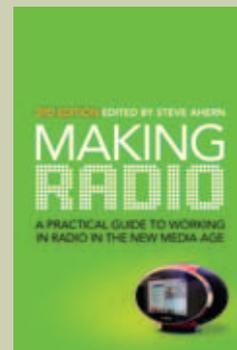


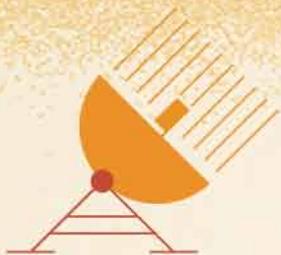
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community

digital radio

launches!



By > Alex White

Project Assistant
Digital Radio Project

Metropolitan-wide community radio stations in Adelaide, Brisbane, Melbourne, Perth and Sydney will be celebrating the launch of digital radio transmissions during April and May.

This marks an exciting stage in the rollout of digital radio in Australia and is the culmination of much activity and effort from the community sector over many years.

The Federal Government's digital radio policy framework calls for an initial roll out in mainland capital cities. Spectrum planning for regional digital radio is now underway, though the introduction of regional digital radio is subject to the development of Federal Government policy.

The inclusion of community radio on the digital radio platform has been made possible through funding from the Federal Government, administered by the Community Broadcasting Foundation. Implemented by the CBAA's Digital Radio Project, this funding has provided for costs associated with digital broadcasting including access fees, connectivity, and administration.

It represents a substantial infrastructure investment in Australian community broadcasting.

CBAA President Adrian Basso says, "Federal funding has been instrumental in providing access to the community broadcasting sector on the new digital radio platform. Our locally produced content, along with a strong tradition

This marks an exciting stage in the rollout of digital radio in Australia and is the culmination of much activity and effort from the community sector over many years.

in innovation will help drive the take up of this new service, while providing another voice for the community that is not represented elsewhere in broadcasting."

To mark the occasion, metro stations are holding launch events, both individually and in cooperation with other stations in their capital city, celebrating the sector's new capacity and its impact on services for their own communities. Check the Radius website for details [see inset].

For the first time since the initial development of community radio in Australia in the 1970's, stations have the opportunity to explore programming ideas on a new terrestrial broadcast platform, without affecting or interrupting their existing analog transmission.

Many stations are approaching this in a stage-by-stage process, beginning with simulcasts of existing programs. Time shifting of existing programs, new shows and shared content is being planned as the platform develops.

In Brisbane **4ZzZ** has developed an entirely new service called **Zed Digital**, featuring accessible music while remaining true to the station's indie/alternative ethos. The station has built a new studio space and is encouraging applications specifically for shows on **Zed Digital**.

Also in Brisbane, **4MBS** is further expanding its fine music offering to include operetta, music from film, Swing, Big Band, light classical and spoken word (including radio plays) via its digital transmission, **MBS Light**.

In South Australia, Adelaide's **5RPH** will present **Iris**, a magazine-style format with an emphasis upon lifestyle and entertainment-related content.



As Adelaide is also a hub of interest in world music and ethnomusicology, **5EBI's** digital service **EBI World** will offer a range of programs from cultures around the globe.

Sydney's Muslim Community Radio station, **2MFM**, is developing a new stream of content focused on recitations from the Holy Qur'an, Islamic teaching, modern Islamic music and live coverage from various Islamic events.

Multilingual service **2000** has built a new dedicated digital radio studio, which will be utilised to provide air time to new and emerging language and cultural groups as well as younger broadcasters via their digital service, **2000 Languages**. The Sydney station expects listeners to take up the digital radio platform quickly as they seek new services in their specific language.

Melbourne's youth licensee **3SYN** is planning to use the digital radio broadcast to provide a space for more young broadcasters to have their voice heard.

They are planning to roll out new digital programs over time, in conjunction with a simulcast of their analog signal. **3SYN** is especially keen to work closely with local schools to create new content for their digital radio broadcast.

Digital radio offers a unique opportunity for community radio stations to explore a multiplatform approach in the context of free to air broadcast.

CBAA General Manager, Kath Letch says, "The CBAA has worked towards the inclusion of community broadcasters in the digital radio framework since the mid 90's.

"It's very satisfying to see metropolitan community services commencing in this first stage of digital radio.

"It offers stations the opportunity for program development and to extend even further people's access to participating in community media production."

CROSS CITY DIGITAL SERVICE

Inspire is a new digital radio service developed by Sydney's **Hope 103.2** in partnership with **96.5 Family FM** in Brisbane and **LifeFM 107.9** in Adelaide.

The service includes content from all three stations focused upon Christian teaching and worship music.

The stations will utilise the Digital Radio Project's dedicated contribution network to deliver and exchange program material for the service.



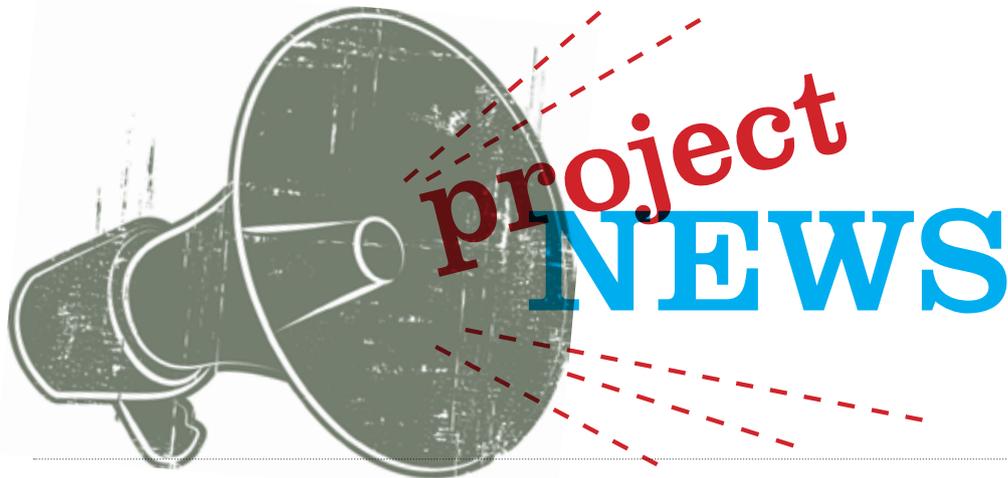
The Inspire Team: (L-R) Phillip Randall, Ceo Hope Media; Richard Hamwi, Production Assistant; Stephen Wilkinson, Technical Operations Manager; Aaron Wright, Radio Operations Manager. Seated: Kim Wilkinson, Inspire Digital Channel Manager.

RADIUS: COMMUNITY DIGITAL RADIO

www.radius.org.au is a newly developed web space with information on community digital radio services and launch-related activities and events.

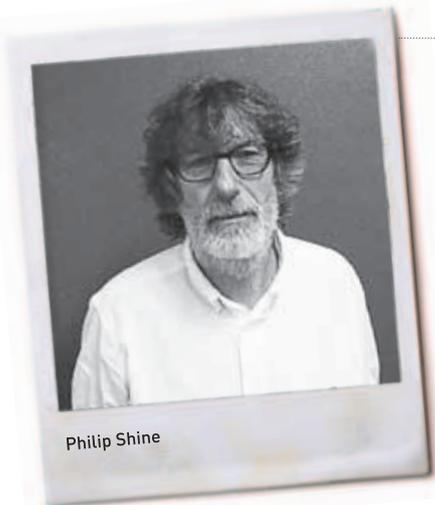
The site also encourages visitors to engage with stations and the range of new digital services.





project NEWS

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



Philip Shine

DIGITAL RADIO PROJECT

The Digital Radio Project is pleased to welcome Philip Shine as the new Project Manager.

Philip has significant experience in community broadcasting. From his early days as a volunteer at Eastside Radio in 1988, he progressed from 'jack of all trades' to Program Manager and then Station Manager by the time he left in 2000.

Most recently, he was Station Manager of Sydney's 2SER and previously served as a Director on the CBAA Board and also Vice President Radio.

Of his new appointment, Philip says, "After nearly 20 years in management roles in the sector, wearing many hats, I had a desire to undertake a project with a specific focus.

"The opportunity to participate in the development of digital broadcasting and the development of cross-platform content is an exciting challenge."

Philip's plan for the Digital Radio Project is to raise awareness of the community broadcasting sector's digital presence to the broader public, provide opportunities new programming and increase listenership and listener support for stations and the sector.

CBONLINE

Following the collection of data from the Station Census in 2011, the CBOnline Project will be in a better position to analyse what our sector needs in this 'online' world and what resources we need to allocate in order to continue online development over time.

Suggestions that CBOnline could become a 'communications & contact hub' have prompted initial investigations into what services it should provide.

Should it be a sector-wide database that holds all information for sector bodies and stations alike, a tool that stations could use daily?

Should the www.cbonline.org.au web presence become an audio portal like the Public Radio Exchange (www.prx.org) in America and be a central point to all the great content we already produce? Do stations need web site templates built?

We welcome your ideas and comments. Email shahn@cbaa.org.au.

www.cbonline.org.au

AMRAP

In between holding our first Music for Radio Summit for South Australia in February and organising our next one

for the Northern Territory in June, Amrap has been beta-testing AirNet with FBi Radio 94.5 Sydney, 3RRR Melbourne and Radio Adelaide.

AirNet provides community radio programs with a unique webpage, allowing your broadcasters to add program information, photos, videos and music playlists with ease. AirNet finds photos, videos and information to match the music that you can display on your page.

It makes it easy to gather and display existing internet content to attract listeners to your site and instantly logs music for APRA without you needing to find song or album codes.

To see how AirNet could work for your station, check out the program pages for FBi's weekday Arvo programs at www.fbiradio.com.

If your station would like to get AirNet visit the 'AirNet' tab at 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) • Radio for the Print Handicapped Australia (RPH)**
In addition, the Community Broadcasting Foundation (CBF) is the sector's funding body.

COMMUNITY BROADCASTING FOUNDATION

We're pleased to have received a huge response to our first round of quarterly Training Delivery grants. These grants now allow for more flexibility, both in how to apply and the type of training that can be funded.

You can now apply for funding to deliver accredited or unaccredited 'Pathways' training in broadcast & media skills, management & leadership skills or for a subsidy to complete a trainer training course.

The option to partner with the Registered Training Organisation of your choice is also still available, but sector-based Registered Training Organisations can now also apply on your behalf.

To find out more about the courses and resources that are available, visit the new Community Media Training Organisation (CMTO) website: www.cmto.org.au.

www.cbf.com.au

RPH AUSTRALIA

Radio for the deaf? Well, not quite. But for recipients of Cochlear implants, Australia's RPH (Radio for the Print Handicapped) network of radio reading services plays a big part in getting used to their new world of sound.

Recipients are taught how to listen with the implant and understand speech. An integral part of the rehabilitation therapy process is reading aloud as they follow the written text.

Recipients are advised to tune in to their local RPH station as newspapers are read and follow along with their own newspaper at home. It provides them with a greater level of independence and self reliance and speeds up the adjustment process.

News readings on RPH services are unedited. Each article is read in full by trained RPH broadcasters, making it easy to follow along, much like many ESL (English as a Second Language) students are encouraged to do.

www.rph.org.au

AUSTRALIAN INDIGENOUS COMMUNICATIONS ASSOCIATION

AICA was reviewed by three Federal Government departments late last year. The Review assessed the efficiency and appropriateness of Government funding for new Indigenous Programs.

It is expected that the findings will recommend AICA 'tighten up' the budget. However, AICA remains optimistic of the possibilities to continue training and broadcasting Indigenous Australians as a means to promote social inclusion.

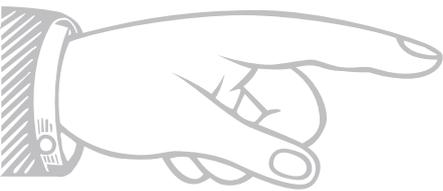
In 2011, AICA will advocate for the full realisation of Australia's 2009 ratification and international promises of the United Nation's Declaration on the Rights of Indigenous Peoples.

www.aicainc.org.au

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GETTING THE MESSAGE ACROSS

THE CENSUS PROVIDES AN ACCURATE SNAPSHOT OF THE SECTOR...

PROVIDING A DEEP UNDERSTANDING OF OUR POSITION WITH THE MEDIA LANDSCAPE

	By > Alexis Roitman
	Policy & Campaigns Manager

CBX spoke to Stephen Hahn, CBOOnline Manager to find out about the 2011 Station Census.

Every two years, the CBOOnline Project conducts the Community Broadcasting Station Census (previously called the CBD Survey), collecting operational data about programming, finances, staffing, volunteers, subscribers, sponsorship, training and technology.

How does the Community Broadcasting Census differ from the CBD Survey?

A survey differs from a census in that a census attempts to collect data from the entire available population, while a survey works with a sample. Previously we relied on weightings of a sample group to reflect the community broadcasting sector. In 2011, we will be asking all community stations to participate in the Census in order to build an accurate picture of the state of our sector.

Why conduct the Community Broadcasting Census? What value does it have for the sector?

The Census provides an accurate snapshot of the sector. This information is vital to providing a full understanding of the sector. The results will aid lobbying and advocacy, resource



Stephen Hahn

allocation, strategic planning and the growth and development of the sector.

Who from the sector is getting involved in the Census?

Why should stations take part?

All stations with a permanent licence will be asked to complete the Census. As an added inducement, participating stations are eligible for a small incentive payment.

The information gathered is both critical to, and highly valued by, the sector, providing a deep understanding of our position within the Australian media landscape.

Where can people go for more info?

For the first time we will be utilising the services of McNair Ingenuity Research to conduct the Census. The Census will go into the field in May 2011.

READY... SET... GO!

Get your station ready for the Census by locating the following information:

- Most recent financial report
- Previous program grids
- Member/Subscriber numbers
- Volunteer numbers (by gender and role)
- A "mud map" of your transmission and studio infrastructure (a quick audit of what equipment your main studio uses and how you connect to your transmission site)
- Screen shots of your station's web page.

The CBOOnline Project will continue to work alongside all the sector bodies - RPH, AICA, CMA, NEMBC and CBAA - to make this process as smooth as possible.

We'll be liaising with these bodies, as well as working closely with McNair, to keep all stations in the sector informed.

Community stations should email shahn@cbaa.org.au with any questions.

by invitation

All community broadcasters should take great pride in what you achieve: providing access, diversity, localism and innovation which makes a difference to the lives of many Australians.



By > **Senator The Hon. Stephen Conroy**

Minister for Broadband, Communications & the Digital Economy

Over the years, community broadcasting has been an extremely effective mechanism for providing information and services to local communities and minority groups that would be otherwise unavailable in free-to-air broadcasting.

In the past 15 years, the way people obtain information, enjoy entertainment, stay in touch, acquire goods and services, work, learn, travel and manage their time has undergone unprecedented change.

At the heart of this change have been developments in communications and media technologies and the internet.

All of these technologies provide services which underpin our society – enabling communication between individuals and groups and providing content that informs, educates and entertains citizens and consumers.

The development of digital broadcasting, data compression and internet-based technologies, coupled with improved infrastructure capability, means that services that were previously constrained to one delivery channel can now be delivered over many different platforms.

Technological innovations are rapidly leading to a converged media age; the progression to digital will accelerate this transformation.

The Gillard Government is ensuring that community broadcasters will not be left behind.

We have committed almost \$13.5 million over four years towards the establishment of community digital radio broadcasting infrastructure in the mainland state capitals, encompassing 36 stations.

Community digital radio services have already commenced in these capitals and planning is underway for a formal launch of community digital radio services in April/May 2011.

The community television sector is also making the switch to digital. We have allocated funding of \$2.6 million to help the community television sector meet the costs of commencing digital services.

Radio frequency spectrum has been temporarily allocated to the community broadcasting sector to allow community television operators Channel 31 in Adelaide, QCTV in Brisbane, C31 in Melbourne and TVS in Sydney to simulcast their services in both analog and digital until the switchover to digital-only television in those cities in 2013. A new community

television station, WestTV in Perth, has also begun broadcasting, in digital only.

In addition to this funding, in this financial year the Government will continue to provide access to spectrum free of charge, including spectrum for the introduction of digital radio and digital television by community broadcasters.

The Government is aware of the constrained financial circumstances in which many community broadcasters operate and will continue to liaise with the community broadcasting sector with respect to its ongoing future funding needs.

The community broadcasting sector is a unique community platform. The Gillard Government is committed to ensuring adequate funding to the community broadcasting sector to enable it to continue to deliver services to all Australians.

The Gillard Government extends its congratulations to the community broadcasting sector on the occasion of the launch of digital services to mainland metro stations.

All community broadcasters should take great pride in what you achieve: providing access, diversity, localism and innovation which makes a difference to the lives of many Australians.



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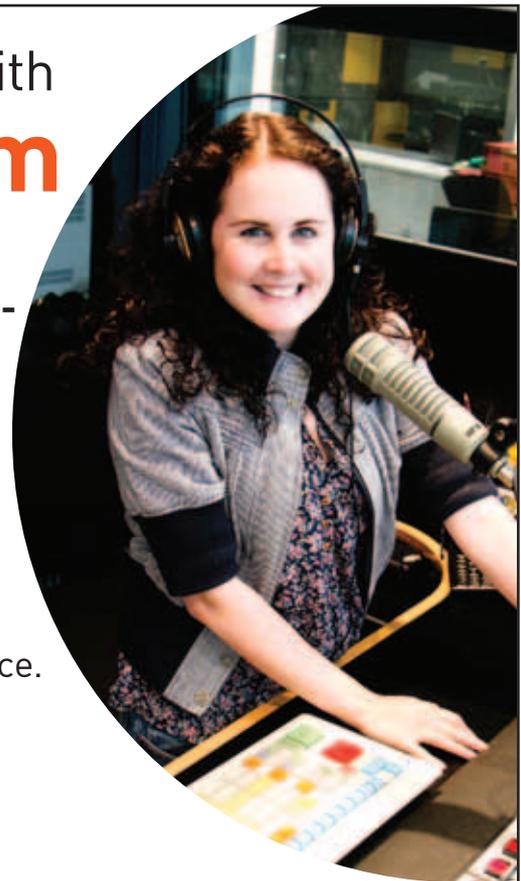
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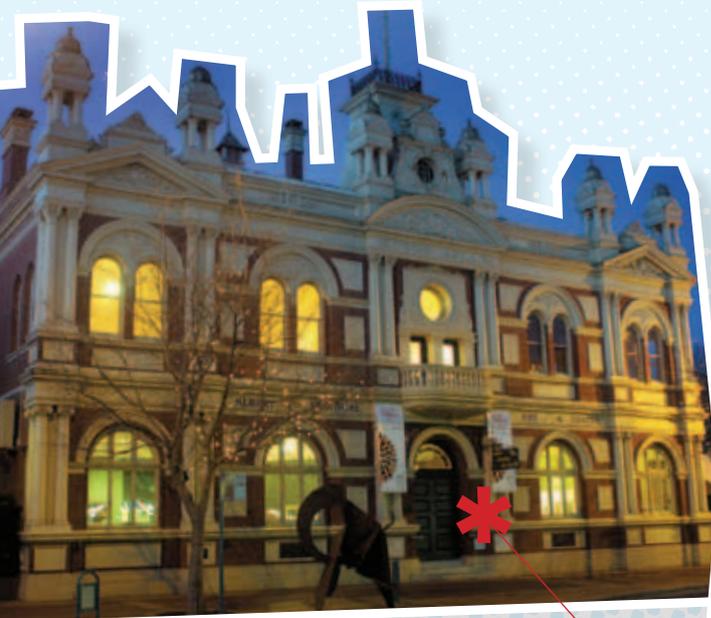
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A LOCAL FOCUS

COMMUNITY BROADCASTING & LOCAL GOVERNMENT IN AUSTRALIA



By > **Nell Greco**
 CBX Editor

Raising local issues and hearing local voices are at the heart of both community broadcasting and local government in Australia.

On a broad and geographically diverse continent, community-building is a primary role for Australia's 560 local councils. For the same reason, 350 community radio stations nationwide share important local news and maintain local languages.

With almost one community broadcaster for every two local councils around Australia, it makes perfect sense for local councils to work with community broadcasters on campaigns, disaster management and local election issues.

In turn, community stations look to councils for infrastructure support, joint community events and even on-air talent.

IN TIME OF NEED

In NSW, Byron Shire Council runs safety and information campaigns on community radio station, Bay FM. Mayor Jan Barham says that with emergency standards higher than before, the link with local broadcasters is more important than ever.

"Community broadcasting provides a critical point of contact with the community, enabling localised disaster management," she says. "We worked closely with Bay FM during the Y2K scare and acted as guarantor for a loan Bay FM took out to buy a generator for emergency broadcasting.

"Working with our community station, we can tell people what's happening in their street, in their suburb. It's a crucial link."

In 2007 Pulse FM, the community broadcaster with the largest reach in Victoria's Surf Coast Shire, was nearly nudged off-air.

Councillor Rose Hodge, who was Mayor at the time recalls, "As Mayor, every fortnight Pulse would get me in to talk about local government news. There was talk that Pulse could lose its frequency to the ABC.

"I had no hesitation whatsoever in writing a letter lobbying the Federal Government in support of the station. It was privilege to help them."

TRULY LOCAL CONTENT

For community broadcasters, 'local content' means news, views and voices from the local community itself. As 30 per cent of CBAA member stations report that they are the only source of local content for their communities, the sector plays an important role in providing local news.

Mayor of West Tamar and President of the Local Government Authorities of Tasmania, Barry Easter says, "It's a great idea for community radio



“Community stations hone in on the local community details and policies that are important to people’s lives.” Byron SC Mayor Jan Barham

to make contact with their local council because there’s a lot of information that otherwise doesn’t get out to the community.”

Local issues are also at the heart of local government. The Surf Coast’s Cr Hodge vouches that community radio is an important avenue through which local government shares information and discusses controversial issues.

“Talking to Pulse FM is a fabulous way to communicate with our shire,” she says. “It’s a chance to get information across to people, for them to feel comfortable talking to us and getting in touch with local government. You don’t get that from print media.”

As Mayor of the Bass Coast Shire, Cr Veronica Dowman is part of the on-air talent at her local community station 3MFM, in Victoria’s South Gippsland.

Each week Cr Dowman presents a five minute sponsored segment, *The Mayoral Report*, where she engages with her electorate directly by interviewing a member of the community.

Community stations also come into their own during local government elections. Bay FM in Byron Bay conducts detailed candidate

assessments on-air and broadcasts *Question Time* with local candidates before elections.

As Mayor Jan Barham says, “Community stations hone in on the local community details and policies that are important to people’s lives.”

FOSTERING LOCAL COMMUNITIES

Community broadcasting is such a central link in local communities that some remote councils set up a service themselves. At the Top End, in Jabiru, the West Arnhem Shire Council receives Federal Government funding to broadcast to its diverse constituents.

The Shire’s Director of Corporate & Community Services, Marc Gardner, says the service was born three years ago of a need for local content.

“Our shire is unique because each community has a local indigenous language. We need to produce programs ‘in language’ to reach people on important issues like cyclone preparedness and community safety, but also with culturally relevant music and stories.”

The service has been successful with the assistance of the Top End Aboriginal

Bush Broadcasting Association (TEABBA), which provides support in the form of technical assistance and filler programs.

“The Council has no expertise in broadcasting,” says Gardner. “So we turn to TEAABA for a range of things, including training our Indigenous broadcasters.”

Over the past year Melbourne’s PBS FM has organised the Rock-a-Bye Baby Music Sessions, where ‘Noise is welcomed, crawling is encouraged and dancing is expected!’

General Manager Adrian Basso says, “Rock-a-Bye Baby is a way for young parents to congregate and listen to ‘real music’. PBS partners up with the City of Yarra for help with promotion and securing Fitzroy Town Hall as the venue.”

Says CBAA General Manager, Kath Letch, “Community broadcasters value their relationships with local councils right around Australia. We look forward to new and ongoing initiatives with council staff and elected officials to the benefit of our communities.”

Photos: (L-R) Byron SC Mayor Jan Barham (Green), Bay FM President Ros Elliott, State MP for Ballina, Don Page (National). Pulse FM presenters Brett Ritchie & James Vernon with Geelong Mayor John Mitchell.



The Australian Local Government Association is the national voice of local government. Head to www.alga.asn.au/about for more information about connecting with your local council.



Opportunity knocks.

Join the 2011 Census team and earn some extra cash.

The Australian Bureau of Statistics (ABS) is looking for more than 29,000 community-minded people to fill Census Collector positions.

Census night is 9 August. Think of it as a snapshot of Australia helping Government, industry and communities determine where improvements can be made and plan for the future. This is your chance to join a dedicated team and help light the way forward for Australia.

Census Collectors deliver and collect Census forms to and from all households in their area.

The positions are temporary with flexible working hours including weekends.

Collectors earn around \$18 per hour, and you can earn between \$1300 and \$2800.

Applications open 9 April 2011 and close 5 May 2011.

For more information or to apply, visit abs.gov.au/census or call 1800 420 182.



2011 Census
Australia



@2011Census



CensusAustralia



Census
abs.gov.au/census

For a brighter future

Michael Kirby launches the CBAA

Dispute Resolution Initiative



By > **Alexis Roitman**

Policy & Campaigns Manager

As a new member services initiative, the CBAA now offers member stations dispute resolution assistance.

The CBAA has partnered with the Institute of Arbitrators and Mediators of Australia (IAMA) to launch the Community Broadcasting Dispute Resolution Initiative, helping CBAA members to resolve internal station disputes.

IAMA Immediate Past President, the Hon. Michael Kirby AC CMG and CBAA President, Adrian Basso signed the Initiative's Memorandum of Understanding at a function held at IAMA's NSW Chapter in Sydney in late February.

The Initiative offers three hours of pro bono mediation services conducted by an impartial, IAMA-accredited mediator. The services are requested as part of a station's formal Grievance Process and facilitated by the CBAA.

"The Community Broadcasting sector tends to be made up of people who feel passionately about issues," says Justice Kirby. "To be human is to have an argument every now and again, but arguments can become corrosive to individuals and organisations.

"Sometimes you need a bridge and that's where a mediator can be helpful.

"The objective of mediation is not to impose a decision on the parties involved in the dispute. Rather it finds within the parties a resolution that they can both live with."

As a national professional organisation, IAMA members are located around Australia, making for a good fit with the many CBAA members in rural and regional parts of the country.

The Initiative offers member stations an independent, timely service. IAMA's Paul Gibson says, "We will apply a mediation resource within days of the dispute forming, allowing issues to be settled much more quickly. It's much less stressful when disputes are handled promptly."

The aim of the Initiative is to give stations access to professional dispute resolution assistance and potentially heighten stations' awareness of how disputes arise and how they can be managed.

It is hoped that access to IAMA mediation support will mean that stations will suffer less disruption in dealing with disputes and experience less prolonged disputes.

"Bust-ups will still happen in stations," says CBAA President Adrian Basso. "But I think the way a station handles



IAMA's Michael Kirby



CBAA's Adrian Basso



them will change. Knowing that there is a mechanism for dispute resolution will in some ways make things better for Board members, staff and volunteers. There's a pathway if something happens, so hopefully tensions will dissipate more quickly."

CBAA members can access this service by completing the Request for Mediation Form online (cbaa.org.au/Dispute_Resolution) and submitting it with the CBAA.

LISTEN TO CRN'S RADIO ATTICUS

COVERAGE OF THE LAUNCH AT

RADIOATTICUS.COM (3 MARCH 2011).

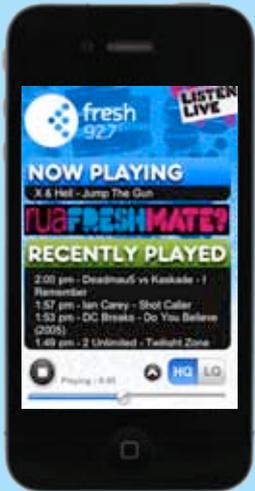
radio days

does social media

AS THE TECHNOLOGY THAT CONNECTS US CONTINUES TO EVOLVE,

SO TOO DO BENEFITS COMMUNITY BROADCASTERS CAN YIELD FROM

THESE ADVANCES. SO HOW ARE STATIONS USING SOCIAL NETWORKING?



Fresh FM

Building the Smartphone App is Fresh FM's innovative way of providing more brand associations and connections with their youth audience in Adelaide.

Users can Live Stream Fresh FM from their mobile and also view the name and details of the 'Currently Playing' track and see artist images.

Acting Station Manager, Domenic Cutufia says that a separate icon on the user's mobile makes Fresh FM stand out from other stations and "makes Fresh FM more widely recognised. We're regarded as more than just a radio station."

www.fresh927.com.au or you can also find FreshFM on Facebook. Search 'Fresh 92.7' and 'Like'.

tune FM



When Armidale's TuneFM turned 40, they couldn't have had the party they did without the help of social networking. "We had a fantastic turnout of past and present volunteers to our 40th Birthday celebrations because we were able to use social networking to contact such a large cross-section of past guests," says Assistant Station Manager Emily Blackburn.

Facebook and other social networking sites have become extremely important to TuneFM because they keep marketing costs low and are a very quick method of communicating information to a lot of people - when they don't have their radio switched on! www.tunefm.net or search Tune! FM 106.9 in Facebook and 'Like'.

*** The CBAA is also networking online! You can keep up to date on all CBAA happenings with instant updates on Facebook: CBX and on Twitter @CBX_**

CAPTURE THE MOMENT! CBX PHOTO COMPETITION

CBX Magazine is running a photo competition for CBAA member stations. The theme of the next CBX is 'Music'. To win, all you have to do is submit an original photograph of your station's participation in a live music gig or music event. It can be a band shot, a live music image or even a 'back stage shot of a performance. *It's a great way to show how your station rocks.*

PRIZE: Your photograph seen by thousands of readers in print and online!
COMPETITION CLOSSES: Friday 1 July 2011.
SPECS: Photos to be supplied as high resolution (300 DPI) JPEGs or PDFs.
ENQUIRIES? Email cbx@cbaa.org.au

CORAL COAST RADIO 94.7FM

Using Facebook came unexpectedly for Coral Coast Community Radio 94.7FM in Bundaberg. When the station's website received a face-lift, the most efficient way to promote it was to head to Facebook.

The Facebook page continues to distribute 'instant updates' to online listeners, announcing outside broadcasts and generating station exposure through cross promotion from presenters, also on Facebook.

It's also been the largest contributor to what Barnett says is an undeniable growth in the station's listener base amongst Generation X and Y.

SYN

Melbourne's SYN has created a website that acts like a social networking platform to cater for their audience, who are mostly young people who thrive on social media and networking.

Listeners aged between 12 and 25 years can interact with program presenters via their program pages. They also interact with SYN by contributing their own video content via SYN's YouTube Channel.

www.syn.org.au or visit www.youtube.com/user/synmedia



Photo by Nik Thorup

6RPH volunteers



3OCR volunteers



station station



By > **Alexis Roitman**

Policy & Campaigns Manager

Every five years, Community Radio stations must renew their broadcasting licence with the Australian Communications and Media Authority (ACMA).

CBX spoke to Colac's 3OCR and Perth's 6RPH, which have recently renewed their licences, and discovered two very different perspectives on the renewal process.

Lila Hester
Secretary & Executive Committee Member
3OCR 98.3/88.7 FM, Colac (VIC)
www.ocrfm.org.au

At 3OCR the licence renewal was a nightmare. As we had few records, my job was to find information through station sign-in books, newspaper articles and minutes of meetings. I had only been at the station a few months.

You can't fill in a licence application on your own. You need the support and information of all the presenters and sub-committees. As part of the licence renewal, we also asked everyone we had worked with during the year to write a letter of support.

On the B66 Form (licence renewal form) I tried to cover everything, no matter how small or insignificant. It's essential to go back through the station's records because they should have all the information to complete the B66.

Our renewal package consisted of 40 pages of responses and 50 pages of supporting documents. I thought we had covered everything, but we received a letter from ACMA requiring clarification of a further 12 points.

The reporting and documentation ACMA requires can seem overwhelming. But what I found really moving were the letters we received from the local community in support of our licence renewal. These letters are the reason we keep doing what we do at OCR.

Peter Lockett
General Manager
990 6RPH Information Radio,
990AM, Perth (WA)
www.inforadio.com.au

The licence renewal process at 6RPH is never very difficult. We provide exactly the information the B66 Form asks for. Our answers on the B66 Form are short, to the point and concise.

Our community of interest is well understood because the peak body, RPH Australia, commissions market research. The station financials are also pretty easy to explain, as they come straight out of MYOB.

From previous renewal applications we've learned that good record-keeping is essential, otherwise you reinvent the wheel every time you renew your licence. Proper records also allow timely responses to ACMA enquiries.

You should expect further questions from the ACMA after lodging the renewal application – it's normal. In the past we've had to give the ACMA a written undertaking. The ACMA staff talked us through what that meant and what our responsibilities were.

We don't take ACMA enquiries personally. The ACMA staff are doing their job and they're helpful and happy to explain.

The RPH stations also share 'best practice' examples of renewal applications among themselves. It's good professional development for the managers and staff.

My advice? Read the ACMA Guidelines before you begin the licence renewal process.

THE ACMA RECENTLY ISSUED A NEW VERSION OF THE B66 LICENCE RENEWAL FORM.

FOR MORE INFORMATION AND THE GUIDELINES GO TO WWW.ACMA.GOV.AU.



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See WO Automation for Radio on the Techtel stand at SMPTE 19-22 July, Sydney Exhibition Centre, Darling Harbour



online broadcasting platforms



By > **Stephen Hahn**

CBOnline Manager

Radio is the original wireless. In days not so long ago it was all pretty straightforward.

We made radio and broadcast it using transmission infrastructure for reception on radio receivers.

The last few years have seen rapid changes in technology and major shifts in the way our audiences consume media.

Now we have a world of wireless connectivity and we can deliver the radio we make in a number of 'wireless' ways.

PODCASTING: A series of digital media files (audio or video) that are released episodically and often downloaded through web syndication, also known as an RSS Feed (see below).

A great way to spread your *spoken word* content, as they are easily transferred to a portable audio device (like an MP3 player) and can also be embedded in web pages for listening online via a

website. At present, copyright laws and associated licensing fees make the podcasting of *music* content costly.

The CBAA can help you with getting your podcasts out into the world via C pod. www.cpod.org.au.

RADIO ON DEMAND: Allows listeners to search by program, genre and broadcast time to find desired programming for streaming directly to a computer. Cannot be downloaded and transferred to other devices.

REALLY SIMPLE SYNDICATION (RSS FEED): A delivery system that delivers podcasts to your PC as they are newly released on a website. Requires subscription to that podcast or RSS feed.

WEB STREAMING: A live web simulcast of your broadcast transmission, accessed via your station's website and played out through your computer via an inbuilt stream player (like WinAmp, iTunes or Windows Media Player). Also called net streaming or net audio streaming.

Still not sure or want to know more? Email shahn@cbaa.org.au.



planet
of the
apps



According to a recent Nielsen report, around half of Australians who are online also use mobile internet devices, such as Smartphones.

Smartphones, like the BlackBerry, iPhone and a suite of Android enabled phones, allow audio to be streamed using software applications known as Apps, which are written specifically for the device.

Smartphones mean that people can gain web access anywhere, at any time. Over 70 per cent of online Australians accessed audio or video via a mobile device in 2010 and 30 per cent of them do so weekly.

Online access and wireless connectivity will continue to grow, so it's important for community broadcasters to be thinking about how our sector delivers radio across these devices.

There are already several generic radio player apps available and some networks/stations have built their own.

It is also possible to have an m.site (i.e. 'mobile'site) of your station's current website created specifically for these devices.

M.sites optimise mobile viewing of a station's website by simplifying and reducing the content displayed on the device, while still allowing for features such as live streaming and content downloads.

Copyright, licensing and fees vary between each delivery platform.
To find out the details, visit ACMA at www.acma.gov.au or phone 1300 850 115.

out of the box

VOLUNTEER STORIES



I was very surprised at the passion of the members and decided to work with them for a short time... Nine years later I'm still with them.

”



By → **Phillip Salinger**

Volunteer Technical Producer
Capital 101.7FM/6SEN, Perth

Semi-retirement for Phil Salinger sparked a window of opportunity for his mates at 6SEN – it meant he was ‘available’ to help get their station up and running.

I was sitting, relaxing with a nice cold beer enjoying my semi-retirement in 2002, when the telephone rang. The voice I heard was a blast from the past: my old friend Jim Atkinson with whom I had worked at Channel 7 in Perth in the 1960s, where I worked as an Engineer and Technical Director.

Jim and a few other seniors with media experience had been given a Temporary Community Broadcasting Licence to cater for Perth’s seniors and they were looking for technical people to help establish the new station.

After attending a station meeting, I was very surprised at the passion of

the members and decided to work with them for a short time until we went on air. Nine years later I’m still with them.

6SEN Capital Community Radio broadcast for seven years on 90.5FM and shared its frequency with a sports station, but in 2009 we applied for a change in frequency and were granted a licence on 101.7FM. Now we had our own frequency, it was time to upgrade our old ‘hand me downs’ and apply for new equipment.

In mid-2009 I became the Equipment Upgrade Project Manager and I had my sights set on installing all new digital equipment.

First we had to acquire a great deal of money and after securing a grant of over \$130,000 from Lotterywest, we were able to purchase the latest Axia Digital Studio Equipment. Within twelve months we had re-built the studios, installed the new equipment and moved back onto the airwaves.

I started in radio in Perth when I was 17 but when television came to Australia

in 1956, I moved to Sydney where there was a job waiting for me at Channel 9.

I worked on a number of shows, such as The Mickey Mouse Club and Bandstand with Brian Henderson, but in 1959 I moved back to Perth to help Channel 7 establish their new studios and transmitters.

My life in the media has been exciting, challenging and very enjoyable. I’ve been associated with many wonderful people and have been in the position to help young, up-and-coming entertainers move on to good careers in the entertainment business. Looking back, I feel pleased that I was there to help them when they needed it.

My role in community radio has also been very gratifying. Being involved with so many volunteers who work together with a willing cooperative spirit brings its rewards; serving a particular and worthwhile community interest.

www.capitalcommunityradio.com

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 CBA membership can be found at www.cbba.org.au

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John MacInnes; 3WAY

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Janet Cook;
Eastern FM 98.1

TSC members

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Heidi Tobin; KLFM

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Kath Letch

Policy & Campaigns Manager

Alexis Roitman

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Robin Carter

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CRN Technical Coordinator

Ben Feggans

Satellite Operations Coordinator

Martin Walters

Communications Coordinator

Nell Greco

Executive Assistant

Tracey Savage

Technical Consultant

David Sice

SECTOR PROJECTS

On behalf of the sector, the CBAA manages three sector-wide projects: Amrap, CBOnline and the Digital Radio Project.

SECTOR PROJECTS CONSULTATIVE COMMITTEE (SPCC)

Chair/ CBAA President

Adrian Basso

CBAA General Manager

Kath Letch

RPH Australia Chair

Peter Luckett

AICA President

Jim Remedio

NEMBC President

Victor Marillanca JP

CMA CEO

David Turrell

Observers:

CBF Executive Director
Ian Stanistreet

DBCDE

Judy Hiscox

DIGITAL RADIO CONSULTATIVE COMMITTEE (DRCC)

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Sydney Rep/ 2CBA

Phillip Randall

Melbourne Rep/ 3MBS

Cameron Paine

Brisbane Rep/ 4EB

Peter Rohweder

Adelaide Rep/ 5RPH

Hans Reimer

Perth Rep / 6RPH

Peter Luckett

CBAA

General Manager

Kath Letch

Project Manager

Philip Shine

Technical Consultant

David Sice

Project Assistant

Alex White

Observers:

Ian Stanistreet
CBF Executive Director

CBAA SECTOR PROJECTS STAFF

AMRAP

Project Manager

Chris Johnson

Communications

& CD Mailout Coordinator

Brigitte Dagg

Distribution Coordinator

Brooke Olsen

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STLIFTX IF-STL Converter



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Contact Simon Russell on 03 9882 3130
or visit www.srkelectronics.com.au

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