
Community Broadcasting Victoria

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Community Broadcasting Association of Victoria Incorporated

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PRESIDENT - KEN THOMPSON (3GCR) - Phone: 03-5122-1531; E-Mail: kenthompson7911@hotmail.com

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CBAV onwards and upwards !!

From Ken Thompson, President, CBAV Inc.

Well, I hope everyone has had a relaxing and refreshing Christmas and New Year break and ready to continue with renewed enthusiasm for service as community broadcasters.

As President of CBAV, I am extremely pleased to note that momentum continues with the recently elected CBAV committee continuing to work diligently and co-operatively on a range of initiatives for 2013.

Many of these are projects that CBAV was involved in or initiated last year and there are a couple of new possibilities that may also add value to the services we deliver.

Importantly, you the members are the ones we are elected to serve and the committee is hoping that members will continue to express their hopes and desires for how a State representative community broadcasting body like CBAV can assist them.

Certainly our membership is growing significantly in terms of financial contribution, so clearly CBAV is moving in the right direction.

However, we are keen to know how we can better serve you –

our station members. To help with that – a survey is now available on CBAV's website where all CBAV members are invited to give feedback on the issues, methods and projects that they would like support with from the CBAV.

Consistent with our approach in 2012 of holding meetings at member stations, CBAV committee recently held its first meeting of 2013 at Woodend (Highlands FM 100.7), where the local community broadcaster has access to fantastic facilities in terms of space and location.

The key issues of note from that meeting included the following:

- **Same Song Same Time** – this is a project aimed at simply demonstrating the power of community broadcasting and our ability to co-ordinate within our sector to deliver a specific product at a specific time.

In essence, it can become a marketing tool for CBAV stations and the committee hopes that more stations can come on board this year.

The event is scheduled for 4.15pm on Wednesday 10th April, 2013.

The song is a new release from a Victorian musician Chris O'Neill and whilst the song is contemporary it has a broad appeal aspect.

CBAV will be sending out posters closer to the event to remind everyone about it.

- **Play VIC Week** – is again proposed this year and scheduled for the first week of August, 2013.

CBAV is seeking grant funding to assist stations with their activities associated with Play VIC Week – which of course CBAV would like to hear about once you have developed some ideas on what your station might be doing.

Whilst it is probably too early to start detailed planning at stations, CBAV would like station members to put this matter on their agendas for consideration in the lead up to August.

I know at my station 3GCR we are hoping to make a lot bigger promotion of Victorian composers and music during Play Vic Week this year, as many presenters got a taste for it last year and want to take it further in 2013.

- **Be Heard Youth Projects** – whilst the *Be Heard* concept is

not auspiced by CBAV, there are nine new stations participating this year and CBAV would like to keep communication and networking opportunities open for these stations to promote what they are doing to each other and the broader community broadcasting sector.

CBAV will be in touch with participating stations soon to gather information updates and an invitation has already been sent to those participating in the **Be Heard 2013 Round Two Networking Group**.

There is no cost and all we ask is to let us know how you're going from time to time and send us some photographs.

Last year our updates were sent to the Office for Youth and the CBAA and they provide good documentary evidence for grant reports.

Participating stations are also requested to confirm what email address CBAV should send the updates to.

- **State News Offer From AIRNEWS** – For those member stations of CBAV who do not take any products from AIRNEWS, an offer has been made via CBAV for all member stations to receive the Victorian State News every morning Monday to Friday from AIRNEWS as a no cost, no strings service.

CBAV committee is not endorsing AIRNEWS as a provider of such a service but is simply advising you of the opportunity and any discussions or subsequent agreements would be made between each station respectively and Artie Stevens at AIRNEWS.

If you would like to know more - send an email to artie@airnews.com.au.

- **Wingman Campaign** – following on from last year's successful results, CBAV is

exploring alternative concepts to promote the important messages of the **Wingman** campaign; it is hoped that further funding will also be made available again this year.

- **New opportunities for marketing and revenue** – our newest member on CBAV's Committee has also given an insight into the opportunities that stations could capture in terms of using social media or the internet and even streaming feeds into local outlets.

This is an area where the future is being created today and the committee is keen to develop these concepts further if there is interest from the members to do so.

CBAV ADDS ITS APPRECIATION

CBAV is pleased to acknowledge the recent public awards made to members of our CBAV stations and whilst there are many people involved in the sector undertaking a range of voluntary effort, it is still important to celebrate the successes and achievements of those who were recently recognised.

OKR FM (Klimore) - The OKR FM Young Presenters Quest has been awarded **Mitchell Shire Community Event of the Year for 2012** at the Shire's Australia Day Celebration held at Broadford.

The Young Presenters Quest has encouraged youth participation in the community radio sector and supported young people in planning, promoting, training and judging the presenters.

More than eighty young people have received training in community broadcasting over the five years of this project and many are still on-air at OKR.

CBAV wishes to extend its congratulations to Mark Perrott and his team for their support of youth involvement in community broadcasting.

3GCR (Morwell) Mario Sammut – long time presenter of the Maltese Program Mario Sammut was recently awarded an Order of Australia Medal (OAM) for his

wonderful service to the Maltese community which includes his 26 years of volunteering at community radio station 3GCR - Gippsland FM.

Mario has also been a broadcaster at Brisbane's ethnic station 4EB and since 1989 he has also presented a Maltese program on 3ZZZ in Melbourne.

Mario also presents a very popular breakfast program on 3GCR every Wednesday and the station is very proud of his achievements in community broadcasting, despite his recent painting of the station stairwell which almost caused an evacuation of all tenants due to paint fumes – hilarious now, but not on the day.

CBAV also expresses its appreciation to Mario for his outstanding dedication to the sector.

3BBR (Drouin) Lynn Wells – the Baw Baw Shire has recognised the voluntary commitment of Lynn Wells where she has worked as a station volunteer for over nineteen years.

Lynn received an **Australia Day medallion** for her extensive work in promoting community engagement, diversity of programming and enhancing 3BBR as an important resource for all sections of the **Baw Baw community**.

Lynn is also a regular presenter on the station and again, CBAV is proud of Lynn's achievements and the recognition from her local council.

HUMOUR – CLEAN CAN BE FUNNY

One of the norms of today's society is that usually when comics perform, especially live and not on television, that some level of swearing and raunchiness is standard fare.

Whilst this has been the case for a generation or more, CBAV has been attempting to source clean comedy to provide a program option for our members in delivering some humour to the mix of programs presented.

CBAV is yet to find such a product, but it is interesting to note a recent article in the Toastmaster magazine where some comedians

are reaping the rewards of clean comedy; one such comedian noted that he had “opened up a whole world of gig opportunities – everything from the kindergarten picnic to the Rotary club dinner.”

This led to greater corporate gigs, TV and radio and other areas where only clean comedy will do.

So the pursuit of CBAV to develop some clean humour options is not necessarily cutting edge stuff, but is certainly worthy of further exploration.

If any member stations have some ideas on this, then CBAV would like to hear from you.

MEETING MEMBER NEEDS

Clearly, one of the key aspects of meeting the needs of CBAV members is to firstly determine what those needs are and then developing some sort of priority and strategic approach to deliver on the challenges identified.

The following questionnaire is now available for your response via the CBAV website; check it out at www.cbav.org.au.

An outline of the survey is presented below – if you would like to respond by normal post – send to Ken Thompson, P.O. Box 203, Churchill, 3842.

It would be appreciated if respondents could at least identify the station they are affiliated with.

CBAV COMMITTEE

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Committee Member:
Emma Johnson 3MDR Emerald

Committee Member:
Geoff Murray 3CH Woodend

Committee Member:
Eugene O Rourke 3ZZZ, 3WBC

Committee Member:
John Worcester 3MBS, 3WBC

CBAV NEWSLETTER

CBAV NewsLetter is distributed by email and appears on our website.

We always welcome news items from **you** ! - from your station or from individuals.

CBAV NEWSLETTER ON DISPLAY

CBAV asks stations to put this NewsLetter on **display** so that all volunteers have the opportunity of seeing it!

We also hope the NewsLetter gets emailed on to Committee members as soon as it arrives and not delayed pending “next Committee meeting”.

CAN WE HAVE YOUR EMAIL ADDRESS?

CBAV has a database of an email address for each station and group.

CBAV is keen to add a second database - covering individuals active in community broadcasting.

You don't need to be a member of your station's Committee of Management but might be a staff member or a volunteer.

We can then distribute notices and newsletters directly to you.

Please send your email address to cbavinc@yahoo.com.au

This Newsletter has been prepared by Ken Thompson.

News items are always appreciated - please send them to cbavinc@yahoo.com.au

No.	Question	Yes / No / OK As is	Comments
1	The CBAV should run more workshops for its members		
2	The CBAV should run more projects like last year, e.g. Wingman Campaign, Same Song Same Time, road safety initiatives, Play VIC week, etc		
3	The CBAV should develop better contact lists for station support		
4	The CBAV should send out more updates and newsletters		
5	The CBAV should take a greater role in advocacy		
6	Other things the CBAV should consider include . . .		
7	Workshops – if you think the CBAV should deliver more workshops – the topics I would like to see included are		
8	I would prefer workshops that are . . .		(a) face to face / meetings (b) web – based e.g. webinars (c) discussion threads on Facebook or similar
9	Other projects that I would like to the CBAV develop include . . .		
10	The key challenges at our station are currently as follows . . .		
11	If you did not attend any CBAV workshops in the past year or two – why not?		
12	If you did not participate in any of the projects last year – why not?		