



3CR
COMMUNITY RADIO
2011 ANNUAL REPORT

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WHY 3CR?

3CR was established in 1976 to provide a voice for those denied access to the mass media, particularly the working class, women, Indigenous people and the many community groups and community issues discriminated against in and by the mass media.

3CR PHILOSOPHY

3CR is a dynamic community hub that is now in its 35th year. Around 400 volunteer programmers present more than 115 programs that go to air each week. The station broadcasts in approximately 20 languages including English, 24 hours a day, 365 days a year.

Listeners can tune into our analogue broadcast on 855AM, digital broadcast on 3CRDigital, stream live through the web at www.3cr.org.au or download podcasts of our shows.

Unlike almost all other media organisations in Australia, 3CR is genuinely owned by the community. 3CR's highest decision making body, the Community Radio Federation (CRF) is made up of representatives of Affiliate members, station workers and subscribers. CRF meets quarterly to make major policy decisions, pass the annual budget, oversee financial reports and decide on station membership.

3CR provides programming of interest to a broad general audience and to specific interest groups. We actively discriminate in favour of Australian artists and composers, and play at least 55% Australian music. Groups broadcasting on 3CR cover the areas of social justice, the environment, culturally and linguistically diverse (CALD) communities, the arts and music, and trade unions. Many 3CR broadcasters are community activists and therefore uniquely placed to present alternative current affairs, news and views.

The station stages a number of special broadcasts each year to promote human rights issues. In 2011 these included broadcasts supporting the rights of Indigenous people, refugees, the homeless, people with a disability, the environment, women and workers.

3CR WHO ARE WE?

2011 COM

Chairperson: James McKenzie

Vice Chairs: Therese Virtue, Nicole Hurtubise

Secretary: Marian Prickett (resigned), Phoebe Barton

Treasurer: Perambalam Senthoooran

Directors: Patricia Khor, Helen Gwilliam, Marisol Salinas, Gonzalo Illesca, Bill Deller, Marijana Bosnjak, Fiona Dean, Terry Costello.

COMMITTEE OF MANAGEMENT

The Committee of Management (CoM) is made up of 3CR programmers, volunteers and supporters. This group of volunteers is elected once a year and the committee's role is to make decisions about the overall purpose and direction of 3CR, to ensure that funds and property are properly managed, that 3CR abides by its governing documents and that staff and volunteers best carry out 3CR's services.

STAFF

Station Manager: Loretta O'Brien

Programming Coordinator:

Meg Butler/Marian Prickett (acting Aug-Dec)

Special Projects Coordinator: Juliet Fox

Current Affairs Coordinator: Gab Reade

Office and Finance Coordinator:

Hermione Gilchrist (Feb-Mar)/Helen Howard

Volunteer Coordinator: Rachel Kirby

Training Coordinator: Leanne McLean

Radiothon Worker: Sarah Caulfield

CONTRACT STAFF

Technical Coordinator:

Greg Segal – GWS Audiovisual

Technical Assistant: Riah Williams

IT Coordinator: Luke Neeson

Accountant: Denis West – Administration Pro

ADMINISTRATION SUPPORT

Michael Smith, Lee Heather, Phillipe Perez, Marian Prickett, and Diana Beaumont.

COMMITTEES

Finance sub committee

Convener: Perambalam Senthoooran

Training sub committee

Convener: Leanne McLean

Programming sub committee

Convener: Meg Butler/Marian Prickett

Promotions Sub Committee

Convener: Juliet Fox

Station workers and subscriber representatives committee

3CR on AL Jazeera

“I just heard about your station at Al-Jazeera. Wish you the best and Goodluck’.—Ammar



2011 3CR Staff

AFFILIATE MEMBERS

AMIDA
Australian Manufacturing Workers Union
Anarchist Media Institute
Anatolian Cultural Centre
Arada Ethiopian Cultural Centre Inc
Armenian General Benevolent Union
Australia Saay Harari Association Inc
Australia Asia Worker Links
Australian Arabic Women's Foundation
(AAWF Inc)
Australian Chin Community Eastern Melbourne Inc
Australian Panjabi Prosperity Association
Beyond Zero Emissions
Buoyancy Foundation
CEPU Electrical Division
CEPU Plumbing Division
Ceylon Tamil Association Vic
CFMEU Construction & General Div
Chilean Australian Friendship Society
Campaign for International Cooperation and Disarmament
Connolly Association
Council for the Defence Of Government Schools
EarthSharing Australia
Ethiopian Community Association
Federation of Community Legal Centres
Friends of the Earth
Grit Media
Hararian Community Association of Australia
Hepatitis C Council of Victoria
Housing for the Aged Action Group
Latin American Info Centre
LICAU_SED Inc
Living Music
Melbourne Unitarian Church
Mental Illness Fellowship
Maritime Union of Australia – Victorian Branch
National Union of Workers Vic Branch
Ogaden Community Of Australia
Right Now Inc
Roominations
Save Albert Park
Somaliland Society of Australia Inc
S.U.W.A
Tenants Union Of Victoria Ltd
The Boite
Un Neuvo Mundo Es Posible
Short Statured People of Australia
Victorian Jazz Club
Victorian Labour College
West Papuan Canoe News
YarraBUG



2011 3CR Committee of Management members



CHAIRPERSON'S REPORT

3CR began digital broadcasting in 2011 as 3CR Digital. We are no longer just a test listing on the digital frequency and we still broadcast via 3CR 855AM and over the internet.

3CR sounds better on the digital frequency. Its quality is better than AM and its sound isn't hampered by some of the AM void that exist in parts of Melbourne. Digital radio is also spared the glitches caused by tram and train lines.

The federal government's digital radio rollout has also been very well managed. I'm amazed they don't widely promote its success. It's been a great boost for community stations who have gone digital, exposing us to new listeners. Some people even think 3CR is a new station, even though we've been broadcasting since 1976.

A striking contrast between 3CR and many commercial stations we share the digital band with is how engaged we are with grassroots issues.

Increases in public housing rents are classic examples of issues neglected by commercial media. It's as if commercial radio's obsession with the federal government's woes means local community issues are often overlooked, especially if their coverage isn't in the interest of Victoria's new conservative government. Maybe they just want Baillieu to keep having a honeymoon and Tony Abbott to become prime minister?

Some pensioners now pay up to \$60 more each fortnight for public housing but some radio stations don't want to know about it, including one commercial station that specialises in talkback for pensioners.

3CR doesn't pretend that community concerns don't exist by hoping that if we don't mention them, they will go away. We cover public housing concerns on our Roominations show and we don't baulk from issues on our talkback shows either, such as Talkback With Attitude and Solidarity Breakfast.

Social Networking sites Facebook and Twitter have also become a new exposure device for 3CR. It's a great medium for informing our listeners about rapidly developing events, such as our Tent Embassy broadcasts and our coverage of the Baiada dispute. 3CR has been a strong presence at those events.

Mainstream media seems to largely use social networking to expose its audiences to the thought bubbles of celebrities, including their gaffes, but 3CR uses them as a device for promoting activism. It's a real bonus for people who don't have their radios switched on but are near their mobile or computer. It helps 3CR to connect more with communities.

3CR an activist hub, a think tank where community groups talk and work together. The corporate ownership of much of Australia's media really reiterates the importance of grassroots community media.

Wealthy corporate interests continue to carve up the ownership of commercial media in Australia, exerting editorial control over the nation's discourse through like-minded editors and journalists. The recent ten per cent purchase of Fairfax Media by Australia's richest person demonstrates how the wealthy buy slices of media to have more political power to suit their commercial interests.

3CR is an alternative to Australia's narrow media ownership. The nation's media would be very bland without us and other community outlets.

Please continue to support 3CR. We're one of the treasures of community activism.

James McKenzie
Chairperson



STATION MANAGER REPORT

3CR broadcasts innovative and important radio representing the diversity of the community in which we live.

Globally in broadcasting we are going through a period of unprecedented technological growth, and 2011 saw 3CR utilising these innovations to increase our broadcast reach so that we can continue to provide a vital space for those voices unheard in mainstream media.

Multiplatform delivery means that we can now tell stories over a range of media platforms: our analogue radio broadcast 855AM, digital radio with 3CR Digital, online live streaming (through www.3cr.org.au), mobile-phones, and downloaded podcasts which can be listened to either on a computer or a portable media player at anytime.

People are listening to 3CR on the tram on the way to work, in the backyard while gardening, on the computer while studying, at the kitchen table, in the car and a multitude of places as the station continues to grow our multiplatform delivery.

The 2010 McNair Ingenuity Community Radio National Listener Survey revealed that 26% of Australians listen to community radio each week with the survey bearing out that which we already know - most people tune into Community Radio for local news/local content and because they hear content not heard elsewhere.

We hope our listeners and supporters continue to be inspired by the unique stories and perspectives broadcast on 3CR.

FUNDRAISING

3CR is committed to maintaining its independence and this includes financial independence. In 2011 we maintained our goal of raising 65% of our operating funds independently via the generous donations of our supporters, service fees generated through hire of our studios and transmitter, training fees, merchandise sales, benefits and raffles.

The remaining 35% comes from philanthropic and government grants directed at specific radio projects. We receive a small subsidy for the operational costs of our transmitter.

RADIOTHON

Many of 3CR's listeners are earning well below the average wage and the financial strain experienced by many of supporters in this two-speed economy was evident in 2011 as we were down 10% on last year's effort.

We are humbled by the efforts made by our supporters to keep us on air, every dollar counts and we know how much it costs many of you to give. 3CR is still going strong after 35 years because of the generosity of our wonderful supporters.

Thanks go to this year's Radiothon Coordinator Sarah Caulfield, who did a marvellous job in organising us all and coordinating the Gardening prizes.

Special acknowledgement must also go to our volunteer programmers who put in a huge effort each year to reach their program target and to those who answer the phones, help with the mail outs and assist with a host of other activities that keep the place going. It is heartening for programmers to hear people calling in to show their support during our on-air appeal and we are always happy to meet our listeners when they drop in to the station to pay their pledges.

Thanks also to the Concrete Gang, Gardening Show and Anarchist World This Week, Defence Of Government Schools, Tuesday Hometime, Tamil Voice, Jazz on a Saturday, Talkback with Attitude, Nostalgia Unlimited, Let the Bands Play and Connolly Association who raised the most funds in support of the station.

The Gardening Show deserves a special mention for achieving a stunning total of \$13,483 by selling donated products to our supporters. Thanks to all of those businesses who donated products in 2011.

GIFT IN MEMORY/CELEBRATION

Gifts in memory or for celebration are a wonderful way to honour the passions of loved ones and colleagues. Some of our supporters chose to request that donations be made to the station in lieu of flowers at a funeral or instead of presents at birthdays/weddings special occasions. To make a gift for a family member, friend or colleague or to arrange for donations in lieu of gifts at a celebration or memorial, please contact Helen Howard on 03 9419 8377.

BEQUESTS

We gratefully acknowledge the kind and thoughtful gift received from long-time listener and supporter Mr Patrick Downey. The bequest will be of great benefit to the station's continued operation and provides a tremendous legacy for Patrick's passions.

The Committee of Management has developed a list of guidelines for using bequests at the station. Bequests sit outside our annual expenditure and are used to support large projects, refurbishments and equipment purchases.

IN KIND SUPPORT FOR LIVE STREAMING

The station also receives valuable technical support from Internode in the form of free live web streaming of our broadcast, allowing us to reach a global audience.

RAFFLE

Thanks also to the local businesses that donate products for our annual 3CR Raffle, Pure Digital Radio, Crumpler, Rice Queens, Trippy Taco and Aesop.

VALE

3CR expresses condolences to the family and friends of those members and supporters who passed away in 2011.

GEORGE EDSON

A true friend, mate and early pioneer of 3CR, George Edson died on 6 September at the age of 98. George hosted "Pensioner Voice" in the late 1970s and early 1980s and was a presenter and passionate supporter of the 3CR Gardening Show.

LESTER GREEN

We were also saddened by the passing of long-term Living Free programmer Lester Green. Lester joined Ross Morgan on the program when it was still called Stone Free. Up until in the past year, despite his illness he would call in to the show to send messages of support to those recovering from addiction. Lester worked tirelessly to support those in the juvenile justice system and was instrumental in setting up youth support programs for his community. Lester was also involved in 3CR's Beyond the Bars program during NAIDOC week. He was part of the broadcast when it was awarded the Australian Human Rights Commission, Human Rights Award for Radio in 2004.



Lester Green

DIGITAL RADIO - 3CR DIGITAL

3CR took a technological leap in 2011 and began our digital broadcast on 3CR Digital. A launch was held on 14 April at Federation Square for the nine community stations that form the Melbourne Digital Radio Committee.

The other stations are MBS, KND, PBS, RRR, Light FM, Vision Australia Radio, ZZZ and SYN. The infrastructure for metropolitan community radio stations was funded by the Community Broadcasting Foundation following a commitment from the Federal Government that community radio would not be left behind in the development of this new technology.

3CR is committed to embracing the opportunities digital provides in order to increase our listenership and to provide clearer reception to those in the Greater Melbourne area. We currently run a simulcast of our analogue broadcast on 3CR Digital and will engage with other advances brought by this new technology in the future.

GRANTS

3CR seeks grants to support our broadcasting priorities; in 2011 the station received 35% of its funding from grants.



Kutch Edwards at the Digital Radio launch, Federation Square



3CR broadcaster Jiselle Hanna at the Digital Radio launch, Federation Square

| PROJECT | FUNDING | AMOUNT |
|---|--|-----------------|
| Beyond the Bars 2011 | Department of Justice | \$16,407 |
| | Community Broadcasting Foundation | \$20,000 |
| | City of Melbourne | \$15,000 |
| | <i>Total</i> | <i>\$51,407</i> |
| International Day of People with a Disability | City Of Melbourne | \$4,925 |
| | City of Yarra | \$8,093 |
| | <i>Total</i> | <i>\$13,018</i> |
| International Women's Day Street Festival | City of Yarra | \$5,000 |
| Sustainable Living Festival | Lord Mayor's Charitable Foundation | \$3,000 |
| Visioning Justice | Monash Legal Service (fee for service) | \$7,000 |

COMMUNITY BROADCASTING FOUNDATION

Government funding is accepted in the form of one-off grants for specific projects or program payments through the Community Broadcasting Foundation. CBF funded programs that broadcast nationally on the Community Radio Network include Earth Matters, Stick Together, Accent of Women, Women on the Line and Lost in Science. In 2011 the station also received funding to support the broadcast of nine hours of Indigenous programs and 22 hours of culturally and linguistically diverse community language programs per week. CBF funds are used to offset program expenses, purchase equipment for the station and offset some of the transmission costs.

STAFF

2011 was a year of big staff changes at 3CR. Following the resignation of long term staff member and much respected Station Manager, Libby Jamieson at the end of 2010 I began the role of Station Manager in January 2011.

I had previously held the position of Office and Finance Coordinator since 2005 and therefore the position became vacant at the start of 2011. After quite a few months of juggling both roles we finally employed a new Office and Finance Coordinator, Helen Howard, in August. Helen Howard did a marvellous job of getting up to speed with the names of the 400 programmers and 130 programs at 3CR, managing our subscriber database as well as the complexity of our accounts with multiple funding streams, and enthusiastically embracing her important role.

Our Program Coordinator Meg Butler took parental leave in August (welcome to baby Danger) and we were fortunate to have volunteer programmer, committee member and trainer Marian Prickett step into the role. Marian's knowledge of the station processes and her friendly demeanour has ensured a smooth transition into the position.

3CR's small staff are committed to helping to resource, develop and support the myriad of programs, projects, training and volunteers that make the station what it is - the voice of your community presenting creative and vital radio.

Loretta O'Brien
Station Manager



Office and Finance Coordinator, Helen Howard



Program Coordinator, Marian Prickett

PROGRAM'S AT 3CR

PROGRAMMING HIGHLIGHTS

The diversity of the 3CR's programming reflects the issues covered - from the situation in West Papua to striking poultry workers in Laverton, 3CR presenters broadcast from a unique position of media independence and genuine editorial control over their content. As the programming summary below demonstrates, the station should be rightfully proud of its many achievements and high quality programming, especially considering the limited resources with which the station operates.

There were 126 programs on 3CR in 2011. We trained, supported and prepared thirteen new programs to join the 3CR grid and bid a sad farewell to five shows, including 'Calling All Women' (presented by the Union Of Australian Women), which had been on-air since the late seventies. Also finishing up was the Kangan Tafe program Gunung-Willam-Balluk, B-Side Archives, Sovereign Voice and Radio for Kids.

PODCASTING

Listening to programs via podcast has become one significant way in which listeners tune in to 3CR. By the end of the year, thirty nine 3CR programs were available on the 3CR website each week as a downloadable podcast.

According to the McNair Ingenuity (2010) 11% of community radio listeners downloaded a radio podcast from the internet to listen to at a later time and this figure continues to grow.

NEW PROGRAMS APPROVED IN 2011

CALD COMMUNITY PROGRAMS:

Ogaden Show
Voice of West Papua
The Arada Ethiopian Show
Virasat Radio (Punjabi)
Voice of Somaliland
Chin Radio

SPECIAL ISSUE CURRENT AFFAIRS:

Small Talk

ARTS/MUSIC:

Planet X
Diffused Frequencies
Arts Express

INDIGENOUS:

Blak 'N' Deadly
Indearts
Precious Memories

CURRENT AFFAIRS

Each week current affairs programmers spend hours researching, producing and presenting content which challenges media stereotypes and provides analysis from the people directly involved in the issue. Issues such as the fight for Equal Pay, the dubious ethics of Rupert Murdoch's media empire, the Malaysian Solution, Coal seam Gas expansion, the eviction of local rooming houses, the lifting of the ban on selling uranium, the start up of Melbourne Free University. ... the list is as endless as the energy and passion our volunteers have for radio and independent media.

The result is 3CR's trademark diverse programming and 2011 has certainly seen plenty of that. It's a recipe that inspires others to join in and participate in all forms of media and it's what keeps us sustainable.

SPECIAL BROADCASTS

TUNNERMINNERWAIT AND MAULBOYHEENER - JANUARY 20

3CR broadcast live from the site of the execution of Indigenous freedom fighters Tunnerminnerwait and Maulboyheener, the first people to be publicly executed in Victoria. Hosted by Joe Toscano and Robbie Thorpe.

SURVIVAL DAY - JANUARY 26

While the nation celebrated "Australia Day" 3CR paid respect to Aboriginal peoples around the country as the First Australians and the true custodians of the land. A day of programming that included a 2-hour broadcast hosted by Gilla McGuinness from the Belgrave Survival Day celebrations.

SUSTAINABLE LIVING FESTIVAL - FEBRUARY 19

Live 2-hour outside broadcast from the Sustainable Living Festival's Greenhouse. Presented by Out of the Blue, Earth Matters, Renegade Economists and Beyond Zero Emissions. Featured well-known environmentalist David Suzuki.

INTERNATIONAL WOMEN'S DAY - MARCH 8

24 hours of women presenting programming on a wide range of women's voices, music and views. This year saw a return to the 3CR street party featuring local as well as resident 3CR performers and musicians. An hour of the outside entertainment was broadcast live.

PERSIAN NEW YEAR - MARCH 20

An afternoon of special broadcasting featuring musicians, well known personalities from the Iranian community, talks, interviews, music, poetry readings and children's stories.

APPLECORE - FEBRUARY 20

Broadcast live from Applecore Backyard Festival in an inner-city backyard in Melbourne. The annual live music festival was recorded and an edited version was distributed nationally via the Community Radio Network.

WHERE THE HEART IS FESTIVAL - 18TH MARCH

Live from Edinborough gardens hosted by the Roominations team. The festival was for people in Melbourne who are homeless or at risk of homelessness and featured service users and workers from over 40 agencies.

NAIDOC WEEK - JULY 4-8

2011 marked the tenth year of 3CR's Beyond The Bars project and live broadcast from five prisons across Victoria during NAIDOC Week: Port Phillip Prison, Fulham Correctional Centre, the Dame Phyllis Frost Centre, Barwon Prison and Margoneet Correctional Centre. Men and women from the Indigenous community on the inside shared stories, songs, opinions and poems in another remarkable and memorable radio event. A compilation CD of the broadcast was launched in November and featured music by Kutcha Edwards and David Dryden.



Occupy Melbourne broadcast from City Square, 21 October 2011



Baiada Picket, November 15



Presenter Lottie Stein at Applecore, February 20

SOLIDARITY BREAKFAST ON THE ROAD - JULY AND NOVEMBER

3CR's Solidarity Breakfast team hit the road in July and November with a series of public discussions and forums exploring the current nature of political debate in Australia as well as the political possibilities presented by the Arab Spring.

OCCUPY MELBOURNE - OCTOBER 21

3CR covered the Occupy Melbourne protest and violent eviction from the City Square. This broadcast consisted of a series of live crosses direct from the protest as during our regular programming across the day.

3CR provided an opportunity for activists to give their perspectives on the protest and it was in stark contrast to the depiction of the protest in the mainstream media. It was a great success and the station received a lot of great feedback from listeners.

BAIADA PICKET - NOVEMBER 15

Live from the Baiada chicken processing factory in Laverton where workers had been on strike for over a week in November for pay and conditions. Featuring interviews with workers, unionists and community supporters.

DISABILITY DAY - DECEMBER 2 AND 3

Live from Federation Square as part of the Disability Sport and Recreation Festival. Followed the next day by a 12-hour broadcast on which included a live cross from Footscray Community Arts Centre.

EUREKA REBELLION - DECEMBER 3

Live outside broadcast at 4am from site of Eureka uprising in Ballarat, hosted by Joe Toscano and the Anarchist Media Institute.

HUMAN RIGHTS DAY - DECEMBER 10

An on-air forum hosted by the Asylum Seeker Resource Centre. It consisted of a series of guests, music and six pre-recorded pieces featuring the stories of asylum seekers.

NATIONAL PROGRAMMING

In 2011 3CR had five programs funded by the Community Broadcasting Foundation for distribution via the Community Radio Network.

They were: Women On The Line, Lost In Science, Earth Matters and Stick Together. All of these programs have again secured funding for 2012. In addition to this, Anarchist World This Week, Radioactive Show, Beyond Zero and Let The Bands Play were also distributed via the CRN throughout 2011 without funding.

3CR Occupy Melbourne coverage

“Great stuff 3CR. You’ve been the lifeblood of information all through this!”— Tim

“Great work team, thanks for keeping us posted, super live cross” —Kirsten



3CR national programmers

AWARDS

CBAA AWARDS

3CR's Earth Matters won the 2011 CBAA Voxy Award for Excellence in Spoken Word, News and Current Affairs Programming. The 2-part series was produced by Jenny Denton and focuses on West Papua and the Freeport mine.

The Small Talk program by the Short Statured People's Association was Highly Commended for Best New Program or Content Initiative.

NEMBC AWARDS 2011

Luka Tang - 3CR Visioning Justice project participant awarded Youth Broadcaster of the Year for his documentary Youth Power. You can check out his award winning documentary <http://podcast.3cr.org/auaudio/3CRC-st-2011-09-06-71826.mp3> find out more about the project 3cr.org.au/visioning-justice.

TECHNORAMA

3CR's own Greg Segal received a Lifetime Technical Contribution to Community Broadcasting Award 2011. The award was presented at the 3rd Annual Technorama Conference and recognises a significant contribution made to community broadcasting.

AUSTRALIAN HUMAN RIGHTS COMMISSION - RADIO AWARD

3CR was a finalist in the Human Rights Radio Award for 'I Just Can't Hide It' - a young women's disability day project producers Gab, Helen, Marian and Clemmie, Clare.

QUEENSLAND UNIVERSITY'S COMMUNICATION AND SOCIAL CHANGE AWARD

3CR's Beyond the Bars prison broadcasts received a Commended in the Queensland University's Communication and Social Change Award 2011. The award recognises the use of communication to transform and empower marginalised communities.



Luka Tang awarded the NEMBC Youth broadcaster of the year



3CR programmers Aran Mylvaganam, Jiselle Hanna and NEMBC member Russel Anderson at the NEMBC conference 2011

SPECIAL PROJECTS

Throughout 2011 3CR collaborated with diverse communities to produce distinct and compelling radio projects, as well as hosting dynamic radio events and celebrations. Expanded use of online tools enhanced the stations capacity to connect and communicate with a greater audience, while remaining committed to giving voice to the voiceless.

RADIO RECORDING PROJECTS

ACCENT OF WOMEN SNAPSHOTS (FUNDER SCANLON FOUNDATION)

Nearly 20 women from culturally and linguistically diverse backgrounds shared their voices and views on coming to Australia. Their stories are of the experience of arrival to a new country, of the challenges and joys of the journey to Australia from a woman's point of view. Accent of Women Snapshots Double CD available at 3CR See www.3cr.org.au/snapshots

VISIONING JUSTICE - COORDINATING ORGANISATION SPRINGVALE MONASH LEGAL SERVICE (FUNDER LEGAL SERVICES BOARD)

Visioning Justice is a vibrant collection of short radio documentaries made by young people about a range of experiences with the law. A partnership between Springvale Monash Legal Service and 3CR Community Radio, the project facilitated young people's stories onto the airwaves.

Visioning Justice CD available through the Springvale Monash Legal Service.

See www.3cr.org.au/visioningjustice

BEYOND THE BARS 8 (FUNDERS CORRECTIONS VICTORIA AND THE KOORI JUSTICE UNIT DEPARTMENT OF JUSTICE, THE CITY OF MELBOURNE AND THE COMMUNITY BROADCASTING FOUNDATION.)

In 2011 3CR celebrated its tenth year of the Beyond the Bars project. The 3CR Beyond the Bars 8 double CD was launched at Trades Hall in November 2011 with host Kutcha Edwards. The CD was distributed nationally for broadcast at community radio stations and used as an advocacy and education tool in the justice sector. Beyond the Bars CD available at 3CR See www.3cr.org.au/beyondthebars2011



Shiralee Hood and the mob at the Dame Phyllis Frost Centre Beyond the Bars 2011

Beyond the Bars 2011

“Congratulations to 3CR, and to everyone there who never forget the men and women in custody in Victoria's prisons. I can't wait to hear Beyond the Bars 8 here in Alice Springs” —Andrea

Accent of Women Snapshots

“It was a great opportunity for us to share our stories”
—Snapshots participant

SPECIAL EVENTS

LIVE FORUM AT THE SUSTAINABLE LIVING FESTIVAL (FUNDER LORD MAYOR'S CHARITABLE FOUNDATION)

3CR's environment shows hosted a two-hour live forum from the SLF featuring Canadian environmentalist and elder David Suzuki. Out of the Blue, Earth Matters, Renegade Economists and Beyond Zero Emissions shared interviews and information on all things clean and green.

INTERNATIONAL WOMEN'S DAY STREET FESTIVAL (FUNDER CITY OF YARRA)

For the first time in many years 3CR took over the side street and celebrated International Women's Day with an exciting array of local artists, comedians and musicians. Hundreds came to join us for a festival and live broadcast created and run by women.

3CR PROMOTIONS AND PAID SERVICES

Ever willing to expand our listenership and supporter base, in 2011 3CR produced beautiful t-shirts, stickers, station magazines, eye-catching posters, advertisements, flyers, and embraced online promotional tools through our website, Facebook and twitter accounts as well as a monthly eNewsletter. We also spoke to our audience and gave voice to the community through numerous station tours and hundreds of paid announcements.

International women's day street festival

"The festival and broadcast was exciting, I think it is an important day for 3CR and its community to celebrate"—Rachel



David Suzuki and 3CR broadcaster Matthew Wright at the Sustainable Living Festival, February 19



International Women's day street party



Visioning Justice

VOLUNTEERING

New volunteers continue to be as diverse as our programming and provide new perspectives, enthusiasm and commitment to community radio at 3CR.

3CR continued to have steady interest in volunteering throughout 2011 with 210 email enquiries received.

Most new registered volunteers went on to join existing programs with a large number joining current affairs programming, a smaller number of volunteers successfully proposed new programs, many of which went to air in 2011.

Interest in general volunteering allowed the reception roster to be staffed at near full capacity for most of the year.

CULTURAL AWARENESS WORKSHOPS

3CR Committee of Management decided in 2011 to host a series of Cultural Awareness Workshops.

The planned series of workshops aim to provide programmers with a greater understanding of the cultural and linguistic diversity of 3CR and to encourage and develop connections within the community.

3CR hosted its first workshop on the 15th of October at MAYSAR in Fitzroy. The workshop was delivered by long standing programmers; Kutcha Edwards, Robbie Thorpe and Gilla McGuinness who spoke about the indigenous history of Fitzroy, its organisations, community campaigns, sharing stories of resistance, challenges and victories.

The workshop was attended by approximately 50 programmers and staff and was well received by the participants as being both informative and challenging.

The second workshop will be focused around the specific issues, concerns, challenges and importance of ethnic programming at 3CR. This second workshop is scheduled for February / March of 2012.

TRAINING

3CR cultivates a culture of cooperation and skill sharing and as such we are fortunate to have twenty-eight experienced programmers who view training at the station as both a privilege and honour. They appreciate the value of the training they received and are pleased to be able to share their skills with new people joining the station as prospective programmers.

TRAIN THE TRAINER WORKSHOP - MAY 28

Six new trainers attended a Train the Trainer workshop to learn basic theory of teaching adults and to deliver some training to the group and receive constructive feedback. Meredith Butler and Marian Prickett delivered the day long workshop and everyone was heartily impressed.

3CR INTRODUCTORY RADIO TRAINING COURSES

In 2011, the twenty-eight trainers volunteered numerous hours to deliver our five general training courses that ran for 32 weeks of the year. Sixty new programmers (41 women and 19 men) attended the training and represented a vast range of programs including:

Somaliland, The Boldness, The Heavy Session, Freedom of Species, Beyond Zero, Suwa, Queering the Airwaves, Blazing Textbooks, Done by Law, Voice of West Papua, Arts Express, Living Free, DIY Arts, The Punjabi show, Diffused Frequencies, Planet X, Ogaden Show, Chin Radio and current affairs.

The training course evaluations were routinely positive with most participants marking 4/5 or 5/5 in their numerical ratings. Comments included: "Super interesting, had fun" and "very informative with lots of real tips" and "really great explaining thanks!"

TAILORED TRAINING

–Roominations – a new crew of people experiencing homelessness attended this special training and some have gone on to join the Roominations program.

–The Short Statured People of Australia completed their training mid year and evidence that their training must have been good was in their first show being Highly Commended for Best New Program or Content Initiative in the 2011 CBAA awards.

–The Ogaden community have had two tailored training courses and began broadcasting on in December.

–Five young West Papuans are finishing their training and have started presenting on air. This training was funded by the City of Yarra.

SPECIAL TRAINING DELIVERED

–Advanced Cool Edit.

–Two workshops covering Advanced Production Skills and Advanced Program Design and Presentation Skills Workshop were delivered to our national programmers.

–Community Service Announcement making workshop.

COMMUNITY LANGUAGE LISTENING AND FEEDBACK WEEK, DEC 5-11

The Listening and Feedback Week concentrates on community language programs and gives programmers an opportunity to get feedback from their listenership about the program helping them to build and develop their radio skills.

Training

“Training for an old timer like me is inspirational because you see people transformed by learning how to present their community on air and by sharing the experience with other disparate voices”

–Bill Deller, 3CR trainer



Broadcasters from the 3CR program Somaliland during training



Participants in one of the five training courses offered in 2011

3CR RADIO IS...

GENERAL PROGRAMMING

ACCENT OF WOMEN
ALTERNATIVE NEWS
ANARCHIST WORLD THIS WEEK
ARTS EXPRESS
ASIA PACIFIC CURRENTS
BEYOND ZERO
BLAZING TEXTBOOKS
BLUES WITH A FEELING
BRAINWAVES
BUOYANCY RADIO
BURNING VINYL
CITY LIMITS
CONCRETE GANG
CONNOLLY ASSOCIATION
DIFFUSED FREQUENCIES
DIY ARTS SHOW
DOGS
DOIN TIME
DONE BY LAW
EARTH MATTERS
EL RINCON H2
FIRE UP
FOOD FIGHT
FREEDOM OF SPECIES
FRIDAY BREAKFAST
GARDENING SHOW
GIRLS RADIO OFFENSIVE
GREAT VOICES
HAAG
HEP CHAT
HILLBILLY FEVER
HIP SISTA HOP
HOT DAMN TAMALE
IN YA FACE
I-NITTY RIDDIMS
JAZZ ON A SATURDAY
JUMP CUTS
KEEP LEFT
LATIN AMERICAN UPDATE

LEFT AFTER BREAKFAST
LET THE BANDS PLAY
LET YOUR FREAK FLAG FLY
LIVING MUSIC
LOCAL AND LIVE
LOST IN SCIENCE
MEDIA MOVES
MONDAY BREAKFAST
MUA SHOW
MUSIC SANS FRONTIERES
NIGHT OWLS ON RYTHMN
NOSTALGIA UNLIMITED
OUT OF THE BLUE
OUT OF THE PAN
PLANET X
PUBLISHED OR NOT
QUEERING THE AIR
RADIOACTIVE SHOW
RAISING OUR VOICES
RENEGADE ECONOMICS
RIGHT NOW RADIO
ROCK AND ROOTS
ROOMINATIONS
SAVE ALBERT PARK
SHAKE RATTLE AND ROLL
SMALL TALK
SOLIDARITY BREAKFAST
SPOKEN WORD
STEAM RADIO
STICK TOGETHER SHOW
SWING N SWAY
TALKBACK WITH ATTITUDE
THE BOLDNESS
THE CELTIC FOLK SHOW
THE HEAVY SESSION
THE SUWA SHOW
THURSDAY BREAKFAST
THURSDAY HOMETIME
TUESDAY BREAKFAST
TUESDAY HOMETIME

UNITARIAN HALF HOUR
WAYWARD GIRLS
WEDNESDAY BREAKFAST
WEDNESDAY HOMETIME
WOMEN ON THE LINE

COMMUNITY LANGUAGE

3AL HAWA
AFGHAN RADIO
ARADA ETHIOPIAN SHOW
ARMENIAN NEWS
CHIN RADIO
ERITREAN VOICES
ETHIOPIAN COMMUNITY
HARARI
KALEMAT
MACEDONIAN
MAFALDA
MELBOURNE CHAUTARI
MONDAY GREEK
MUJERES LATINOAMERICANAS
OGADEN SHOW
PALESTINE REMEMBERED
SAAY XABA
SHIFTEGAN
SOMALI LANGUAGE SHOW
VOICE OF SOMALILAND
TAMIL MANIFEST
TAMIL VOICE
UN NEUVO MUNDO ES POSIBLE
VIRASAT RADIO (Panjabi)
VOICE OF CHILE
WEST PAPUA CANOE NEWS

INDIGENOUS PROGRAMMING

BLAK N DEADLY
FIRE FIRST
PRECIOUS MEMORIES
KOORI SURVIVAL SHOW
INDEARTS
DGYM TIME
LIVING FREE



Broadcasters from the 3CR program Melbourne Chautari



Broadcasters from the 3CR Eritrean program



3CR broadcasters Josie Atkinson, Robbie Thorpe and Jody Beeton with guest Dan Sultan

Feedback from listeners...

Anarchist World this Week

“Through your media I have had the best political education of my life and I’m very grateful for your fantastic effort”—Peter

Music San Frontieres

“Dear Therese, just letting you know I finally worked out the live streaming ...and wanted to tell you how wonderful it is to hear your soothingly beautiful voice over the airwaves once again” —Anthea

Steam Radio

“Gentlemen, love that Steam Radio. The best part of Saturday”
—John from Perth

Radio Active

“Radio Active consistently covers important issues, I really enjoy the program” —Jesse

Precious Memories

“I love the music, its the songs my grandparents would play and sing to us, it makes me think of them”
—Rachel

GET INVOLVED

3CR RADIO BY AND FOR THE COMMUNITY

Volunteers are programmers, receptionists, and members of the management committee. They participate at every level in the running of the station.

If you listen to 3CR and feel an affinity with what the station represents, there are many opportunities to get involved.

Opportunities exist for volunteers to contribute views and perspectives, get involved in news making, music programming and/or take part behind the scenes of a media organisation.

You can train at the station to present and/or produce radio on either an existing program or your own program.

You can become a receptionist or a station duty person, join one of the sub-committees or contribute your skills to the website, newsletter or maintenance of the station.

3CR PUBLICATIONS

Print newsletter: 3CR produces a yearly newsletter called the CRAM guide. The CRAM guide contains a program guide and information about new programs, station news and events. It is mailed to subscribers.

If you would like to receive the CRAM guide, please subscribe!

e-Newsletter: 3CR emails out a short bulletin about 3CR events and news at the start of each month. Email us if you would like to subscribe.



3CR end of year picnic for subscribers, staff and programmers



3CR broadcasters Diana Beaumont and Elena McMaster in the studio



Broadcasters from the 3CR program Kalamat



3CR Committee and staff at the annual planning and strategy day



Broadcaster Daniel Zwedu from the Arada program



Broadcasters from the 3CR program Yarra Bug

THANKYOU!

Thank you to everyone involved in keeping the station going: the subscribers and all the people who donate their time, skills, knowledge, money and of course passion.

The station wouldn't exist without your support. Thanks to our financial and pro bono supporters:

AMRAP

Asylum Seeker Resource Centre

Bella Union Bar Trades Hall

City of Melbourne

City of Maribyrnong

City of Yarra

Community Broadcasting Foundation

Department of Justice

Footscray Community Arts Centre

Holding Redlich

Internode

Lomond Hotel

Lord Mayor's Charitable Foundation

Maddocks

MAYSAR

Media Insights

NEMBC

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PBSfm

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