

# 3CR PEOPLE POWERED RADIO

A COMMUNITY ORGANISATION'S GUIDE TO 3CR



RADIO & PODCAST TRAINING / ON AIR PROMOTION / STUDIO HIRE / STATION TOURS

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# ABOUT 3CR

When 3CR gained its licence in 1976 it was considered Australia's first community-owned and community-run grassroots radio station. Now in its forties, the station is well-known as a political and social justice broadcaster. We prioritise the voices of women, First Nations people, workers, refugees, and the many issues and people misrepresented and under-represented in the mass media.

3CR holds a deeply informed and radical philosophy of what radio and community media can be. Shaped and guided by the volunteers and communities who pass through the station everyday, 3CR remains a vital organisation within the community media landscape.

3CR provides a number of services for organisation to help promote your work, campaigns and ideas. We offer on air promotion, tailored training and station tours.

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3CR is proud to acknowledge the Wurundjeri people of the Kulin nation, traditional owners of the land from which we transmit people powered radio.

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# WHY RADIO?

Radio cuts through our oversaturated media landscape, providing listeners with a trustworthy, up-to-date and engaging source of information.

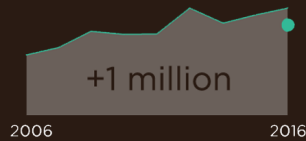
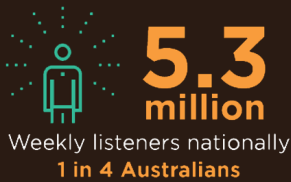
Over half of all Australians continue to listen to radio everyday, with the number of listeners to community radio increasing steadily over the past ten years. Radio is a responsive and interactive medium, unlimited in its reach.

Radio can tap into specific communities as well as broadcast across diverse audiences. Whether it's over breakfast or before bed, setting agendas or starting conversations, special broadcasts or the same-time-same-show every week, radio is, and continues to be, an important part of the Australian media landscape.



# AUSTRALIAN COMMUNITY RADIO

## OUR AUDIENCE



## WHY ARE THEY LISTENING?

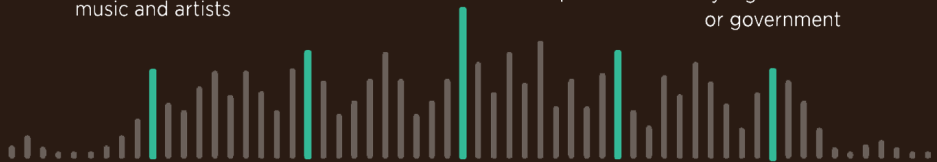
**29%**  
For Australian  
music and artists

**31%**  
For specialist  
music

**48%**  
For local  
info and news

**31%**  
For local  
voices and  
personalities

**29%**  
For independent  
voices not owned  
by big business  
or government



# OUR COMMUNITY

3CR has an engaged and active listening and broadcast community. Each week more than 400 volunteers produce and present programs, creating nearly 125 unique radio shows in around 15 different community languages.

Our content is made available across a diverse range of platforms including online, via 3CR Digital, and on 855AM. Content is also available anytime with podcasts and audio on demand.

Our listeners number in the tens of thousands, and they let us know what they love about us.



*'Thank you for your wonderful ongoing support for independent artists, diverse musical genres and important community issues.'*

*'Thank you for your wonderful work and activism. I don't get to tune in all the time but the station is more than its on-air content.'*

*'Thanks 3CR, one of the biggest influences on my life and always great to see how you keep providing that open door to new voices.'*

Below: Live at the Fairfield amphitheatre, February 2018







# 3CR SERVICES

## **ON-AIR COMMUNITY ANNOUNCEMENTS**

On air announcements get your ideas and events out to our engaged listening audience. We offer translation services in around 15 languages and can broadcast your announcement around 25 times per week for up to four weeks, fees are tiered based on your organisation's funding.

## **TAILORED TRAINING**

We offer radio training to community groups that can be tailored to your needs. Our broadcast training covers all aspects of producing radio from design and delivery to media law and technical skills. You can choose to focus on any component within this course, customising the training to your specific needs.

We also offer media skills workshops for your members who engage in communication work. Workshops can cover interview skills, approaches and techniques, scripting and preparing answers, question and answer delivery, reinforcing key messages, dealing with difficult questions.

Above and below: 3CR sidewall station mural, artwork by Tom Civil

Centre: Young Muslim Women's Training project trainees L-R Nayeema Anna, Reem, Adeela, Farhana, Mariem, Idil

## PODCAST TRAINING

If you are interested in producing a podcast, 3CR can provide both training and facilities to record your project. You can hire studios with technicians who can manage the technical aspects of recording and post production. We also offer you tailored podcast training and studio hire to record and produce your podcast.

*'We've had a fantastic experience producing our podcasts at 3CR. It was very easy to get started, as we were given a number of options with regard to how much support we needed. We chose to hire the studio with a technician which has made the production very easy as we didn't have the technical skills. Nicky our technician has been both warm and welcoming, offering a wealth of knowledge and experience in radio and podcast production.'*

—Rachel Paterson, Banyule Community Health

## STUDIO HIRE

Our studios are available for hire to individuals and organisations. Prices include technicians and are suitable for broadcast quality recording.

## STATION TOURS

Station tours are a great opportunity for organisations or school groups to see a thriving community radio station in action. Tours can be tailored to your needs and are conducted by volunteers with considerable broadcast experience. You can include time in the studio to give your participants an insight into broadcasting. Tours take about one hour and can be scheduled at a time and day that suit your needs.

*'Students saw a live broadcast through a window in a luckily soundproof room as they could hardly contain their excitement. They also had the opportunity to record their very own segment with Lara to be used when they take over the school intercom at lunch time to broadcast live to their fellow students and teachers, in the coming weeks.'* —Mel and Marnie, St. Gabriel's Primary School, Reservoir

Above: Broadcasters Elena McMaster and Diana Beaumont in production in Studio 3  
Below: Aboriginal Women's Radio Training Project 2014 trainers and participants: Marj, Shiralee, Savanna, Viv, Arika



fashion stinks  
when it's made in sweatshops

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ucks  
for  
KER

**SAVE Merri Creek**  
FROM THE FREEWAY

**The Bastards Last**  
n and Tweedledee 1,2,3,3



**Hand our**



**Education**  
FOR ALL creatures  
**GREAT** is small

**TRANCID**  
Life Work

**MADE IN AUSTRIA**  
Austrian Wine

**TEEN GOD**  
this is our fight  
FIGHT UP  
FIGHT BACK  
FIGHT FEES



**GIRLS**  
don't have to be  
Wallflowers



**THE STINKING BADGER OF JAVA**

**cat@lyst**  
community social website  
www.cat-lyst.org.au

**DON'T FLY QANTAS**  
Sponsors of Car Race in a Park

**STEADY EDDY**  
New Album Out Now!  
**Born To Be Bent**

**SPINACH**  
LIBRERIA Y BIBLIOTECA  
"BARBERA" (BARBERS)  
111 SYDNEY RD. MELBURY VIC  
LIBROS Y MUSICA  
ANUNCIAOS, FOLLETOS,  
MAGAZINES, PERIODICOS,  
LIBROS Y BOMBONES,  
CANDITAS.

**LIVE WEB STREAMING**  
**3CR.ORG.AU**

**AMWU**  
VOTERS FIRST TEAM  
**VOTE 1**  
Linda Pope



Northern  
Melbourne  
Institute of  
TAFE

**Pollyanna**  
**LEJON**

**JUBESTAR**

**SAVE Tassie's forests**

**SPINACH7**

**food**  
**CD**  
COMMUNITY RADIO • 88.5fm



**THE Paper**

**volunteers... ordinary people, extraordinary contribution**

**DOJO**



www.lyz2001.gov.au  
1300 654 843 TTY 1300 350 402  
celebrating the International Year of Volunteers

**No air con. 702 TALK RADIO**

**mettaphor**

**WED JUNE 28 ALL OUT FOR WORKERS RIGHTS**



**AMWU**  
Est. 1882  
PATROL BARBERS UNIT



**WED JUNE 28 ALL OUT FOR WORKERS RIGHTS**

**NO CUTS**  
at work

**active radio**  
THREE D Adelaide  
93.7 FM

**DON'T BUGGER THE BAY**

**NO PRIVATE PRISONS**

**MELBOURNE**

# PARTNERSHIPS

3CR works with a wide range of organisations to deliver media opportunities in training and on air programming. There are a number of ways your organisation can work with 3CR depending on your interests and budget.

## **3CR AFFILIATES**

3CR prides itself on being actively run by the community and providing a high level of media access and participation. One way it does this is through its operating structure.

3CR affiliate members help to build a strong, independent radio station that gives the disadvantaged in our community media access.

Affiliate members of the station 'own' 3CR and help ensure active community involvement in the station's effective management and operation. Each affiliate has a representative on the Community Radio Federation where station policy and direction is determined.

We currently have 33 organisations as affiliate members. If your organisation is interested in contributing to community-controlled media, please contact the station manager for more information.

## TRAINING AND PROJECT OPPORTUNITIES

Each year 3CR facilitates external projects offering training and skills development to community organisations, government-funded initiatives and health and social service providers. Recent examples include a training project in collaboration with the Australian Muslim Women's Centre for Human Rights and ongoing training projects with Unison and Wellways that focus on homelessness and mental health issues.

*'Unison Housing thoroughly endorses its long-term partnership with 3CR for its professionalism and demonstrated commitment with our Roominations weekly radio program on homelessness and social housing. 3CR offers a unique, inclusive, supervised, safe community learning space for our residents — some of whom experience significant disadvantage.*

*Our partnership delivers opportunities for our residents to participate economically, socially and civically through 3CR's specialist radio broadcasting training, education, programming and development. It also delivers great outcomes including increased capacity building and community strengthening.'* —Deborah Wilson, Unison Housing

*'The Australian Muslim Women's Centre for Human Rights has a long and ongoing relationship with 3CR and has worked collaboratively with them on a number of projects and initiatives that enhance young Muslim women's skills and supports them in navigating their personal and professional aspirations.*

*We highly value the work being carried out by 3CR and look forward to working together again to empower young Muslim women's voices in a meaningful way.'* —Ambreen Mirza, AMWCHR

Our training and project opportunities are adaptive and flexible, if you are interested in discussing your ideas, please contact the station's projects coordinator.

Above: Members of the team from *Voice of West Papua*, Studio 1, 2015. L-R Ronny Kareni, Melkias Okoka (back), Zarah-Jane Kareni, Sixta Mambor

Below: L-R Youth Transforming Justice project workers Katia Lallo, Kerri-Lee Harding, Emily Hurley, Michele Vescio and Areej Nur



# FINANCIAL SUPPORT

3CR seeks to increase our income through untied funding such as donations, bequests and sponsorship from organisations that share our progressive social objectives. This allows us to maintain our independence from government and business.

## DONATIONS

We conduct an annual donor drive, a two-week live on air Radiothon appeal. During this time we reach out to our listeners and ask them to support their favourite shows. We raise a third of our operating costs during Radiothon, but both encourage and accept donations at anytime throughout the year. Donations to 3CR can be made in person, over the phone or online. All donations over \$2 are tax deductible.

## REGULAR GIVING

We run a giving program where supporters can make regular monthly donations. These donations go towards funding our station programming and infrastructure. Regular Giving provides donors the peace of mind that they are helping us throughout the year and providing the station with a steady source of income.

## SPONSORSHIP

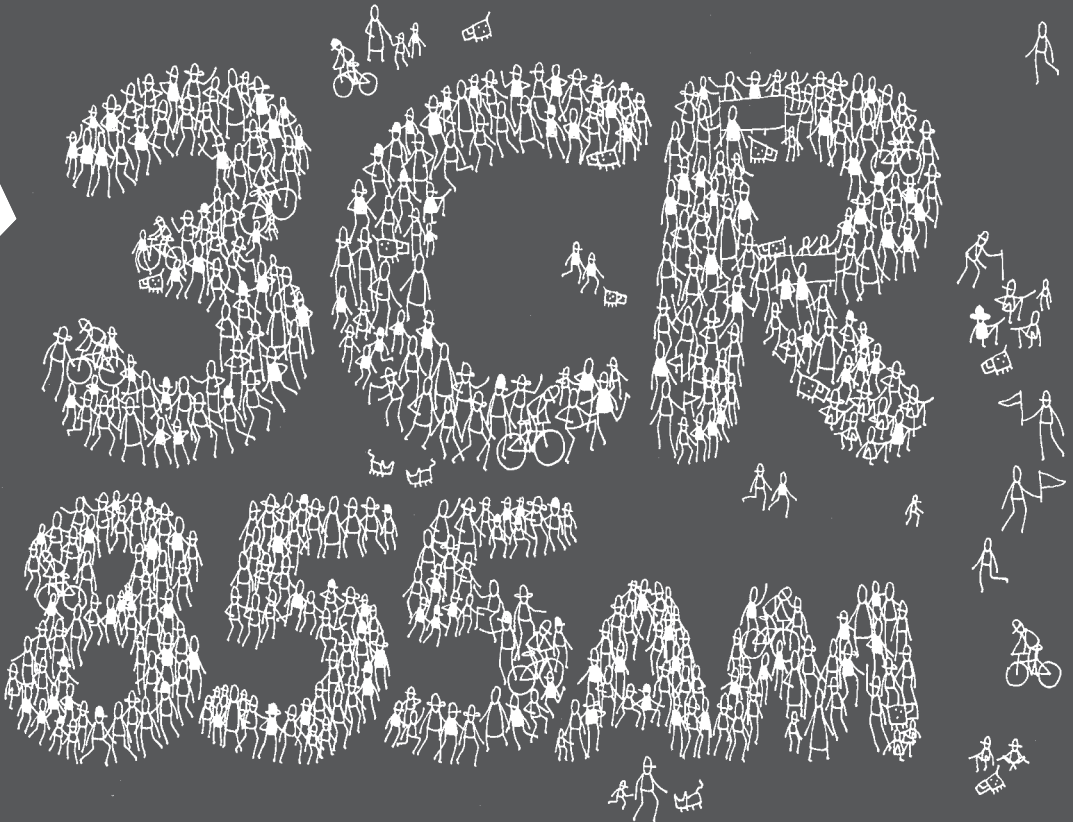
3CR provides sponsorship opportunities for businesses and or organisations that hold progressive social objectives. Prices are affordable, tiered and provide both on air and online acknowledgement. Our diverse program grid offers numerous ways for your organisation to reach an engaged audience.



## BEQUESTS AND GIFTS IN MEMORY

Supporters can make a lasting contribution to independent progressive radio by leaving a bequest in their will. A bequest gives supporters a chance to carry their life passions and commitments on into the future.

3CR has benefited from the generous support of a number of listeners who have made a provision to the station in their will and others who have made gifts in memory of their loved ones. These gifts have enabled us to undertake capital works outside of our operating budget, such as renovation to studios, purchase of equipment and building maintenance.



# FIGHT FOR YOUR MIC

## 3CR RADIOTHON JUNE 2018

DONATE NOW! [3CR.ORG.AU](http://3CR.ORG.AU) 9419 8377  
#COMMUNITYRADIO | #SAM | #CRDIGITAL

# 3CR

PEOPLE POWERED RADIO  
RADIO MON-THURS 9PM-11PM, FRI-SAT 12PM-10PM  
[WWW.3CR.ORG.AU](http://WWW.3CR.ORG.AU) | 03 9419 8377 | [info@3cr.org.au](mailto:info@3cr.org.au)

# RADICAL RADIO 3CR

DONATE NOW DONATE NOW  
[3CR.ORG.AU](http://3CR.ORG.AU) 9419 8377  
147-210

## RADIOTHON 2016

CELEBRATING 40 YEARS OF 3CR  
6TH - 19TH JUNE



# THE PATH TO TOTALITARIANISM

WED 26<sup>th</sup> SEPT FROM 7AM  
ON 855AM  
OR LIVESTREAM [3CR-ORG-AU](http://3CR-ORG-AU)

# BEYOND THE BARS

MOOD: WEDNESDAY 9-12:30PM • 3CR'S LIVE BROADCASTS IN VICTORIA PRESENTS

MONDAY 9 July 11:00pm Clare FitzGerald Centre, Deer Park	WEDNESDAY 12 July 12:00pm Palmerston Centre, East Sale	THURSDAY 12 July 12:00pm Pal Palmerston, East Sale
TUESDAY 10 July 8:00pm Barron Plains, Lae	WEDNESDAY 11 July 8:00pm Ludlow Plains, Cadestonia	FRIDAY 12 July 11:00pm Margaret McDonald Centre, Lae

3CR COMMUNITY RADIO 3CR.ORG.AU/BEYONDTHEBARS  
21 Smith Street, Flinders | 03 9419 8377 3CR 855AM | 3CR Digital | [Live.streaming.3cr.org.au](http://Live.streaming.3cr.org.au)

\$15/\$5 Waged/Unwaged

# 3CR BREAKFAST FILM FUNDRAISER

# LIFE IS WAITING

Life is Waiting - Resistance and Resilience in Western Sahara is a film about the current struggle of the Saharawi people in their non-violent push for independence from neo-colonial forces.

A Cultures of Resistance Film  
6pm Saturday October 13th @ Loop Bar, 23 Meyers Place, Narrm (Melbourne)

Includes a live panel discussion featuring Kamal Faddal from the Australian Western Sahara Association.

# 3CR'S INTERNATIONAL WOMEN'S DAY STREET FESTIVAL

FEATURING

- SAL KOWLES & THE ROLLIN' WHEEL
- CR COUNTRY
- SISTER ZAZ (STILL WATERS)
- SOPHIE WOOD
- OLYMPIA WILLIAMS
- WENDY ANDERSON DUNN
- MERIAH HOOD
- FRANCIS HILL-HOP
- AND MUCH MORE!

Yummy vegan & gluten free food by FOODS NOT BOMBS  
Plus balls, street theatre, games & kids space

3CR COMMUNITY RADIO  
Corner 21 Smith & Little Victoria St  
Friday 8th March 2014  
6pm - 9pm  
Free

FROM 6-9PM ON TUE IN TO THE LIVE BROADCAST FROM 7PM 3CR 855AM 3CR DIGITAL  
STREAMING LIVE ON [WWW.3CR.ORG.AU](http://WWW.3CR.ORG.AU)

# INTERNATIONAL WOMEN'S DAY STREET PARTY

COME TO 3CR'S IWD STREET PARTY FROM 6-9PM FEATURING:

- MUMA DOESA Hip-hop/Reggae
- THE SHAMBLES all girl 60s supergroup
- SHIRALEE HOOD winner of the 2009 Deadly Funny Award
- LAURA MC FARLANE from Nauseum
- THE ARABIC WOMEN'S FOLKLORE CHOIR
- MCDJ by Kate & Suzy from 3CRs
- Lazy Wednesday Afternoon program

Light snacks provided by the Asylum Seeker Resource Centre

OR TUNE IN FROM 7PM 3CR 855AM  
STREAMING LIVE ON [WWW.3CR.ORG.AU](http://WWW.3CR.ORG.AU)

3CR COMMUNITY RADIO  
CORNER OF 21 SMITH & LITTLE VICTORIA ST FITZROY  
TUESDAY 8TH MARCH 2014  
6PM - 9PM  
FREE

# GIRLS RADIO CLUB

# RATES

Our prices vary depending on the size of your organisation and the type of service you require. The following costs are all approximate and ex GST - more details can be found online or by contacting the station for a quote.

## **AFFILIATION**

Starting at \$360 per year for small organisations and up to \$3600 for large organisations or unions with more than 25,000 members.

## **BROADCASTER TRAINING**

\$295 full / \$145 concession.

## **ON AIR ANNOUNCEMENTS**

Rates start at \$90 for an announcement promoting your community event or service.

## **PODCAST TRAINING**

\$1150 for individuals and \$1910 for small groups.

## **STUDIO HIRE**

\$100.80 per hour with a technician.

## **SUBSCRIPTION**

\$75 full / \$35 concession / \$150 band or organisation.

## **STATION TOUR**

\$130 for an hour including in-studio experience.

# CONTACT

3CR Community Radio  
855AM, 3CR Digital  
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