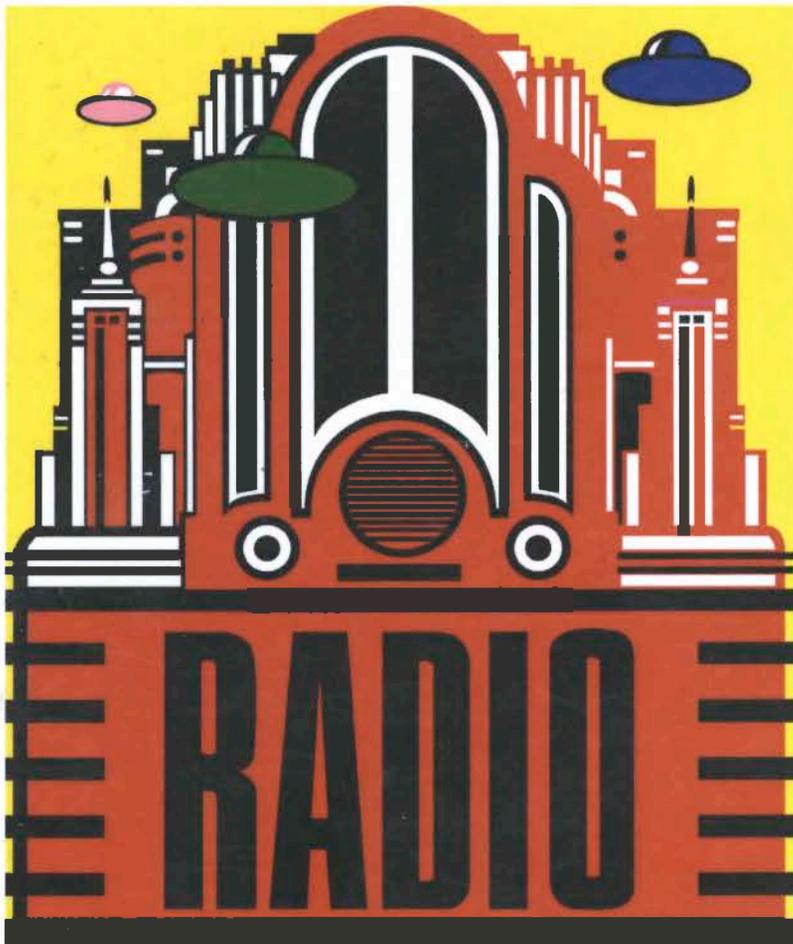


# Spanish Language Community Radio in Melbourne

**A Research Report**

**By Manuel Aguilar**

**Professional project  
submitted in partial  
fulfillment for the  
requirement of Master of  
Arts in Communication**



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## **Chapter I: INTRODUCTION**

**In 1976, the first Spanish-language program was broadcasted by SBS Radio<sup>1</sup>. Since then, there has been an increase to 20 weekly Spanish community radio programs broadcasting in different community radio across Melbourne without the constraints of commercial advertisement pressures. During this period Spanish community radio producers have accumulated considerable experience in communication with community members. Unlike mainstream commercial broadcasting, community radio programs have enabled the presentation of Spanish culture to nearly ‘37,000 Spanish-speaking [audience] residents’ in Melbourne<sup>2</sup> and to a diverse cultural and ethnic range of English-language listeners.**

**Spanish-language radio programs demonstrate the manner in which multicultural groups participate in Australian society and promote different social and political interests through alternative forms of media. They also allow the community to counter mainstream media stereotypes of ethnic-communities. Cottle argues, ‘The right to communicate in a multicultural society can shape the role of mass media in a multi-ethnic society’.<sup>3</sup> The development of Spanish radio programs in Australia has thus contributed to educating the Spanish speaking community about Spanish culture, the multicultural diversity of radio programming in Australian society, and**

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<sup>1</sup> SBS Annual Report, 2001

<sup>2</sup> ABS, 1996 census, Victoria Data

<sup>3</sup> Cottle. S, (ed) 2000, Ethnic Minority and the media, Chestnut, Philadelphia. p. 200

to creating a more truly multicultural Australian society in which diversity is respected and valued.

The importance of Spanish-language media lies in its preservation and promotion of Spanish and Latin American culture. In the current explosion of new forms of media technology such as, digital audio and broadcasting over the internet, ethnic media need to sustain cultural values as a form of social power for minority groups in contemporary society. Stevenson argues that, 'The value of cultural media matter because of the participation of ordinary people'.<sup>4</sup> In this context, the advent of Spanish-language radio programs in 1976 through SBS Radio has helped sustain community participation and enhanced the ethnic media network. At the same time, it has increased the process of cultural exchange with non-Spanish speaking communities.

At their inception Spanish-speaking radio programs narrowly focussed on local community advertising, and music mostly, but today those programs are constructing a sense of community amongst Latin Americans or Spanish-speaking community in Australia and provide a forum for public debate on issues affecting that community.

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<sup>4</sup> Stevenson. B, (ed) 1995, Understanding Media Cultures; Social Theory and Mass Communication, Sage publication Ltd, London. p. 183

## **AIMS:**

**The purpose of this research is to investigate the nature of the production of Spanish-speaking radio programs and the relationship between these radio programs and the Spanish-speaking community. The study has three aims:**

- 1. To examine and analyze the aims and objectives of Spanish-speaking radio programs and the manner in which they impact upon social change and community empowerment within the Spanish-speaking community in Melbourne.**
- 2. To examine the methods by which Spanish-language community radio stations communicate with different audiences and address specific community needs.**
- 3. To examine in-house training procedures used to teach members of the Spanish-speaking community in the use of radio communication technologies, in order to analyze the need for community participation in radio programs.**

**The research also aims to examine the methods used to promote Spanish-language programs to Spanish-speaking audiences and the ways in which these programs meet the needs of the Spanish-speaking community in Melbourne. This study also aims to explore common patterns in community language radio programs and how they**

make connections with other community groups that listen to Spanish-language programs. These programs consider audiences' political opinions as an important factor in the production of programs, and the empowerment of the Spanish speaking community.

#### **METHODOLOGY:**

A total of twenty semi-structured interviews were conducted with staff involved in twenty radio programs from eight community radio stations which broadcast permanent Spanish-language programs. These interviews were based on an interview schedule of 33 questions. (see appendix K).

These interviews included program editors, producers, presenters and program coordinators. The interviews also included some open ended questions. Fifteen were face to face and five were telephone interviews at the following radio stations:

**855. AM 3CR Collingwood Radio Program 'Chile Fights'**

**855. AM 3CR Collingwood Radio Program 'The Chilean Voices'**

**855. AM 3CR Collingwood Radio Program Uruguyan 'Tupac Amaru'**

**855. AM 3CR Collingwood Radio Program 'FMLN'**

**855. AM 3CR Collingwood Radio Program CISLAC (Solidarity Committee with Latin American and the Caribbean)**

**855. AM 3CR Collingwood Radio Program 'Malfalda' (Women program)**

**88.3. Southern FM Moorabin Radio Program (*Proyeccion Sur*) 'South Projection' Latin Music**

**92.3 FM 3ZZZ Collingwood Radio Program (*El Deportivo*) 'Sport News'**

**92.3 FM 3ZZZ Collingwood Radio Program ‘Analysis and Current Affairs’**

**92.3 FM 3ZZZ Collingwood Radio Program ‘For You Women’**

**93.1 FM SBS Melbourne City Radio Program ‘Health Issues’**

**93.1 FM SBS Melbourne City Radio Program (*La Tertulia*) Entertainment tonight**

**93.1 FM SBS Melbourne City Radio Program (*Foro Comunitario*) ‘Community Forum’**

**97.4 FM 3WRB Sunshine Radio Program (*Musicalisimo*) Latin Music**

**97.7 FM South-Eastern Narre-Warren Radio Program (*Destape*) ‘Spanish Madness’**

**97.9 FM 3RIM Melton Radio Program ‘Radiomania’**

**98.9 North-West FM 3NOW Glenroy Radio Program ‘Cocktail Musical’**

**The interviews explored several topics affecting the nature and practice of Spanish radio programs :**

- **How such programs meet the needs of the audience;**
- **How the programs approach political issues both in Australia and in Latin America;**
- **How the programs contribute to community empowerment through the dissemination of information;**
- **How the programs assist people with the maintenance of Spanish-language and culture.**

## **CONSTRAINTS**

**There were not many writing resources available on Spanish-speaking community radio and community radio web pages contained very basic information on program structure. There were difficulties collecting data especially articles about Spanish-language radio programs.**

**Due to time and budget limitations, it was not possible to conduct detailed audience surveys. The research therefore focused on interviews with radio producers and staff.**

**Another limitation of the research was the difficulty in arranging interviews times with radio station staff, and interviews needed to be frequently re-scheduled to suit working hours of station staff.**

## **Chapter II: LITERATURE REVIEW**

**Multicultural community radio is a medium through which minority cultural groups can assist audiences in overcoming language, cultural and social barriers. It also provides a social space for the representation of minority group voices as compared to the mainstream media, which is heavily influenced by commercial advertisement pressures and generalized issues affecting Australian society as a whole. Because of commercial and ‘popular’ pressures, mainstream media tend not to focus on information regarding minority cultures, or when it does, the representation of minority cultural groups is often narrow and information trickles down to isolated groups. Shrimpton argues that the problem is that the information required by minorities within a mainstream society cannot be generated to isolated group.<sup>5</sup> Spanish-language community radio emerged in Melbourne in 1976 to provide an alternative to influence of mainstream media to help the Spanish-speaking community become more cohesive. In this context, the Spanish-speaking community radio programs helps to preserve the cultural identity of various Spanish-speaking groups in Melbourne and helps to unify those various groups from different Spanish-speaking countries into one broad cultural group.**

**Accessing mainstream media has proven difficult for minority cultural groups. Unlike community radio, which depends upon community support and some government support, mainstream radio depends on commercial income and is a**

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<sup>5</sup> Shrimpton. B, (ed) 1999, The Representation of Cultural Diversity in Commercial Radio Broadcasting, Ethnic Communities Council of Victoria. p. 40

profit orientated medium. Community radio on the other hand, facilitates participation and promotion of minorities' core values through the use of their own languages. Illangovan's research on Tamil Language Programs argues that [the use of] 'Minority languages through community radio maintains cohesion among ethnic groups'.<sup>6</sup> In this way the Tamil community uses language programs to preserve their cultural identity and community values, and to promote cultural activities. Spanish-speaking programs offer methods by which cultural identity and community values are preserved and promoted. For example, the Spanish community uses its voice to inform, educate and promote various Latin American cultural traditions.

Community radio programs in some instances compete against commercial radio in providing information. For mainstream community events for instance, information is orientated to mainstream culture, attracting a general audience that also includes minority groups. Potts argues that the high level of competition in radio programs brings the great majority of listeners to choose commercial radio.<sup>7</sup> The community media objective, on the other hand, is to build a communication network by using the community language and cultural means to interrelate with society and to preserve a cohesive sense of community amongst minority groups. This requires increased support for the development of community radio.

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<sup>6</sup> Illangovan, R, 1999, Tamil Language Radio in Melbourne, Australia. A Research Report, Department of Communication, Language and Cultural Studies, Faculty of Arts, Victoria University of Technology. p. 12  
<sup>7</sup> Potts, J. (ed) 1989, Radio In Australia, New South Wales University Press. p. 168

**infrastructure and communication capacity to maintain community identity. The needs of Spanish-language radio programs are advanced through increased audience participation and financial support from its own community to further develop community radio programs.**

**There are several approaches to presentation in Spanish-language community radio. One approach is through the use of language as an educational tool. Commercial radio frequently uses discursive and context-dependent language. It depicts images with specific cultural meanings, and uses ambiguous words. This makes it difficult for minority cultural groups to understand. Bell argues that commercial media use discursive language to describe important issues and, as a result it may be difficult for minority groups to interpret.<sup>8</sup> Often mainstream media overshadow community radio information because of the incessant flow of news coverage provided exclusively to them by international media corporations.**

**However, Spanish-speaking radio programs ensure that the delivery of news is clear and easy to understand for members of these groups whose command of the English language is weak. For example, during the international legal battle between England, Spain and Chile over the extradition of former Chilean dictator General Augusto Pinochet, Spanish-speaking community radio played a significant role in**

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<sup>8</sup> Bell, P. (ed) 1992, Multicultural Australia in the Media, A Report to the Office of Multicultural Affairs, Commonwealth of Australia. P. 63.

**the presentation and analysis of information for the Spanish speaking community in Melbourne.**

**Similarly, Illangovan argues that, community radio is a place where people who speak the same language are given the opportunity to understand and freely express their views.<sup>9</sup> Her study also demonstrated that some Tamil radio programs were biased in their presentation of political information. Political coverage in Tamil radio programs responded to various factions in the Tamil community. Some programs were tailored for the community's political consumption, thereby provoking a mixed reaction in the community; for example, some programs showed political bias and created controversy among listeners, yet most listeners, according to the study, needed to receive political information as part of their education.**

**One of the most important roles of community-based radio is to maintain a minority group's sense of cultural cohesion in a multicultural society and to understand the mainstream culture.**

**Cultural media have a variety of ways in which programs engage with listeners on a regular basis. In the Spanish media for example, some program segments are orientated to facilitating participation in community events. In this way it helps, according to McQuail to alleviate loneliness and stress caused by isolation, which many migrants can experience upon making a transition to country with a different**

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<sup>9</sup> Illangovan. R, 1999, Tamil Language Radio in Melbourne, Australia, A Research Report, Department of Communication, Language and Cultural Studies, Faculty of Arts, Victoria University of Technology. p. 43

mother tongue.<sup>10</sup> Illangovan also notes that such programs help isolated elderly and young immigrants who find themselves in a new environment by providing them access to a familiar culture and the language.<sup>11</sup> In such situations the evidence seems to suggest that the principal method through which certain community members can stay in contact and avoid isolation is via community radio.

Public-funded community radio programs provide an important forum for minority groups to express themselves. In the case of the Spanish speaking community such programs also offer listeners company and a sense of belonging through cultural activities. Community radio is a public forum in which community language is the main means of communication.

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<sup>10</sup> McQuail, D. (ed) 1997, *Audience Analysis*, Sage Publication, Inc. Thousand Oaks, California. P.100.

<sup>11</sup> Illangovan, R, 1999, *Tamil Language Radio in Melbourne, Australia, A Research Report*, Department of Communication, Language and Cultural Studies, Faculty of Arts, Victoria University of Technology. P. 45.

## **Chapter III: AIMS AND APPROACHES OF SPANISH-LANGUAGE COMMUNITY RADIO PROGRAMS**

**This section will explore and analyze the aims and approaches of Spanish-speaking radio community programs in Melbourne, including:**

- **Political Aims**
- **Style of presentation**
- **Community Aims: Assistance and Service**
- **Information on Social Issues and Health Promotion**
- **Spanish-Language Preservation Aims and Community radio**
- **Other Issues for Spanish-language Community Radio**

### **Political Aims**

**Many of the Spanish radio programs, such as ‘Chile Fights’, the ‘FMLN’ the Salvadorian program, the Uruguayan ‘Tupac Amaru’ program, ‘Chilean Voices’, and CISLAC (Committee of Solidarity with Latin America and the Caribbean), shared similar political and ideological views on communication with the community. For example, a common aim was to inform and educate Chileans and other members of the community who might be interested in democratic development in Chile, Latin America, and in Australia.**

**These radio programs campaign for the rights of groups and individuals affected by immigration, economic and political disadvantage in society, e.g. some community members are illegal immigrants, others are traumatized as a result of being political refugees, and many have poor English and face difficulties in fitting into society. The ‘Chile Fights’ coordinator argued that, ‘Social adversity in Australia heavily**

affects Chilean immigrants and their ability to become independent in society'.<sup>12</sup>

The program coordinator of 'Chilean Voices' 3CR noted that, 'Spanish community radio programs aim to educate and encourage groups to critically and actively take part in the radio program and its social aims'.<sup>13</sup> For the Salvadorian program producer, providing information about political developments in El Salvador and Australia were priorities in their programs. Most of the above radio programs dealt with information on political issues, especially, the legacies of civil war and upheavals, which forced political refugees to come to Australia and seek asylum from persecution.

The producer of SBS radio 'Entertainment Tonight' argued that, 'In the Spanish-speaking community, the social reality presented by minority community radio program is embedded in politics'.<sup>14</sup> The need to present socio-political issues is seen as an important challenge by these community radio producers. Although most Spanish community radio programs focus on entertainment, cultural information and community issues, the above radio programs provide forums for political criticism against social and economic inequities. They provide opportunities for minority participation in public media. According to the program coordinator of 'Chile Fights', 'The determination to use community radio as a means of freedom of expression is the result of Latin Americans' long political fight for diverse

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<sup>12</sup> Coordinator 'Chile Fights' radio 3-CR, interview 14/9/01

<sup>13</sup> Coordinator 'Chilean Voices' radio 3-CR, interview 14/9/01

<sup>14</sup> Coordinator "Entertaining Tonight" SBS, radio, Interview 26/9/01

educational programs'.<sup>15</sup> However, the more politically oriented community radio programs have occasionally created friction among various segments of the Spanish speaking community. Controversies emerge when information is disseminated by radio programs that represent specific political factions or political interests in the community, which leads to a sense of exclusion amongst some within the community.

Nevertheless, the research found that a common aim between these radio programs is to promote participation as a means of education and awareness among ethnic minorities. Participation in radio is achieved through talk-back chats or by joining the program by becoming a subscriber, or by participating in production by assisting with telephone enquiries and announcing community messages. In September, when many Latin American countries celebrate their independence day, some radio programs comment on the ongoing political problems in Latin American countries; in this case, listeners call to programs to express their personal political views and experiences, and participate and contribute to programs by encouraging others to share personal experiences. The 'Uruguayan' or 'Tupac Amaru' program coordinator argued 'Independence day is a celebration from colonial emancipation and exploitation. It is a time to remember the past'.<sup>16</sup> The Spanish-language radio programs also address the difficulties some Latin Americans face in Australia through promoting understanding and participation in debates on issues

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<sup>15</sup> Coordinator 'Chile Fights' radio 3-CR interview 14/9/01

<sup>16</sup> Coordinator 'Uruguayan Program' 3-CR radio interview 14/9/02

confronting the broader Australian community. Some Latin American 3CR weekly radio programs e.g. The Chilean Fight program, also teach about political developments and ethnic power relations within community organizations rather than promoting cultural events and community activities.

Other aims in 3CR Spanish-Speaking programs are to provide information and analysis on issues relating to multiculturalism, immigration policy, and race relations. These issues are presented in a political context and promote audience participation through talk back link-ups.

However, not all listeners agree with some of the radio programs' political styles and instead prefer to listen to music and infotainment programs. The program coordinator of 'Chilean Voices' said that, 'The real problem of the role of minority radio is to reflect community understanding over issues of news values embraced by the fight for freedom in Latin America political developments'.<sup>17</sup> Some 3 CR radio Latin America programs also seek to cover political activities of the Spanish-speaking community in Melbourne. For instance, they give airspace to solidarity movements for supporting victims of torture and persecution. These movements maintain contact with their motherland and use the community medium as a vital tool of information and gaining support.

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<sup>17</sup> Coordinator 'Chilean Voices' radio 3CR, interview 14/9/01

## **Style of Presentation**

The SBS 'Entertainment Tonight' program coordinator said, 'Program styles on SBS aim to increase awareness and knowledge among local and community organizations'.<sup>18</sup> In some cases, politics dominates the content of the program. 'Chilean Voices', 'CISLAC' and the Salvadorian radio programs 'FMLN' emphasize the social struggle in Latin American countries by supporting and representing the political factions fighting for freedom in those countries. The 'Chilean Voices' program, for example, expresses 'Political concerns over the cases of people who disappeared in Chile'.<sup>19</sup> By presenting particular political issues these radio programs attract audiences anxious to know about the fate of their relatives overseas.

The 'CISLAC' (Committee of Solidarity with Latin America and the Caribbean) program coordinator noted that its style of presentation about Latin American politics differs from mainstream media. There are several reasons for this: firstly, most Latin Americans in Melbourne are non-English speaking political refugees confronted with social, and cultural barriers; secondly, the Spanish community have limited access to mainstream radio [and] the existing gaps in accessing Spanish community radio programs are getting bigger, because the lack of funding. There are talented people who want to do radio but the high demand for more ethnic

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<sup>18</sup> Coordinator "Entertaining Tonight" SBS, radio, Interview 26/9/01

<sup>19</sup> Announcer 'Chilean Voices' 3-CR radio program, interview 14/9/01

programs, make it difficult for Spanish-language programs to have more air-time allocation.

Spanish-language radio programming addresses these problems by creating a sense of community and promoting understanding of the Australian environment. According to the 'CISLAC' radio program coordinator 'The audience supports the program's effort to bring news from Latin America because it helps to build the political networks and a sense of community amongst Spanish-speaking migrants by highlighting ongoing struggles in Latin America.'<sup>20</sup>

However, political programs also create controversy in the community. CISLAC's coordinator notes that specific programs may lose 'Public support because of political division and controversy among the community'.<sup>21</sup> While the approach of 'CISLAC', The 'Chilean Voices' and the Salvadorian 'FMLN' seek to appeal to common political grounds in supporting the struggles of the oppressed, they inevitably provoke community differences. It is obvious that some radio programs have different audiences, some with different political orientation, and personal background.

Another style of programs used by the 'Chilean Voices', 'CISLAC' and the 'Salvadorian' programs is to encourage community participation through talk-back radio and community consultations. 'The production of these programs involves community members assisting in the recording and announcement other are

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<sup>20</sup> Coordinator 'CISLAC' 3-CR radio program, interview 14/9/01

<sup>21</sup> Coordinator 'CISLAC' 3-CR radio program, interview 14/9/01

consultants on educational segments' <sup>22</sup> said the program coordinator of 'FMLN'. The programs aimed to present political and cultural diversity in collaboration with the audience, participants have a chance to either come down to the studio or to use the airwave or telephone to express point of views e.g. the reasons why they come to Australia and under what migratory conditions, and their ability for them to establish a new way of life in a different society. The styles of presentation showed that they aimed to discuss political issues and enable community members to share individual stories and experiences with the broader community.

### **Community Aims: Assistance and Service**

Political issues were a main focus for many Spanish-language radio programs. However, programs focused on different political issues for different reasons. For example, programs such as the (SBS) 'Health Issues' (SBS) 'Entertainment Tonight', (La Tertulia), (SBS) 'Community Forum', (ZZZ) 'For You Women', and 'Mafalda' (3CR) were orientated towards providing community assistance and services.

The 'Health Issues' program (SBS) aimed to inform and educate the community on health issues. 'Our program provide information and referral services on health, and human service especial for those who are least able to help themselves'.<sup>23</sup> The aim of the program is to address issues provided by health organizations, community associations and professional groups who service the community. It

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<sup>22</sup> Coordinator 'FMLN' 3-CR radio program, interview 20/9/01

<sup>23</sup> Coordinator 'Health Program' SBS radio program, interview 26/9/01

provides comprehensive information and referrals about community assistance and health services in Australia such as, dental and Medicare information, and educates young people on health issues such as, aid and drugs related issues. Similarly, the program coordinator from SBS 'Entertainment Tonight' emphasized that its programming aimed preventing 'young people falling into traps such as the abuse of alcohol and tobacco'.<sup>24</sup> These categories of programming reflect growing concerns regarding youth health. 'Tonight Entertainment' occasionally discuss 'youth crisis' e.g. housing and homeless for youngsters living outside family with expert care takers to address these issues.

These programs also contribute to increase community and individual awareness education programs for example, most programs invite community leaders and professionals of the community to inform about the programs offered by their community organizations, e.g. computer literacy programs, English second language programs and nursing house assistance to name a few. The involvement of community leaders in community radio programs is important for the community. According to radio producers, listeners feel more confident about the accuracy of information when the information is delivered by community leaders.

The coordinator of 'For You Women' program said, 'We value the overall power of community participation in minority radio, and the contribution that our community leaders and professional make'.<sup>25</sup> These programs, besides promoting

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<sup>24</sup> Coordinator 'Entertainment Tonight' SBS radio program, interview 26/9/01

<sup>25</sup> Coordinator 'For You Women' 3ZZZ radio, interview 13/9/01

community forums (including talk-back participation), and cultural events, encourage the community to express issues affecting the community, e.g. women's programs that give a voice to housewives and single mothers.

### **Information on Social Issues and Health Promotion**

The radio programs such as, 'For You Women', the 'Salvadorian' program 'FMLN', and the SBS 'Health Issues' program, all share a commitment to promoting awareness of human conditions and social issues. For example, elderly people sometimes have difficulty walking long distances or have difficulty arranging transport to visit health centres and others localities. To address this problem programs provide information on transport options, and segments will give information to elderly people who are living alone and without a car on community transportation available to them from their local council. They also provide information on community voluntary workers, who will drive them around on request. The coordinator of the 'FMLN' (Salvadorian program) also noted that, 'some segments of the radio programs are aimed at Spanish people that are affected by loneliness and depression'.<sup>26</sup> These programs address the problem of isolation by providing community support and a kind of on-air therapeutic social relationship. The coordinator of the 'Health Issues' program also said that 'Meeting the needs of the Latin American community audience is complex and diverse, information on social issues is also about learning to deal with Australian social systems which

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<sup>26</sup> Coordinator FMLN, Salvadorian program 3CR, interviewed 20/09/01

protect people rights to feel secure and integrated'.<sup>27</sup> Some Latin America welfare organizations, e.g. CELAS (Latin America Welfare Centre), use these radio programs to promote training for Spanish-speaking welfare workers to improve community health services and access. According to the SBS 'Health Issues' Coordinator 'The aims of the programs are to educate community leaders, educators and health care providers to improve information on health and community services'.<sup>28</sup> In order to do this, it is imperative to develop effective radio programs that are centred on influencing lifestyle choices. Undoubtedly, education through radio is a significant method of addressing this challenge for the Spanish community. The program coordinator of 'For You Women' program said, 'Each program serves to maintain a collective awareness on health matter'.<sup>29</sup> The program offers a variety of opportunities to engage the community in many activities to promote health issues.

Another issue addressed by these radio programs is occupational health. Community programs have proven an effective method of reducing occupational health risks by advocating preventative measures for various types of dangers. Ideas on how to achieve significant community and workplace changes are often addressed by these programs. For example, segments in the reduction of accidents at work and home are targeted in these programs. The coordinator of the 'Health Issues' program said, 'The more important contribution in this Health radio

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<sup>27</sup> Coordinator Health Program SBS, program 26/09/01

<sup>28</sup> Coordinator 'SBS' Health Program, radio program 19/9/01

<sup>29</sup> Coordinator 3-ZZZ 'For You Women', interview 13/9/01

program is the reduction of health risk. It has become standard practice to market good health changes in the behaviour of the Spanish community'.<sup>30</sup> The educational aspect of these programs promotes the healthy development of the working community with special emphasis placed on the disadvantaged.

### **Spanish-language Preservation Aims and Commercial Orientated Radio**

Spanish-language media producers generally share a common aim the preservation of Spanish-language and culture. However, some argue that community radio station policies place constraints upon this aim. For instance, there are limitations on the air-time allocation to particular programs. There are not enough financial resources needed to produce programs. Public funded programs often go off air due to the lack of community support, e.g. In 1999 the radio program 'Political Window' went off air because lack of funding.

According to the coordinator of 'For You Women' program 3ZZZ 'Community radio stations are the main medium promoting the preservation of languages, but financial problems hamper long term programs, and make it difficult to promote the Spanish-language which is the moving engine of the radio program'.<sup>31</sup> Obviously, many listeners rely on these programs for community information, which thus makes Spanish-language radio an indispensable tool of communication.

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<sup>30</sup> Coordinator 'Health Program' SBS radio, interviewed 26/09/01

<sup>31</sup> Coordinator 3-ZZZ 'For You Women', interview 13/9/01

Some Spanish-language community radio programs, such as 'Radiomania', '*Musicalísimo*' (Latin American Music) 'Spanish Madness', 'South Projection' and 'Musical Cocktail', have commercial sponsorships. The producers of these programs argued that income from small community business advertisement allows them to have financial independence, and limitations on their programs are less constraining than those for community radio programs without commercial support. The coordinator of 'South Projection', said, 'The benefit of having small community business support enhances audiences and participation. It offer more entertainment and more information'.<sup>32</sup> Others voiced similar views. According to the 'Spanish Madness' program coordinator 'Commercial support for community radio encourages a broader mix of languages and cultural groups in the community media'.<sup>33</sup> Public participation in commercially sponsored community radio is becoming very attractive to some radio producers, and provides the listener with more community entertainment and infotainment.

The coordinator of '*Musicalísimo*', (Latin Music program) argued that 'Spanish community commercial radio promotes a diversity of opinions to be broadcast'.<sup>34</sup> Certainly, it was found that some commercially sponsored Spanish-language radio programs have more independence in news delivery and public access. The coordinator said that Spanish-speaking sponsored radio programs by small businesses involves a combination of community business advertisements, cultural information, and promotion of the Spanish-language. He said, 'We represent the

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<sup>32</sup> Coordinator 'South Projection' program, 88.3 FM interview 26/10/01

<sup>33</sup> Coordinator 'Spanish Madness' 97.7 FM program, interviews, 17/10/01

<sup>34</sup> Coordinator '*Musicalísimo*' 97.9 FM program, interviews, 23/10/01

very best in current affairs and Latin music, playing the latest TOP 40 Latin American hits. This is thanks to the community commercial support'.<sup>35</sup> Programs such as 'Radiomania', '*Musicalísimo*', 'South Projection', 'Spanish Madness' and 'Musical Cocktail', also provide access to a range of community information and cultural entertainment with the support of community businesses. However, not every body agreed with having small community business commercially supported radio programs: some saw it as compromising the information and independent views on community concerns and political interests, and thereby undermining and diminishing community views. The coordinator of the 'Uruguayan programs' argued, 'We opted for community based supported radio to avoid being muzzled by the policy of commercial sponsored community radio'.<sup>36</sup> There are reasons to believe that some Spanish-language radio programs are struggling between commercially-sponsored and community-based support programs due to the increasing demands for more radio programs and limitations in air-time offered in different community radio stations across Melbourne. In spite of this, these programs have one common aim, to project Spanish-language culture and to promote the Spanish-language.

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<sup>35</sup> Coordinator '*Musicalísimo*' 97.9 program, interviews, 23/10/01

<sup>36</sup> Coordinator 'Uruguayan Program' 3CR, radio interviewed 14/09/01

## **Other Issues for Spanish-language Community Radio**

**Producer and coordinators of community radio programs such as ‘For You Women’, ‘Analysis and Current Affairs’ and ‘Radiomania’ raised a number of other issues. The ‘For You Women’ coordinator argued, ‘To meet today’s media community challenges we need to create new alternative forms of radio, to shift to community supported radio to increase media networking.’<sup>37</sup> Lack of resources has created a risk that non-commercial Spanish-language radio programs might have decreased airtime. The ‘Analysis and Current Affairs’ coordinator noted, ‘Some programs have little station support, some program segments have only half-hour to broadcast weekly, regulations of some the radio station aim to increase ethnic programs, it shrinks programs for the Spanish-language programs’.<sup>38</sup> Some broadcasters commented that there was little financial support and that this was a significant problem.**

**On the other hand, some producers such as the coordinator of ‘Radio-mania program’ have insisted that commercially supported radio programs have lasted longer than community-based radio and have provided greater support than have publicly funded programs. They noted that commercially sponsored programs have been on air continuously for the past seventeen years, and have contributed significantly to the community. The coordinator of ‘Radiomania’ program said, ‘Over the past seventeen years, these programs have significantly contributed to**

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<sup>37</sup> Coordinator 3-ZZZ ‘For You Women’, interview 13/9/01

<sup>38</sup> Coordinator ‘Analysis and Current Affair’ 3ZZZ radio, interview 13/9/01

understanding cultural, political and social changes in the audience'.<sup>39</sup> This radio has the resources and technology to sustain regular Spanish-speaking programs. Many community radio producers who support government and commercially sponsored radio programming argued that commercial sponsorship provides producers of these programs with the resources to operate and the ability to broaden their content and service to more people in the Spanish speaking community.

In relation to gender issues, the female programs coordinators of 'Mafalda', 'For You Women', and 'Analysis and Current Affairs' pointed out that mainstream media limits females access to radio programs. The 3ZZZ program coordinator of 'Analysis and Current Affairs' said, 'Mainstream media institutions fail to eliminate gender-based stereotyping and do not encourage ethnic women's community participation'.<sup>40</sup> Ethnic feminist programs are very rare in commercial radio stations. However, in community radio, women are better represented. Prejudicial attitudes in the community are counter balanced by programs, which create tolerance and acceptance among participants. The 'Analysis and Current Affairs' program sometimes focuses on general Latin American topics and on general audiences in an effort to create more acceptances of women's issues. Nevertheless, prejudice against female radio programs is minor. However, not many women are interested in producing community radio in the Spanish-speaking community. The

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<sup>39</sup> Coordinator 'Radiomania' program 97.9 FM, interview 23/10/01

<sup>40</sup> Coordinator 'Analysis and Current Affairs' 3-ZZZ radio program, interview 19/11/01

coordinator of the radio program 'For You Women' argued that, 'The shortage of female radio producers in the community prevents women from building radio careers.'<sup>41</sup> Female producers in Spanish-language radio are few, but they need to be represented in community radio, since their role is to promote gender participation, and to invigorate equal opportunity in community radio.

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<sup>41</sup> Coordinator 'For You Women' 3-ZZZ program, interview 13/9/01

## **Chapter IV: MEETING THE NEEDS OF THE SPANISH-SPEAKING COMMUNITY**

**This Chapter focuses on the role of Spanish-language community radio in meeting a number of needs in the Spanish-speaking community. The research explores the views of producers who see community radio as closely connected to everyday life. It also examines grassroots participation in community radio as a means of promoting community empowerment through arts and cultural activities. Other issues such as information on working condition and the development of a more communicative culture are examined. The chapter will consider the following specific areas:**

- **Participation in Community Radio**
- **Voicing Women's Community Concerns Through Radio**
- **Role of Community Radio in Promoting Community Arts and Cultural Life**
- **Other Community Needs Served by Spanish-Language Programs**
- **Role in Social Issues and Community Empowerment**
- **Social Awareness-Information on Workers' Conditions and safety Issues**

### **Participation in Community Radio**

**Spanish radio producers' approach to dealing with local political developments and community differences places an emphasis on grassroots participation. Coordinators of programs such as 'Chile Fights', The 'Chilean Voices', 'Entertainment Tonight', and 'Community Forum' noted that mainstream media pitched their coverage of the 2001 Federal elections towards mainstream groups, neglecting minority language groups. In their view, information to minority community groups about the election needed to be conveyed by their own**

community radio using their own language for those members who have English difficulties. Mainstream media 2001 election coverage created a sense of exclusion amongst Non-English-Speaking groups. The coordinator of the 'Chile Fights' program said, 'The propaganda of the election Australia 2001 was delivered mostly by mainstream media, and grassroots media had little participation'.<sup>42</sup> The sense of exclusion that developed amongst non-English speaking background groups during the 2001 Federal Election demonstrated the importance of working through community based radio programs which service minority groups. The program explained how to vote and avoid a 'donkey vote', and helped those with English difficulties to vote according to their own choice.

SBS radio, despite being a government funded radio station, has programs which incorporate community participation through talk-back forums. The coordinator of 'Community Forum' program said, 'The aims of the programs are to enhance the participation of a community audience'.<sup>43</sup> Grassroots segments on SBS programs play a significant role in this regard. For example, local musicians are sometime invited to play their repertoire, and other participants read their poems and historical themes relevant to Spanish-speaking communities. Furthermore, the programs give expression to minority cultural representation, involving people who produce cultural products such as, ceramic, tapestry and colourful woven clothing.

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<sup>42</sup> Coordinator 'Chile Fight' 3-CR radio program, interview 14/9/01

<sup>43</sup> Coordinator 'Community Forum' SBS radio program, interview 28/9/01

## **Voicing Women's Community Concerns Through Radio**

Programs such as 'For You Women', 'Malfalda', 'Analysis and Current Affairs' frequently deal with women's concerns. The coordinator of 'For You Women' said, 'Much of the public media has been institutionalized, therefore the women have weak participation in public media'.<sup>44</sup> In Spanish community radio feminist programs often have segments dealing with domestic violence. There has been a considerable amount of interest in these programs which encourage the Spanish community to address gender issues, e.g. in some female radio programs like 'Malfada or women program' there have been victims of domestic violence talking about their plights and their survival. The research found several common approaches in these programs. Firstly, they are focused on promoting awareness of women's equality and the end of domestic violence, as well as how to prevent domestic violence against women. Others come forward and talk about rapes and inequality. One program coordinator said, 'We can assist independent campaigns to fight domestic violence in defense of women's equality'.<sup>45</sup> Secondly, there existed a common concern on communicating information on local women's affairs, activities and events. Thirdly, they also discussed social changes impacting on their lives of immigrant women. Many women in the Spanish speaking community tend to use these programs as a forum to air their concerns. Because of these programs Latin American women living in Australia are more aware about their rights and

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<sup>44</sup> Coordinator 'For You Women' 3-ZZZ FM radio program, interviewed 13/9/01

<sup>45</sup> Coordinator 'Malfalda' 3-CR radio program, interviewed 13/9/01

equal opportunities, and about Australian laws which protect them against domestic violence and domineering partners.

The programs have thus provided women with a method of challenging men's traditional dominant role in Spanish speaking communities. The coordinator of the 'Analysis and Current Affairs' program said that, 'These programs promote listener participation in the weekly broadcasting whereby women as well men can participate without any form of intimidation'.<sup>46</sup> These radio programs enable Spanish-speaking women to become empowered by providing a safe public space from which traditional patriarchal power structures in the Spanish speaking community can be challenged in hopes of creating equal gender relationships within the community.

### **Role of Community Radio in Promoting Arts and Cultural Life**

Many Spanish-speaking immigrants have artistic skills but weak English language skills constrain them from using their talents in the broader Australian community. Many members of the Spanish community rely on cultural community radio stations for news community information, and music entertainment. The coordinators of programs such as 'Radiomania', 'South Projection', 'Community Forum', 'Musical Cocktail', and 'Sport News' (*El Deportivo*), point out that the Spanish community has many artistically gifted individuals and one of their aims is to provide a forum for these individuals to add to the vibrancy of Spanish culture in

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<sup>46</sup> Coordinator Analysis and Current Affairs, program, interviewed 19/11/01

Melbourne. This is achieved by tracking talented members in the community and by promoting the music of promising Spanish musicians in the community. For instance, local musicians have their music promoted in some radio programs, popular bands such as, 'Combo the Revelation' released its promotional CD, in these programs. Other artists such as, the 'Salsa' a dancing group comprised of five girls, used these programs to promote their incoming events at different local nightclubs. The program coordinator of 'Radio mania' said that, 'Community artists would prefer ethnic radio to obtain space to promote music. Our program is open to community talents'.<sup>47</sup> To this end Spanish radio producers 'Radio mania' visit nightclubs, community organizations, and various entertainment venues to promote their programs and to encourage artists to present and promote their own work on community radio programs. For example, the Cuban band 'Buena Vista Social Club' was recently interviewed live on this program.

The primary aim of these Spanish community radio programs is to promote Spanish-language and culture and thus ensure that listeners maintain their heritage, customs, and traditional dances and to project these cultural expressions to the rest of the community. Today, most Spanish community radio programs keep weekly contact with community bands and artists. These radio stations promote entertainment and help performers in their relations with the media, community organizations, and the broader Spanish speaking community. Often community radio promote dancing groups, local bands and cultural events to celebrate

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<sup>47</sup> Coordinator 'Radio-mania' radio program, interviewed 23/10/01

community and anniversaries, women's nights, Christmas parties, community award evenings and community incentive nights, where community member get together and socialize. These are diverse ways of promoting community artists and cultural activities.

Other ways to disseminate and support the culture is by promoting small community businesses, where there is a need for such business to promote their products to their community. For example, Spanish music record-shops are very popular and are important contributors to most Spanish radio programs in Melbourne. Most Spanish record-shops provide music to radio programs in exchange for business promotions, thus there is a kind of mutual support between radio programs and record-shops. The producer of 'Musical-Cocktail' said, "This form of interaction contributes to exposing artists to other mainstream media. It opens new opportunities to promote culture and music".<sup>48</sup>

Sport programs are also an important part of the Spanish culture. Soccer, for example, is one of the most popular Latin American games and contributes to creating a more closely knit sense of community. In this way sport programs and sport-clubs promote art and incentive community participation. Through radio announcements, sporting clubs, and community organizations, community members are invited to participate in sporting activities such as soccer tournaments during which Latin American music is promoted and food is sold and the money is going to

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<sup>48</sup> Coordinator Musical Cocktail 98.9FM, interviewed 20/10/01

promote radio programs. The 'Sport News' (*El Deportivo*) program coordinator stated that, 'Soccer matches are truly community entertainment. Soccer venues gather people. We aim to bridge communities and diverse culture'.<sup>49</sup> Promoting cultural activity in this manner is a responsibility these community radio programs have taken on to promote Spanish culture and create a sense of community amongst the their community.

The programs tend motivate community members of all ages to become involved in cultural activities. For example, they encourage people to take Latin dance lessons at local dancing schools. Most Latin America dancing schools in Melbourne are owned by local Australian business people, but use Spanish community radio to promote their business. The coordinators of the programs hope to create more involvement in Spanish culture over time. The coordinator of 'Spanish Madness' claimed that, 'people become more actively involved in the Spanish radio programs because they are active band players or dancers in productions and are accessing the Spanish culture via the community media'.<sup>50</sup> The participation of talented community members in Spanish-language radio programs thus helps radio producers promote Spanish culture.

Another grassroots or community participation need met by these programs is to link listeners into Spanish-speaking cultural events. Most programs have websites available for local, national, and international audiences. They can exchange views

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<sup>49</sup> Coordinator Sport Program, 3ZZZ radio interviewed 20/10/01

<sup>50</sup> Coordinator Spanish Madness, 97.7FM, interviewed 17/10/01

and transmit information about upcoming community events. The coordinator of 'Spanish Madness' said that, 'We are the first Spanish community radio program to join audiences across the world via the Internet'.<sup>51</sup> These programs offer community access to radio programs through modern technology. For example, people can contact the radio program website [www.latinmelbourne.com](http://www.latinmelbourne.com), on 3ZZZ the website is [www.geocities.com/encuentrolatino2002](http://www.geocities.com/encuentrolatino2002), for SBS radio it is [www.sbs.com.au](http://www.sbs.com.au), and [www.nembc.org.au](http://www.nembc.org.au) for information on other Spanish-speaking programs in Melbourne.

### **Other Community Needs Served by Spanish-Language Programs**

Programs such as 'Mafalda', 'For You Women', and 'Analysis and Current Affairs', focus on every-day issues for the most disadvantaged members of the community. 'For You Women' said, 'Some segments of the radio program tackle problems of adult loneliness and isolation'.<sup>52</sup> It could be said that by providing opportunities for social contacts and networking in the community, these programs meet the special needs among Spanish-speaking elderly groups. Some programs have contact with people whose mission is to visit people who are living alone these visitors are volunteers who enjoy sharing and spend time with the elderly at their home residents talking, and helping them to overcome loneliness.

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<sup>51</sup> Coordinator 'Spanish Madness' 97.7 FM program, interviewed 17/10/01

<sup>52</sup> Coordinator 'For You Women' 3-ZZZ radio program, interviewed 13/9/01

According to the 'For You Women' program coordinators, these help to 'some elderly people living in Melbourne are experiencing loneliness and isolation specifically, people living alone, disabled persons, retired and housebound with poor English'.<sup>53</sup> Although, these programs do not exclusively help the elderly as health information tend to assist the general community as well. Some radio segments are specifically made for older people with poor English skills who rely on community radio for information. The coordinator of 'Analysis and Current Affairs' added, 'Some Spanish-language community radio meet the need to increase access to the public sphere for people with limited schooling, women, and male migrants interested in participating in Spanish radio'.<sup>54</sup> Many listeners and participants in these radio programs have personal and vocational experience, and through these radio programs the disadvantaged groups of the community have the chance to meet people with similar experience, encouraging them to overcome personal difficulty.

In conclusion, we have seen how Spanish-language programs meet the needs of the community and promote grassroots or community participation. In contrast to mainstream media, community radio breaks down minority barriers to community participation, promotes a sense of cultural identity amongst immigrant groups, and brings to life compelling stories about the community and in so doing addresses community needs. Community radio provides a forum for voicing community concerns provides a means of addressing various community issues such as domestic

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<sup>53</sup> Coordinator 'For You Women' 3ZZZ radio program, interviewed 13/9/01

<sup>54</sup> Coordinator 'Analysis Current Affairs, 3-ZZZ radio program, interviewed 19/11/01

violence. Gender inequality is addressed through various educational programs. Another significant finding is the role played by community radio in promoting art and cultural entertainment. Several programs encouraged participation of talented people in order to promote an appreciation of Latin American culture.

### **Role in Social Change and Community Empowerment**

Significant social change has occurred in the Spanish-speaking community since 1976. In part this has occurred through radio programs that have helped the Spanish community overcome language barriers, understand community representation, and thus become more engaged in society generally. For example, most Spanish radio programs emphasize community empowerment through education and information. This has been reinforced through the use of segments in radio programs such as 'Chilean Voices', 'Uruguayan Program', or 'Tupac Amaru', 'Chile Fights' and 'For You Women programs'. Through these programs, the community has broadened its network of information to reach underprivileged listeners of the community. The result, in some cases, has been a change in the form of public participation and an increased awareness in the community. The coordinator of 'For You Women' maintained that, 'Experimenting in the use of community radio as an effective informational audio messenger is for the community and radio producers a new dimension, crucial to reaching the disadvantaged members of the Spanish community'.<sup>55</sup> There has been a significant

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<sup>55</sup> Coordinator For You Women 3CR interviewed, 13/9/01

increase in the number of radio programs targeting isolated people in the Spanish community has allowed them to publicly express their views.

The coordinator of 'Chilean Voices' said, 'Today most programs exercise the right to include community opinions and concerns. Callers reach the programs seeking to empower themselves by expressing their views'.<sup>56</sup> Although some radio programs have politically based content, they also assist people in voicing a diverse range of views. For instance, when a political figure participates in a studio interview, listeners can interact in a dialogue with community leaders and raise questions of concern or voice alternative views.

The 'Uruguayan Program' coordinator argued that, 'Social changes in these programs also concern vital issues affecting the every day lives of people dealing with the cultural and social development both in Latin America and in Australia'.<sup>57</sup> Although it is difficult to articulate the complicated pattern of cultural and political participation in a society, it can be argued that Spanish radio programs have helped Spanish community groups to align their cultural values or to integrate the cultural diversity of Latin American countries into one Spanish-speaking community and represent themselves in Australia society.

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<sup>56</sup> Coordinator 'Chilean Voices' 3CR, interviewed, 14/9/01

<sup>57</sup> Coordinator Uruguayan Program, 3CR, radio interviewed 14/09/01

Getting support however, for these radio programs is demanding and requires dedication and creativity. The programs producers know about the cultural difference that every country in Latin America has, but most people's social diversity is rooted in politics, which is the reason why most Latin American emigrated to this country, for some programs these social issues are common ground to producer programs' segments. According to the 'Uruguayan Program' coordinator, 'The radio program not only portrays the dramatic political situation in Latin America or Australia. It is also try to find common grounds and creative forms to adapt the radio program for community interest, and social realities to created harmony'.<sup>58</sup> In addition, social changes in the community are challenged in different ways. For example, the unfamiliar use of the language and the unfamiliar ways of life in Australia, and integration versus assimilation, are issues frequently discussed in radio programs, most notably because information in mainstream radio is broadcasted in English language anyway.

In contrast to mainstream radio the coordinator of the 'Chile Fights' program argued, 'We analyze the news, then broadcast to the community clearly and transparently'.<sup>59</sup> For instance, on the eve of the 2001 referendum to decide whether 'English monarch Australia system' would have remained a part of the Commonwealth or whether the republican model of a president as head of state instead of the Queen was the best option for the country, community radio played a

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<sup>58</sup> Coordinator Uruguayan Program, 3CR, radio interviewed 14/09/01

<sup>59</sup> Coordinator Chile Fights, 3CR radio interviewed 14/09/01

significant role. It informed individuals on the voting procedures and the importance of participation in the referendum. The coordinator of the 'Uruguayan Program' said, 'Community radio programs were more educational and helped the community to understand the national referendum'.<sup>60</sup> Listeners whose English is poor prefer information presented in Spanish-language because it allows them to fully understand the news and some Spanish community radio programs are dedicated to maintaining this accessible flow of information.

This type of community empowerment aims to counter-balance the often 'disfranchising' dissemination of English commercial radio across Melbourne. Community radio information fosters the growth of political awareness and participation for the Spanish community. After several years public of broadcasting, Spanish-language radio programs have therefore increased public involvement in community radio.

The programs remain concerned with encouraging alternative ways of communicating, and program coordinators objectives go beyond those of mainstream radio. For example, the 'For You Women' program coordinator said that, 'The objective of the radio programs is to create a dialogue and to underline the cultural spirit of partnership and community changes, especially with those who are hardest to reach, housewives, unemployed and elderly.'<sup>61</sup> Programs also

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<sup>60</sup> Coordinator Uruguayan Program, 3CR, radio interviewed 14/9/01

<sup>61</sup> Coordinator For You Women 3CR interviewed, 13/9/01

generally share a vision of a social order based on the equal distribution of segments e.g. segment's program focuses on the need for the Latin American community to adapt the new Australian society and to participate and contribute to a different ways of life. The coordinator of 'Chilean Voices' argued, 'The programs devotes constant time to help with information on public access, work opportunities and community projects, in an attempt to orientate and help the community to gain social cohesion amongst Latin American people'.<sup>62</sup> Radio programs can act as an agent for social change in the community by highlighting social inequalities. They also provide advice on how to preserve community radio as a cultural medium. Most radio producers interviewed also believed that the development of advocacy for the community helps to preserve the culture. The coordinator of 'For You Women' radio programs claimed that the 'Preservation of the culture through the process of education, can be based on the usage of a culture cognisant style in the making of modern community programs'.<sup>63</sup> Information and advocacy enhance participation in discussing political matters and social problems with callers.

Ethnic community radio is a new form of social interaction for the community. It helps community members understand social change and provides them a voice in multicultural Australia. Overall, these programs are shaping relations between the members of the Spanish speaking organizations and the wider Australian

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<sup>62</sup> Coordinator Chilean Voices', 3CR radio, interviewed 14/9/01

<sup>63</sup> Coordinator 'For You Women' 3ZZZ radio program, interviewed 13/09/01

**community and help increase the potential for ethnic voices to be heard on issues facing society as a whole.**

## **Social Awareness- Information on Workers' Conditions and Safety Issues**

Radio programs such as 'CISLAC' (Committee in Solidarity with Latin America and the Caribbean), 'For You Women', 'The FMLN', or the Salvadorian and 'Uruguayan Program', commonly have segments addressing workers' needs. For example, they support the right of workers to earn wages in clean safe work environments. They inform the Spanish-speaking community about the importance of understanding the conditions workers face in Australia. They encourage proactive action to redress unfair or unsafe work conditions by making the community aware of government regulations regarding the minimum criteria for workplace safety and industry agreements under which goods should be produced. The coordinator of 'CISLAC' program said, 'One of the important aspects of the program is to teach the community to recognize work conditions which are possibly illegal and open to exploitation'.<sup>64</sup> In the past, some Latin American workers have suffered workplace accidents while on various Australian job sites including factories. In the past workers were unable to claim compensation because of lack of information. Today a few of those accident victims remain crippled and face dire economic circumstances because workers failed to file insurance claims prior to the expiry date for compensation claims.

In the area of empowerment, the program coordinator for 'FMLN' said, ' workers who fail to understand their rights and company policies are informed by these

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<sup>64</sup> Coordinator CISLAC 3CR radio program, interviewed 14/09/01

programs'.<sup>65</sup> Latin American workers often lack assistance and information and therefore do not understand what happens in the working environment. For example, factory workers have become accident victims due to the lack of English proficiency and misunderstanding safety procedures.

Some programs also seek to provide workers in the Spanish-speaking community with emotional and spiritual support in times of need. They provide referrals to social workers or counsellors who help keep families together during periods of hardship. The coordinator of the 'For You Women' program said, 'Callers ring in asking for information which may once have been obtained from libraries, political organizations or government agencies. Now this information is available in this radio program'.<sup>66</sup> Listeners often ask the host of a program for advice on legal matter because few other accessible sources to this sort of information exist.

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<sup>65</sup> Coordinator FMLN 3CR radio program 26/10/01

<sup>66</sup> Coordinator For You Women, 3ZZZ radio program, interviewed 13/09/01

## **Chapter V: TRAINING ARRANGEMENTS FOR SPANISH-LANGUAGE COMMUNITY RADIO PROGRAMS**

It was found that most Spanish-speaking community radio stations (SBS) radio, 3CR radio, 3ZZZ radio, Southern FM (*Proyeccion Sur*) 'South Projection' Moorabbin Program, 3NOW Glenroy (Cocktail Musical), Narre-Warren (*Destape*) Spanish Madness Program, 3WRB Sunshine Program (*Musicalisimo*) Latin Music, and 3RIM Melton (Radiomania) have schemes for the recruitment and training of Spanish-speaking radio staff. Training is important for the survival of radio programs and maintenance of a broad range of effective broadcasting services (see Appendices A and L).

3ZZZ and 3CR promote and develop social and political programs in various languages. Producers in these stations view educational and training programs as fundamental for the development of Spanish-language radio programs in Melbourne. It is, according to them, another method of empowering minority media. At present however, 3CR and 3ZZZ have some difficulties in providing new traineeships because of a lack of funds and the shrinking time allotment for new Spanish-language radio programs. The coordinator of the 'Salvadorian' program 'FMLN' said, 'The problem in these stations, is the lack of time allotment for new programs, therefore, training is not available, unless there is space for programs'.<sup>67</sup> The findings revealed that most training programs are about learning community issues through, for example, interview techniques, community policy planning,

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<sup>67</sup> Coordinator FMLN Salvadorian radio program 3CR, interviewed 26/10/01

community activism, various forms of information technology, and editing material for public presentation.

With the exception of SBS radio, where professionally trained workers are needed, most community radio stations offer training to the general public prior to or upon entry to work in community radio. What is needed in most community radio station training programs are advocacy skills and a willingness to engage in volunteer work. However, some community radio stations, such as 3WRB Sunshine and 3RIM Melton, require journalism and personnel skills in radio operation. The coordinator of the 'Radiomania' program said 'There was a time when obtaining employment in community broadcasting or radio journalism was a simple matter, but today the coordinator and announcer have to be professional radio producers'.<sup>68</sup> It seems that community ethnic radio is becoming more professionalised. A person needs comprehensive skills training in order to fulfil a station's broadcasting needs.

There are some community radio stations, such as 3NOW Glenroy, where training is offered but training fees must be paid. The coordinator of 'Music Cocktail' said, 'Grass roots community radio needs members of the community with a genuine interest in serving the community to carry the mandate to provide an alternative radio style to counteract commercial radio in Melbourne'.<sup>69</sup> Implicit in the training is the need to have a suitably qualified staff e.g. panel operator, and announcer in

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<sup>68</sup> Coordinator 'Radiomania' 97.9 FM, interviewed 17/10/01

<sup>69</sup> Coordinator 'Musical Cocktail' 98.9 FM, interviewed 26/10/01

modern community radio, new technology need qualified people to be more efficient and competent. Applicants are required to have a genuine interest in becoming a professional volunteer worker. It is also important to have skills in news delivery and presentation skills, to have sound editorial judgement, or to have training as news writer and to be a team player.

Training courses for Spanish-speaking community radio production, media management, fund raising, training for trainers, and training for migrant, refugee and ethnic minority broadcasters are carried out by radio programs across Melbourne. All round and comprehensive training in presentation, production, and technical aspects of analogue and digital broadcasting is an initiative of ethnic media. This type of training aims to consult with the community at a grassroots level, and thus free individuals from the constraints and distortions of mainstream media broadcasting. Radio production courses and training materials are also made available in minority languages and are accessible in open-learning formats. For example the support of production and broadcasting for beginners who want to do community radio, have the potential to act as models of best practice of grass-root participation at community level. Training to community elements in community radio fosters talent and offer new prospects in public broadcasting services. Today many local radio Spanish-language radio producers who were fostered and trained in community radio are talented people with professional skills ready to teach and pass down knowledge to others in the community.

## **Chapter VI: CONCLUSIONS AND RECOMMENDATIONS**

Spanish-language community radio programs play a number of important roles. However, some presentation formats also create controversy in the community. Some listeners and programmers are influenced and motivated by political and social interests. Some listeners, according to radio producers, prefer a combination of cultural programs, music, literature and community activity announcements with less emphasis on political issues. Changes in radio programs such as the inclusion of more female and young people should be addressed. There is a need to include young people from various Latin American community groups in the programs. Since young people are living in two different cultures (Australian-Latin American) it may assist them to understand better their cultural roots. Spanish-language radio programs should engage with community concerns to a greater extent by concentrating on local issues.

There is a need to build a better understanding of social and cultural differences within the Spanish-speaking community and to present programs based on community issues instead of placing emphasis on politically and ideologically divisive issues. Inclusive segments should highlight notions of identity and reinforce the aim of collective empowerment.

Community access to new broadcasting technology, such as digital audio broadcasting, and radio data systems, and dissemination of programs via the internet, can be made feasible through local and national Spanish-language community cooperation in training programs. In fact, through community training

for radio producers community members can access media more independently, and community networks could produce radio programs of the same quality and depth as SBS radio, which is the only national broadcaster of independent ethnic radio. The future of programs depends on the interest and commitment of the Spanish-language community to show commitment to these programs.

One important element in community radio is to involve young people in future radio programs to create broadcasting service for Spanish-speaking youth. Although, some programs are dedicated to young audiences, they do not directly deal with the reality of youth issues or how they can seriously participate in community radio. Spanish-language programs need a better approach to attract young audiences. For instance, information on how youth can improve their opportunities for participation in society should be better covered. Community radio should also to create job-training projects for youth and other community groups and focus on producing digital audio content and/or multimedia streamed audio on the internet in an attempt to provide better access for young participants.

Spanish-language radio programs should seek to enhance community relations among Latin American people as some programs neglect the importance of building a cohesive sense of community. Spanish-language radio programs in Melbourne have a unique opportunity, especially for young people, to network and exchange views freely.

One problem area is the lack of project funding to engage in community radio training. There is not enough incentive to attract people to participate in radio training. It is a challenge to recruit people with the various skills in basic journalism, desktop publishing, internet and e-mail use, as well as the use of audio panels. The provision of appropriate equipment and technical support is needed to increase ways to participate in the political and cultural life of the community through the media. There is a need to create space for greater community participation in order to help the Spanish-speaking community overcome social and political barriers.

Another problem is that there has not been enough women's participation in community radio-programs. It is broadly acknowledged that Spanish-speaking women have played a significant role in the struggle for democracy, independence and political participation in community radio. However, there is a need to increase participation, especially for young women. Most programs are run by mature age women. More women need to be trained in all aspects of running a successful program. This is essential to ensure the survival of women's community radio.

In addition to training community radio staff, another aim should be to improve information and communication skills in community organizations so that they are better able to participate in producing radio-ready content for broadcasting on community radio.

**Some specific objectives for Spanish-language community radio programs might include:**

- **create an electronic network connecting community radio, mainstream radio and gender organizations**
- **improve capacity of individual participation within community radio and organizations**
- **improve program content for people living in isolation**
- **improve the flow of information from organizations to community radio**
- **improve the capacity among community organizations in dealing with the media**
- **establish a web-based clearing house of radio content on women and gender issues**
- **repackage and channel relevant information on youth issues to community radio**
- **publish locally sourced information on community activities in a radio-ready format on the Internet**

**It will be essential to secure greater community support to achieve wider community audiences and improve coverage of community issues. At present, there is not enough communication networking among program producers. This situation has made exchanging information difficult. For listener-supported radio stations, it is necessary to liaise with other cultural arts and educational organizations in the community to provide the best in news, music and entertainment programs. The formation of community radio cooperatives in an effort to gain the support of other organizations is required. It is another way for community radio to enrich the cultural climate that helps inform the radio programs.**

**Given the fact that some people live in isolation and spend much time listening to radio programs, programs that reach out to such people should be a priority. Talk-**

back is an integrative form of broadcasting that reduces distance between radio programs and the audience. Such programs should provide support to Spanish-speaking listeners with information about educational, health and human service providers. Implementations for these programs providing early intervention and resource support for people in times of personal and family crisis is crucial. Community radio can simplify the maze of social service programs and help people find the strength to cope in the most difficult situations. Such services reinforce an individual's capacity for self-reliance through education, referrals, affirmation, advocacy, collaborative planning and problem solving.

Finally, in recognition of the fact that Spanish community radio plays a strategic role in every realm of language, social, political, cultural and economic activity, an increase in community participation is necessary. Enhancing community access can only be achieved through collective responsibility to provide adequate radio training.

Links with grassroots movements to the media are vital for community empowerment, and without them the community cannot adequately participate in democratic decision-making processes. Community radio access is an absolute necessity to empower ethnic communities.

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855. AM 3CR Profile 2001, Collingwood Program CISLAC (Solidarity Committee with Latin American and the Caribbean)

855. AM 3CR Profile 2001, Collingwood Program 'Malfalda' (Women program)

88.3 Southern FM Profile 2001, Moorabin Program (*Proyeccion Sur*) 'South Projection' Latin Music

92.3 FM 3ZZZ Profile 2001, Collingwood Program 'Sport News' (*El Deportivo*)

92.3 FM 3ZZZ Profile 2001, Collingwood Program 'Analysis and Current Affairs'

**92.3 FM 3ZZZ Profile 2001, Collingwood Program 'For You Women'**

**93.1 FM SBS Profile 2001, Melbourne City Program 'Health Issues'**

**93.1 FM SBS Profile 2001, Melbourne City Program (*La Tertulia*) Entertainment tonight**

**93.1 FM SBS Profile 2001, Melbourne City Program 'Community Forum' (*Foro Comunitario*.)**

**97.4 FM 3WRB Profile 2001, 97.4 - Sunshine Program (*Musicalisimo*) Latin Music**

**97.7 South-Eastern FM Profile 2001, Narre-Warren Program (*Destape*) 'Spanish Madness'**

**97.9 FM 3RIM Profile 2001, Melton Program 'Radiomania'**

**98.9 North-West FM 3NOW Profile 2001, Glenroy Program 'Cocktail Musical'**

## **APPENDIX A: COMMUNITY RADIO SPANISH-LANGUAGE PROGRAMS IN MELBOURNE**

- 855. AM 3CR Collingwood Program ‘Chile Fights’**
- 855. AM 3CR Collingwood Program ‘The Chilean Voices’**
- 855. AM 3CR Collingwood Program Uruguyan ‘Tupac Amaru’**
- 855. AM 3CR Collingwood Program ‘FMLN’**
- 855. AM 3CR Collingwood Program CISLAC (Solidarity Committee with Latin American and the Caribbean)**
- 855. AM 3CR Collingwood Program ‘Malfalda’ (Women program)**
- 88.3.FM Moorabbin Program (*Proyeccion Sur*) ‘South Projection’ Latin Music**
- 92.3 FM 3ZZZ Collingwood Program (*El Deportivo*) ‘Sport News’**
- 92.3 FM 3ZZZ Collingwood Program ‘Analysis and Current Affairs’**
- 92.3 FM 3ZZZ Collingwood Program ‘For You Women’**
- 93. 1 FM SBS Melbourne City Program ‘Health Issues’**
- 93. 1 FM SBS Melbourne City Program (*La Tertulia*) Entertainment tonight**
- 93.1 FM SBS Melbourne City Program 'Community Forum' (*Foro Comunitario.*)**
- 97.4 FM 3WRB 97.4 - Sunshine Program (*Musicalisimo*) Latin Music**
- 97.7 FM Profile Narre-Warren Program (*Destape*) ‘Spanish Madness’**
- 97.9 FM 3RIM Melton Program ‘Radiomania’**
- 98.4 FM 3NOW Glenroy Program ‘Cocktail Musical’**

## APPENDIX B: PROGRAM GUIDE: CHILE FIGHTS AND CHILEAN VOICES PROGRAMS

**3CR Collingwood radio station.**

**Program Name: Chile Fights**

**Date: 14/9/01 Time: 7-7:30 pm. Friday**

**Language used: Spanish**

PROGRAM SEGMENTS	TIME IN MINUTES 30	DESCRIPTION
Opening signature tune	5	Introduction to main topics
News Break tune		Music Tune
News		News continues
Presenter link/Intro	5	pre-recorded music
News Conclusion		Pre-recorded music
Current Affairs	15	News from Chile
Community Announcement		Community cultural activities
Interview		Pre-recorded radio from Chile
Music Interlude		Latin Folk music
Farewells, Closing Signature tune.	5	Instrumental music: Folk music

**3CR Collingwood radio station. Program**

**Program Name: The Chilean Voices**

**Date: 14/9/01 Time: 7:30-8:00 pm. Friday**

**Language: Spanish**

PROGRAM SEGMENTS	TIME IN MINUTES 30	DESCRIPTION
Opening signature tune	5	Introduction to main topics
News Break tune		Music Tune
News	15	Political Comments from Chile
Presenter link/Intro		pre-recorded music
News Conclusion		Pre-recorded music
Current Affairs	5	News from Chile
Community Announcement		Community cultural activities
Interview		
Music Interlude		Latin Folk music
Farewells, Closing Signature tune.	5	Instrumental music: Folk music

## APPENDIX C: PROGRAM GUIDE: URUGUAYAN AND EL SALVADOR PROGRAMS

**Program Name:** 3CR Collingwood radio-station Uruguyan or Tupac Amaru program.

**Date:** 14/9/01      **Time:** 8-8:30 pm. Friday

**Language:** Spanish

PROGRAM SEGMENTS	TIME IN MINUTES	30	DESCRIPTION
Opening signature tune	5		Introduction to main topics
News Break tune			Music Tune
News	15		Political Comments from Uruguay
Presenter link/Intro	5		pre-recorded music
News Conclusion			Pre-recorded music
Current Affairs			News from Uruguay, Political comments.
Community Announcement			Community cultural activities
Interview			
Music Interlude			Latin Folk music
Farewells Closing Signature tune.	5		Instrumental music: Folk music

### 3CR Collingwood radio station. Program

**Program Name:** The FMLN, Salvadorian program

**Date:** 14/9/01      **Time:** 8:30-9:00 pm. Friday

**Language:** Spanish

PROGRAM SEGMENTS	TIME IN MINUTES	30	DESCRIPTION
Opening signature tune	5		Introduction to main topics
News Break tune			Music Tune
News	15		Political Comments
Presenter link/Intro			pre-recorded music
News Conclusion			Pre-recorded music
Current Affairs	5		News from El Salvador
Community Announcement			Community cultural activities
Interview			
Music Interlude			Latin Folk music
Farewells, Closing Signature tune.	5		Instrumental music: Folk music

## APPENDIX D: PROGRAM GUIDE: CISLAC AND HEALTH ISSUES PROGRAMS

**3CR Collingwood radio station. Program**

**Program Name: CISLAC (Solidarity Committee with Latin American and the Caribbean)**

**Date: 14/9/01            Time: 8:30-9:00 pm. Friday**

**Language: Spanish**

PROGRAM SEGMENTS	TIME IN MINUTES 30	DESCRIPTION
Opening signature tune	5	Introduction to main topics
News Break tune		Music Tune
News	15	Comments from Latin America
Presenter link/Intro		pre-recorded music
News Conclusion		Pre-recorded music
Current Affairs	5	News from Colombia
Community Announcement		Community cultural activities
Interview		
Music Interlude		Latin Folk music
Farewells, Closing Signature tune.	5	Instrumental music: Folk music

**SBS radio program**

**Program Name: Health Issues**

**Date: 14/9/01            Time: 1-2 pm. Monday**

**Language: Spanish**

PROGRAM SEGMENTS	TIME IN MINUTES 60	DESCRIPTION
Opening signature tune	5	Introduction to main topics
News Break tune		Music Tune
News	10	Australian local news
Presenter link/Intro		pre-recorded music
News Conclusion	20	Pre-recorded interviews on health matters
Current Affairs	20	local health News
Community Announcement		Community cultural activities
Interview		people affected by poor health
Music Interlude		Latin Folk music
Farewells, Closing Signature tune.	5	Instrumental music: Folk music

## APPENDIX E: PROGRAM GUIDE: ENTERTAINMENT TONIGHT AND COMMUNITY FORUM PROGRAMS

### SBS Radio

**Program Name: (La Tertulia) Entertainment Tonight**

**Date: 14/9/01      Time: 10-11 pm. Wednesday**

**Language: Spanish**

PROGRAM SEGMENTS	TIME IN MINUTES 60	DESCRIPTION
Opening signature tune	5	Introduction to main topics
News Break tune		Music Tune
News	10	Australian local news
Presenter link/Intro		pre-recorded music
News Conclusion	20	Pre-recorded interviews with community leaders
Current Affairs	10	local News on literature
Community Announcement	10	Community cultural activities
Interview		Community Information
Music Interlude		Latin Folk music
Farewells, Closing Signature Tune.	5	Instrumental music: Folk music

### SBS radio program

**Program Name: Community Forum**

**Date: 14/9/01      Time: 1-2 pm. Saturday**

**Language: Spanish**

PROGRAM SEGMENTS	TIME IN MINUTES 60	DESCRIPTION
Opening signature tune	5	Introduction to main topics
News Break tune		Music Tune
News	10	Australian local news
Presenter link/Intro		pre-recorded music
News Conclusion	20	Pre-recorded interviews with community leaders
Current Affairs	10	Sport local News
Community Announcement	10	Community cultural activities
Interview		People affected the community
Music Interlude		Latin Folk music
Farewells, Closing Signature Tune.	5	Instrumental music: Folk music

## APPENDIX F: PROGRAM GUIDE: MAFALDA AND ANALYSIS AND CURRENT AFFAIRS PROGRAMS

**Program Name: Malfalda (Women program) 3CR Collingwood radio**

**Date: 14/9/01            Time: 6:30-7:00 pm. Friday**

**Language: Spanish**

PROGRAM SEGMENTS	TIME IN MINUTES 30	DESCRIPTION
Opening signature tune	5	Introduction to main topics
News Break tune		Music Tune
News		Australian local news – latest news on health issues
Presenter link/Intro		pre-recorded music
News Conclusion		Pre-recorded interviews with community leaders
Current Affairs	15	Women local News
Community Announcement	5	Community cultural activities
Interview		Community Members
Music Interlude		Latin Folk music
Farewells, Closing Signature Tune.	5	Instrumental music: Folk music

**3ZZZ radio Collingwood**

**Program Name: Analysis and Current Affairs (Women program)**

**Date: 14/9/01            Time: 6-6:30 pm. Wednesday**

**Language: Spanish**

PROGRAM SEGMENTS	TIME IN MINUTES 30	DESCRIPTION
Opening signature tune	5	Introduction to main topics
News Break tune		Music Tune
News		Australian local news – latest news on health issues
Presenter link/Intro		pre-recorded music
News Conclusion		Pre-recorded interviews with community leaders
Current Affairs	15	Women local News
Community Announcement	5	Community cultural activities
Interview		Community Information
Music Interlude		Latin Folk music
Farewells, Closing Signature Tune.	5	Instrumental music: Folk music

## APPENDIX G: PROGRAM GUIDE: FOR YOU WOMEN AND SPORT (*EL DEPORTIVO*) PROGRAMS

**3ZZZ radio Collingwood**

**Program Name: For You Women (Women program)**

**Date: 14/9/01      Time: 5-6:00 pm. Thursday**

**Language: Spanish**

PROGRAM SEGMENTS	TIME IN MINUTES 60	DESCRIPTION
Opening signature tune	5	Introduction to main topics
News Break tune		Music Tune
News	10	Australian local news – latest news on health issues
Presenter link/Intro		pre-recorded music
News Conclusion	10	Pre-recorded interviews with community leaders
Current Affairs	20	Women local News
Community Announcement		Community cultural activities
Interview	10	Community messages
Music Interlude		Latin Folk music
Farewells, Closing Signature Tune.	5	Instrumental music: Folk music

**3ZZZ radio Collingwood**

**Program Name: Sport News (*El Deportivo*)**

**Date: 14/9/01      Time: 6-7:00 pm. Monday**

**Language: Spanish**

PROGRAM SEGMENTS	TIME IN MINUTES 60	DESCRIPTION
Opening signature tune	5	Introduction to main topics
News Break tune		Music Tune
News	10	Australian local news – latest news on health issues
Presenter link/Intro		pre-recorded music
News Conclusion	20	Pre-recorded interviews with community leaders
Current Affairs	20	Local Sport News
Community Announcement		Community cultural activities
Interview		Soccer Games of the community
Music Interlude		Latin Folk music
Farewells, Closing Signature Tune.	5	Instrumental music: Folk music

## APPENDIX H: PROGRAM GUIDE: SOUTH PROJECTION AND MUSICAL COCKTAIL PROGRAMS

### 88.3 FM Moorabbin

**Program Name: South Projection**

**Date: 14/9/01      Time: 8-10:00 pm. Friday**

**Language: Spanish**

PROGRAM SEGMENTS	TIME IN MINUTES	120	DESCRIPTION
Opening signature tune			Introduction to main topics
News Break tune	10		Music Tune
News	20		Australian local news – latest news on health issues
Presenter link/Intro	20		pre-recorded music
News Conclusion	20		Pre-recorded interviews with community leaders
Current Affairs			Local News
Community Announcement	20		Community cultural activities
Interview			Community Messages
Music Interlude	30		Latin Folk music
Farewells, Closing Signature Tune.			Instrumental music: Folk music

### 98.4 FM Glenroy

**Program Name: Musical Cocktail**

**Date: 14/9/01      Time: 6-8:00 pm. Tuesday**

**Language: Spanish**

PROGRAM SEGMENTS	TIME IN MINUTES	120	DESCRIPTION
Opening signature tune			Introduction to main topics
News Break tune	10		Music Tune
News	20		Australian local news – latest news on health issues
Presenter link/Intro	20		pre-recorded music
News Conclusion	20		Pre-recorded interviews with community leaders
Current Affairs			local News
Community Announcement	20		Community cultural activities
Interview			
Music Interlude	30		Latin Folk music
Farewells, Closing Signature Tune.			Instrumental music: Folk music

## APPENDIX I: PROGRAM GUIDE: SPANISH MADNESS AND (MUSICALISIMO) PROGRAMS

**97.7 FM radio Narre Warren**

**Program Name: (*Destape*) Spanish Madness**

**Date: 14/9/01      Time: 11: 00 am-1:00 pm. Sunday**

**Language: Spanish**

PROGRAM SEGMENTS	TIME IN MINUTES 120	DESCRIPTION
Opening signature tune		Introduction to main topics
News Break tune	10	Music Tune
News	20	Australian local news – latest news on health issues
Presenter link/Intro	20	pre-recorded music
News Conclusion	20	Pre-recorded interviews with community leaders
Current Affairs		Local News
Community Announcement	20	Community cultural activities
Interview		Community members
Music Interlude	30	Latin Folk music
Farewells, Closing Signature Tune.		Instrumental music: Folk music

**97.4 FM radio Sunshine**

**Program Name: (*Musicalisimo*) Latin American Music**

**Date: 14/9/01      Time: 6-8:00 pm. Friday**

**Language: Spanish**

PROGRAM SEGMENTS	TIME IN MINUTES 120	DESCRIPTION
Opening signature tune		Introduction to main topics
News Break tune	10	Music Tune
News	20	Australian local news – latest news on health issues
Presenter link/Intro	20	pre-recorded music
News Conclusion	20	Pre-recorded interviews with community leaders
Current Affairs		Local News
Community Announcement	20	Community cultural activities
Interview		People in the community
Music Interlude	30	Latin Folk music
Farewells, Closing Signature Tune.		Instrumental music: Folk music

## APPENDIX J: PROGRAM GUIDE: RADIO MANIA PROGRAM

97.9 FM radio Melton

**Program Name: Radiomania**

**Date: 14/9/01            Time: 6-8:00 pm. Tuesday**

**Language: Spanish**

<b>PROGRAM SEGMENTS</b>	<b>TIME IN MINUTES</b> 120	<b>DESCRIPTION</b>
Opening signature tune		Introduction to main topics
News Break tune	10	Music Tune
News	20	Australian local news – latest news on health issues
Presenter link/Intro	20	pre-recorded music
News Conclusion	20	Pre-recorded interviews with community leaders
Current Affairs		Local News
Community Announcement	20	Community cultural activities
Interview		People’s community activity
Music Interlude	30	Latin Folk music
Farewells, Closing Signature Tune.		Instrumental music: Folk music

## **APPENDIX K: INTERVIEW QUESTIONS**

- 1. How do you perceive the ways in which your radio programs meet the needs of the Spanish-speaking community in Melbourne?**
- 2. What are the methods you use to promote radio programs to Spanish audiences?**
- 3. What are the policies to develop radio programs for the Spanish-speaking community?**
- 4. What is the positive feed back from the Spanish-speaking community about the radio program?**
- 5. What is the negative feed back from the Spanish-speaking community about the radio program?**
- 6. What are the political issues that are of most interest about Australian news within the Spanish-speaking community?**
- 7. How does your radio program deal with conflictive political issues, how do you present differences on these issues?**
- 8. What are the political issues that are of more interest from Latin America news within the Spanish-speaking community?**
- 9. In what way does your program help produce a sense of empowerment within the Spanish-speaking community?**
- 10. Does your radio program contribute to improved understanding? e.g social changes, economic and political adjustments.**
- 11. In what way do you seek to develop grassroots media as an alternative to mainstream broadcasting?**
- 12. What formats or type of programs meet the needs of the Spanish-speaking community?**
- 13. How do you encourage the Spanish community to understand and support Spanish-language programs?**
- 14. Living in a multicultural society, how do you preserve Spanish-language and culture through mass media?**
- 15. How does your radio station seek training to involve the Spanish-speaking community?**

- 16. What are the sources of information that you use to produce the radio program? e.g. News stories, local news papers, weekly summary of local news, homeland politic news papers, internet, etc.**
- 17. What qualifications in people who work in Spanish radio programs are need to increase efficiency?**
- 18. Are there any networks or linkages between broadcasting programs for Spanish-speaking community? What sort of information is exchanged?**
- 19. Australian mainstream media foster an image of dominant Anglo-Saxon culture, how does your program provide access for the minority Spanish community?**
- 20. What role do you see your program playing in the preservation of Spanish-language among the Spanish-speaking community?**
- 21. Does your Australian community radio station compromise your cultural identity, if yes in what way?**
- 22. What is the future direction you see for the Spanish-speaking community in Melbourne?**
- 23. Does your radio program have political bias or a political agenda?**
- 24. What are the most serious challenges that you face in producing radio programs for the Spanish-speaking community?**
- 25. What are the aims of the program, does it have education services, how does you program educate and empower the community?**
- 26. Does your program cater to specific audiences within the general Spanish community?**
- 27. Are there any codes of practices, do you use any specific code of practice in broadcasting or do you follow any?**
- 28. What is the role of the financial community and the role of volunteers?**
- 29. How do you encourage the audience or community to provide funds for promoting the policy of the radio program?**
- 30. Are you members of a particular Spanish community organization? What is your position?**
- 31. What is the program you are involved in and what is your role in the program?**

- 32. What are the ways you might assist the Spanish-speaking community in establishing its own radio program?**
- 33. How long have you been working in the current program and how do you describe the style of your radio program?**

## **APPENDIX L: TRAINING MODULES FOR COMMUNITY RADIO**

The radio stations offer a Certificate II and Certificate III in Australian Community Radio Training. The courses are fully accredited by the Vocational Education Training Accreditation Board (VETAB) and are recognised in all states.

The Certificate II course comprises modules 1-11, Certificate III comprises modules 1-19. If you complete all the modules in one of the certificate courses you will receive the appropriate Certificate II or Certificate III in Australian Community Radio Training. You can complete one or several modules and be eligible for a Statement of Attainment.

### **Module Index**

#### **Module 1**

-

##### **Introduction to Radio and the Radio Station (Whole Module)**

This module is designed to give the participant background knowledge of the radio sector and of community radio stations.

**Curriculum**

**Training Notes**

**Training Resources**

#### **Module 2**

-

##### **Studio Use and Recording (Whole Module)**

This module is designed to develop the participant's knowledge and skills operating a studio panel and recording items in the studio.

**Curriculum**

**Training Notes**

**Training Resources**

#### **Module 3**

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##### **Broadcast Law (Whole Module)**

This module is designed to develop the participant's knowledge of the laws and standards applicable to radio broadcasting.

**Curriculum**

**Training Notes**

**Training Resources**

#### **Module 4**

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##### **Program Planning and Evaluation (Whole Module)**

This module is designed to develop the participant's knowledge and skills in planning and evaluating different formats of radio programs.

**Curriculum**

**Training Notes**

**Training Resources**

#### **Module 5**

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##### **Scripting and Writing for Radio (Whole Module)**

This module is designed to develop the participant's knowledge and skills so they are able to write radio scripts.

**Curriculum**

**Training Notes**

**Training Resources**

#### **Module 6**

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##### **Program Presentation (Whole Module)**

This module is designed to develop the participant's knowledge and skills so they are able to present a radio program.

**Curriculum**

**Training Notes**

**Training Resources**

#### **Module 7**

-

##### **Broadcasters, their Communities and Cultural Diversity (Whole Module)**

This module is designed to develop an understanding of the role of community broadcasters, their relationship with target audiences and the role that ethnic broadcasters play in a multicultural society.

**Curriculum**

**Training Notes**

**Training Resources**

#### **Module 8**

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##### **Interviewing for Radio (Whole Module)**

This module is designed to enable the participants to plan and conduct interviews for radio.

**Curriculum**

**Training Notes**

**Training Resources**

## **Module 9**

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### **Editing (Whole Module)**

This module is designed to enable the participants to edit a radio program using either digital or analogue equipment.

Curriculum

Training Notes

Training Resources

## **Module 10**

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### **Introduction to the Internet (Whole Module)**

This module is designed to develop the knowledge and skills of the participants in the use of the Internet in the planning and development of radio programs.

Curriculum

Training Notes

Training Resources

## **Module 11**

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### **Portable Recording Techniques (Whole Module)**

This module is designed to enable the participants to use portable recording equipment for radio program content.

Curriculum

Training Notes

Training Resources

Certificate III Course

## **Module 12**

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### **Talkback (Whole Module)**

This module is designed to develop the participants understanding of the many forms of talkback and their purposes. Participants will develop skills to conduct a radio talkback program.

Curriculum

Training Notes

Training Resources

## **Module 13**

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### **Promotional Announcements (Whole Module)**

This module is designed to enable the participants to plan, produce and evaluate promotional and sponsorship announcements.

Curriculum

Training Notes

## **Training Resources**

### **Module 14**

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#### **Documentary Making (Whole Module)**

This module is designed to enable the participants to plan and produce radio documentaries.

**Curriculum**

**Training Notes**

**Training Resources**

### **Module 15**

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#### **Program Research Skills (Whole Module)**

This module is designed to develop the participant's research and organisational skills for radio broadcasting.

**Curriculum**

**Training Notes**

**Training Resources**

### **Module 16**

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#### **News and Current Affairs (Whole Module)**

This module is designed to develop the participant's knowledge and skills in the preparation and presentation of news and current affairs programs.

**Curriculum**

**Training Notes**

**Training Resources**

### **Module 17**

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#### **Special Events Broadcasting (Whole Module)**

This module is designed to develop participant's skills and knowledge so that they are able to plan, promote and actuate special events broadcasts.

**Curriculum**

**Training Notes**

**Training Resources**

## **Module 18**

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### **Bilingual Broadcasting (Whole Module)**

**This module is designed to develop the participant's skills and knowledge of the presentation styles and production techniques used in bilingual programs.**

**Curriculum**

**Training Notes**

**Training Resources**

## **Module 19**

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### **Working in Groups and Organisations (Whole Module)**

**This module is designed to assist groups to function more effectively by providing strategies to encourage greater participation and teamwork in program groups.**

**Curriculum**

**Training Notes**

**Training Resources**

**Youth Training Course**