

Submission

ACMA

Framework for Measuring Media Diversity in Australia

March 2023



To:
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Australian Communications and Media Authority
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SUMMARY

Thank you for the opportunity to provide input to this important consultation.

The NEMBC broadly supports the approach taken in the proposed Measurement Framework model subject to further consideration of refinements suggested in this submission.

To have a true and accurate measure of local and diverse news in Australia it's important to consider news and information produced by culturally and linguistically diverse community broadcasting.

Specifically, the NEMBC is interested in ensuring that:

- A cultural and linguistic lens is applied to the framework to ensure accurate diversity is achieved, and viewpoint diversity is a critical element of measurement.
- News and information produced by community broadcasters – culturally and linguistically diverse broadcasters – are included in the framework.
- Measurement is reflective of our society taking into consideration future migration patterns and representation in media.
- New technologies – social media and digital - are measured but as an enhancement of existing news media outlets.
- In an age of misinformation and dis-information that 'trusted sources' are a feature of the evaluation and measurement, especially in relation to Connection, Local Relevance, Consumption and Impact.

Community broadcasting is Australia's largest independent media sector, a key pillar in the Australian media landscape, and recognised internationally as one of the most successful examples of localised, participatory and diverse media. Ethnic community broadcasting is an essential service empowering communities at various levels, fostering 'active citizenry' and enhancing the processes of democracy.

The NEMBC is one of the organisations that has evolved and adapted since the initial development of the ACMA Framework and have stepped into the Australian news market.

To understand our submission, it's best to explain the news service we established in early 2020 as a response to the COVID-19 pandemic that led to the creation of four multilingual news services. There was an initial start-up of the news service nationally in May 2020. This led to the development of a daily news service that started in Victoria in September 2020, followed by another in NSW in 2022. This has now evolved into the Multilingual National News (MNN) service, that will be in operation until mid-2024. The MNN is supported by the Meta Australian Public Interest Journalism Fund administered by the Walkley Foundation.

The NEMBC's Multilingual National News (MNN) service offers an opportunity to measure news within our complex sector. We understand that culturally and linguistically diverse community broadcasting is a difficult sector to measure purely of its complexity. The bulk of this submission provides a detailed report with insights into the multilingual news service as a case study starting with Attachment 1 (see below).

The MNN is a centrally based news distribution service that uses a variety of media sources - including mainstream media. The MNN is a professional service with Editors, Subeditors, Writers, localised translators and producers. We have localised, state-based and national distribution systems. There is an Editorial Policy, and the approach is very different compared to most media outlets.

The MNN service aims to have 200 radio news packages – (4-5 news stories compiled in a 5-minute [approx.] radio bulletin) per week across the country in over 40 languages. We are presently just over one-hundred bulletins a week.

Culturally and linguistically diverse broadcasters are an important and trusted source of news for their local multicultural community. These diverse programs play a vital role in promoting community social cohesion and inclusion and provide the community with a platform for local voices and perspectives. They are often the only source of local news and information, particularly in regional and remote areas where commercial and public media is limited. Furthermore, community media provides a forum for debate and discussion on issues that affect local communities, giving a voice to marginalised groups who may be underrepresented in mainstream media.

The NEMBC MNN service is unique. We produce hard and soft news and consider our news as a ‘soft power’. This is because we take the time to explain, unpack and contextualise our news. A normal mainstream news report is approximately 50 words per story, whereas the MNN news stories on average are around 120 words per story. This is due to the time, effort and care taken to inform our communities when writing our scripts. We are not driven by commercial media deadlines. The bulletins are delivered without sensationalism so that the information is easily absorbed by and connected to people in these communities.

We aim to report to culturally and linguistically diverse communities so they can be educated, make informed decisions, and feel safe.

The NEMBC has been very effective in creating over 600 specialised Explainers in 35 languages on COVID-19 emergency topics. The multilingual news service used social media and digital platforms as an effective way to distribute information, as explained further below.

In order to fully understand the multilingual news service we have provided a comprehensive report below of the four Multilingual news services.

As the national peak-body representing ethnic community broadcasters in Australia and from our experience as news producers we offer the following input into the Framework for measuring media diversity in Australia.

We look forward to a conversation with ACMA about how to best measure our sector in the future.

Russell Anderson
NEMBC CEO – MNN News Director

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National Ethnic and Multicultural Broadcasters’ Council (NEMBC)
Enabling diverse communities to have a strong voice to make a safer and more inclusive society

RECOMMENDATIONS

Response to Framework questions:

1. Do you consider the framework, as outlined in the paper, would be an effective tool in measuring and tracking levels of media diversity in Australia?

The present framework is comprehensive and allows for flexibility. The NEMBC recommends keeping the framework broad so it can measure localised news and cover a significant range of diversity as mentioned in this submission.

The Measurement Framework has the potential to provide an accurate picture of the Australian media landscape that is not limited to traditional measures of diversity such as ownership, control, or regulation.

It's particularly important that the intent of the framework is kept as broad as possible if it is to act as evidence-based data for capturing all of the Australian media news market.

2. Do you consider the framework, as outlined in the paper, would be an effective tool in measuring and tracking the health of local news in Australia?

At this stage, the NEMBC agrees that 'scope creep' could be a concern and there needs to be careful consideration about measuring participatory journalism such as personal blogs or advocacy groups.

The framework however should consider 'community' news and especially multilingual community news within the professional market. Culturally and linguistically diverse community radio news is difficult to measure, purely because of its diversity and complexity, however multicultural community radio is a traditional medium with a strong history and consistent outputs of production that could be measured.

The possibility to measure the news on multicultural community radio would add a valuable knowledge base and opportunities to improve output to multicultural communities.

Linguistically diverse community radio programs also offer a different type of connection. There is a localised connection however their reach tends to spread on social media and partially Facebook nationally, back to the 'home' country and to diaspora around the world.

The NEMBC has been producing professional emergency news about the COVID-19 pandemic, the 2022-23 floods crisis and recently established a Multilingual National News (MNN) service to cover general daily news. The MNN provides an opportunity to measure news but there are other regular news bulletins within the ethnic community broadcasters sector that could be measured.

3. Do you agree with the proposed scope of the news market?

4. Do you agree with the proposed key measures of diversity and localism?

Radio production in languages other than English could also be a key measure of diversity.

Increasingly there are more people arriving from countries where English is not the first language. Migration patterns show that there will be an increase in languages other than English speakers at home over the next ten years. This could mean that almost half of the population of Australia will speak a language other than English at home.

Ethnic community broadcasting in Australia has long been acknowledged for providing a voice to migrants and new and emerging communities. This helps create social cohesion and inclusion for these communities.

How new and emerging communities are accommodated in the media landscape will be an important indicator of Australia's strong record as a multicultural country.

If languages are measured, it's a good start to show "viewpoint diversity" and develop further metrics on content diversity. Good measures and metrics in language diversity will show a well-functioning pluralist society.

This is especially important when considering that culturally and linguistically diverse community radio years has the potential to reach almost half the population of Australia in the next ten years.

5. Would you recommend any additions or changes to the proposed framework and/or its underlying key indicators?

The main underlying change to the framework is to apply a cultural and linguistic lens to the framework to ensure accurate diversity is achieved, and that viewpoint diversity is a critical element of measurement.

The other underlying concern is that the definition of 'professional' is not limited and does not exclude legitimate sources of news, including news produced by community broadcasters. Australia is unique in the world and has a rich and diverse community broadcasting sector that should not be ignored in this process.

The 2020 ACMA paper suggests that a professional news organisation may be defined as any outlet that:

- maintains independence from those it covers.
- demonstrates a commitment to accuracy, transparency and journalistic ethics.

- is devoted primarily to reporting and publishing timely, originally produced news or informed opinion about people, places, issues and events.

The NEMBC Multilingual News Service covers these three definitions and there are some culturally and linguistically diverse broadcasters that produce timely bulletins to match these codes. However often volunteer community broadcasts are not entirely devoted to primary reporting news and work at a very different pace but can be considered to work as ‘slow journalism’ or as a ‘soft power’ – using the ability to co-opt rather than coerce.

The delivery of news and information by trusted sources in their language plays a key role to multicultural communities in regard to accuracy, transparency and ethics.

In an age of mis and dis-information that ‘trusted sources’ becomes part of the evaluation and measurement.

Trusted sources should be something consider with the measures or metrics of the framework.

6. Do you have views on whether the framework adequately considers the impact of social media and other digital platforms on media diversity, or if new or alternative measurement approaches are required?

Considering that there has been major shifts in audience behaviour and listening habits, the NEMBC agrees that the impacts of social media and other digital platforms should be considered. The NEMBC case study below is a case in point. The NEMBC Multilingual News service is fundamentally a radio bulletin but spends an equal amount of time distributing news on social media, digital platforms and direct email marketing.

It is critical that these trends are measured and understood in order for this measure to be effective. However, the NEMBC is concerned about ‘scope creep’ and measurements should be linked to media outlets that produce news on traditional media and use social media and digital platforms to boost their distribution.

Social media and digital platforms are having a significant impact on ethnic community broadcasting, especially their reach beyond the local community to a national audience and back to “home” countries or to the diaspora. Effectively a global audience. Streaming, on-demand and live online trends have broadened the local community program at times tripling their weekly listeners.

Ethnic community broadcasting has the potential to become what Radio Australia was to the ABC, by reaching out to a global audience.

Just one example is the popularity of Iranian community broadcasters' programs in Australia at a time when there is civil unrest in Iran.

The impact of this might mean a widening of the Impact Framing Question to include a closer connection and civic journalism to understand emerging media platforms and consumption patterns.

7. Is there any additional third-party research or data that could be relevant to help inform the final design and/or implementation of the ACMA's news measurement framework?

The NEMBC has partnered with Griffith University on a twelve-month research project that will conclude in June 2023.

Griffith University will deliver a 12-month project and substantial industry report about ethnic community broadcasting in Australia, particularly focusing on the ways digital technologies, changing audience demographics and listening behaviours, and pandemic broadcasting practices have impacted the sector and audience reach. Researchers are Dr Heather Anderson, Professor Susan Forde, and Professor Halim Rane.

11. Do you have views on potential pilot projects that the ACMA could undertake in 2023? What should be the ACMA's ongoing role in relation to these news measurement activities?

The NEMBC suggests a pilot project using the Multilingual National News (MNN) service as well as identifying community broadcasters that produce regular news bulletins on their programs. The NEMBC could assist in identifying these measurement activities.

12. Are there opportunities for the ACMA to collaborate with research organisations to help implement the news measurement framework?

The NEMBC works closely with a range of academics and multicultural organisations that could collaborate and assist with implementation.

THE NEMBC

The National Ethnic and Multicultural Broadcasters' Council (NEMBC) is the peak organisation representing ethnic community broadcasters across Australia. The NEMBC contributes to media diversity by maintaining and connecting people to their language, culture and identity. The NEMBC has been doing this for forty years.

In every state capital there is a large multilingual community radio station and there are almost a hundred general community radio stations in cities and towns broadcasting multilingual and multicultural programs.

Ethnic community broadcasting is an incredibly diverse sector, serving the needs of hundreds of thousands of Australians of all ages in urban and regional areas right across the country. It is also highly cost-effective, harnessing the skills, expertise and time of more than 4000 volunteers from 125 distinct cultural groups who create over 2,000 hours of content every week in over 100 languages which are broadcast via 90 community radio stations. Federal government funding plays a highly important role in catalysing and building the capacity of this voluntary sector.

Attachment 1 - Background to the Multilingual News Service.

NEMBC Multilingual News Services from 2020 to 2024

Our organisation took a brave step and ventured into unknown territory as a response to the COVID 19 pandemic.

While media departments closed and journalists lose jobs the NEMBC did the unthinkable and started a Multilingual News Service (MNS).

The initiative, in early 2020, led to the creation of four multilingual news services dedicated to improving in-language crisis communication to culturally and linguistically diverse (CALD) communities. There was an initial start-up of the news service nationally in May 2020 and then another service that started in Victoria in September 2020 and later in NSW in 2022. The Multilingual National News (MNN) service with funding support from Meta Australian Public Interest Journalism Fund administered by the Walkley Foundation started in 2022.

The NEMBC established the radio and emergency news service to ensure there was a consistent flow of reliable information for multicultural communities in many different languages so they can make informed decisions about the pandemic to make a safer and more secure Australian society during the crisis.

It was important that cultural communities could receive information to access vital verified and accurate public health information, news and updates in their own language both on the air and online across social media and digital platforms.

The Multilingual News Service (COVID-19) is different to other media in the way it delivers up-to-date news and information. The bulletins are delivered without sensationalism so that the information is easily absorbed by and connected to people in these communities.

The aim of the news is to educate and reassure multicultural communities in these difficult times in their own languages. The MNS counters any misinformation within the communities that may be dispersed by social media and responds to fake news by providing accurate and reliable information in each language.

Every day, a team of writers and subeditors get together and write-up the latest COVID-19 news and information, choosing relevant media stories, researching health messages, liaising with Victoria or NSW Health Department and producers translated the copy and produced five-news minute bulletins in multiple languages for broadcast in community radio stations and for distribution online via social media and on digital platforms.

A special Editorial policy was developed to ensure we are providing a service to migrant groups, new and emerging and refugee communities, to not alarm or harm, and report to these communities so they can make informed decisions and feel safe. To create a news narrative that explains and conveys what is happening as community news, and to focus on the issues not personalities.

The NEMBC Multilingual News Service sought to make the best use of ethnic community broadcasters during this crisis. This volunteer sector was vulnerable to the disruption caused by COVID-19 pandemic. The news service sought to empower and harness the NEMBC volunteer members because they have a distinct and unique cultural and linguistic relationship with their community. They are not considered distant voices, but genuinely local and well known through local activities and events. They have a large and strong loyalty base, are well connected and their information is believable.

Due to the pandemic ethnic community broadcasters have been responsive and adapted to set up home-studios to produce radio and podcasts from home. This enables a quick turnaround on news and emergency warnings. The response time to produce audio in language information can be overnight and distributed the next day. The news service is often much faster than government delivered translated information.

The audio news bulletins offer a deeper connection than a stand-alone info-advertisement. Creating news in the spoken language of the listener creates a more reliable information source with a stronger narrative and empowers communities in a time of crisis.

This vital news service has provided daily news, Emergency Warnings and Explainers and benefited those culturally and linguistically diverse groups and their communities in different languages, including: Arabic, Assyrian, Cantonese, Croatian, Dari, Greek, Hazaragi, Hindi, Pacific Islander English (played on programs of Māori, PNG, Cook Islands and Tongan programs), Persian, Punjabi, Macedonian, Maltese, Mandarin, Samoan, Spanish, Somali, Swahili, Tongan, Tagalog, Tamil, Urdu, Italian, Nepalese, Oromo, Turkish.

The multilingual news service has been able to reach millions of culturally and linguistically diverse communities through radio broadcasts and by developing innovative online strategies.

Cost Effective: Community radio is the most cost-effective means of meeting specialist multilingual content needs. The community broadcasting sector continues to be the most cost effective and efficient means of providing ethnic and multicultural radio for Australia's culturally and linguistically diverse communities.

Value for Money

In Brief:

Victoria daily news during a year there is 17,500 words written in English, over 1 million translated words written, and over 324 hours of audio produced, that's played 75 times a week at 13 community radio stations in Victoria. The 324 hours of on-air audio is valued at over 1 million dollars, the English writing and

translation is approximately half-a-million dollars. To produce the audio in languages other than English is almost 1 million dollars.

In addition, the multilingual news service produced 28 themes for emergency Explainers which is over 500 specialised emergency Explainers.

The daily news and Explainers were produced in over 25 languages.

The dollar for value is for every \$1 invested over \$6.50 of total value has been created – more details in Appendix 2. A similar evaluation was made for the NSW MNS service and for every \$1 invested there was \$8 created.

Overall Audience Reach

The coverage, impact and reach of the national MNS for Victoria and NSW is estimated to potentially be around 2.2 million listeners. Community radio McNair survey results show that 60% listen to community radio in an average month. The listenership figure is calculated on the languages produced and 75 distributions per week in Victoria and 32 per week in NSW, combined with social media, Explainers and online distribution.

Estimated reach of the radio news bulletins in Victoria, based on community radio McNair Surveys analysis, on the number of playouts across the language programs and stations, we estimate that the bulletins each month reach over 566,000 people who are LOTE speakers at home with a potential impact on more than 1.5 million (1,576,000) people from 27 cultural groups.

Similar reach potential is made with NSW audience with 300,000 people LOTE speakers at home and impact reach of 800,000.

The NEMBC has made very good use of social media and digital platforms for distribution. The NEMBC emails daily to its membership base in-languages. The estimated reach and impact of social media and digital distribution and Emergency Warnings and Lockdown Explainers are harder to estimate, but could be around 1.5 million for news and all 35 emergency warnings over a one-and-a-half-year period.

A Summary of social media over the 12-month period (December 2021 to December 2022) the NEMBC posted 11,202 times across all our social media accounts and reached 716,716 people, gaining 4,417 followers and 145,677 NEMBC profile visits.



NEMBC ANNUAL RESULTS	POST	REACH/ IMPRESSIONS	FOLLOWERS	PROFILE VISITS
TWITTER 2022	4802	178,247	1,476	140,220
FACEBOOK PAID IMPRESSIONS		223,345		
FACEBOOK PAID		149,266		
FACEBOOK ORGANIC	3840	155,887	2,284	3,861
INSTAGRAM 2022	2500	9,868	441	1566
LINKEDIN 2022	60	103	216	30
SOCIAL MEDIA TOTAL	11,202	716,716	4,417	145,677

NEMBC FACEBOOK – main page

Just on Facebook in the 12-month period (December 2021 to December 2022) we made almost 4,000 posts and the majority of these were audio files.

The Facebook organic reach for this 12-month period was 155,887 and paid reach was 149,255. Paid impressions were 223,345. The total reach for the year was 305,153.

Facebook interactions for the year included 34,800 minutes of played content, which is 95% of news videos, 15.8% were recommendations, 12.1% from our followers, 8.4% shares, and 63.7% paid.

The NEMBC Facebook page has almost 2,500 followers. While this is low in comparison to some organisations in our sector the NEMBC has nurtured a select community of culturally and linguistically diverse individuals and organisations.

We have deliberately tagged and boosted in languages, so we have a refined audience.

We also post in different languages each day and target the niche market of our culturally and linguistical diverse language groups.

In Facebook over two years, we built our community by sending requests to 104 multicultural group pages in Australia. These groups are now part of our community to share important news or announcements concerning our multicultural community.

Lessons Learnt

The NEMBC learnt that ethnic community broadcasting is able to adapt quickly to provide reliable information and messages to their communities. This sector is effective in responding to a crisis and in many instances, lead the way.

The news service showed the importance and relevance of culturally and linguistically diverse media and ethnic community broadcasting in delivering multicultural messages.

A centralised news bulletins of news ensures a reliable and unified message distributed by the NEMBC across community radio stations with ethnic language programs.

The multilingual news service has been able to reach millions of culturally and linguistically diverse communities through radio broadcasts and innovative online strategies.

List of NEMBC MNS social and digital channels:

The NEMBC www.nembc.org.au housing links to both NSW and Victorian news

NEMBC general Facebook page: <https://www.facebook.com/Nembc/>

Twitter: @nembc_official https://twitter.com/nembc_official

Instagram: @nembc.media www.instagram.com/nembc.media

NSW

Soundcloud News: <https://soundcloud.com/nsw-mns-nembc/sets/nembc-multilingual-new-service-2022-nsw>

Soundcloud NSW playlist: <https://soundcloud.com/nsw-mns-nembc>

Facebook NSW: <https://www.facebook.com/NSWmultilingualnewsservice>

VICTORIA

Soundcloud NEWS: <https://soundcloud.com/user-760283919/sets/nembc-multilingual-new-service>

Soundcloud Victoria playlist: <https://soundcloud.com/user-760283919>

Facebook Victoria: <https://www.facebook.com/VICmultilingualnewsservice>

New digital sites were developed for the Multilingual National News service.

An Omni Studio listening site was developed and we imbed the news on the NEMBC website:

<https://www.nembc.org.au/national-multilingual-news-service-mns/>

<https://www.nembc.org.au/latest-news-about-covid-19-in-new-south-wales/>

The news is also available on the Community Radio Plus App:



Some direct Omni news sties are:

Arabic: <https://omnystudio.com/p/arabic-news/clips>

Bosnian: <https://omnystudio.com/p/bosnian-news/clips>

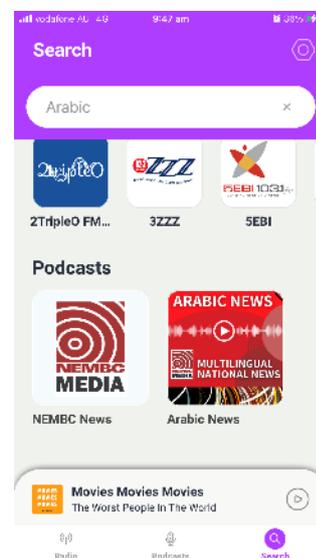
Greek: <https://omnystudio.com/p/greek-news/clips>

Serbian: <https://omnystudio.com/p/serbian-news/clips>

Tagalog: <https://omnystudio.com/p/tagalog-news/clips>

Urdu: <https://omnystudio.com/p/urdu-news/clips>

Vietnamese: <https://omnystudio.com/p/vietnamese-news/clips>



1) The Present, 2022 to 2024: Multilingual National News (MNN) service

The Multilingual National News (MNN) is a national news service that started in 2022 thanks to support from the Meta Australian Public Interest Journalism Fund administered by the Walkley Foundation.

The purpose of the Multilingual National News (MNN) service is to provide news and information to culturally and linguistically diverse communities.

The MNS is *news*-based but we are providing a *service* to established migrant groups and refugee and emerging communities.

- We are mindful about the need for cultural sensitivity and awareness in our choice of news stories and the writing of content.
- We report factual information and **focus on issues**, not personalities. Content is NOT alarmist or sensationalist or meant to cause harm.
- Our news aims to **explain, contextualise**, and unpack what is happening in the spirit of community news and narrative.
- We aim to report to culturally and linguistically diverse communities so they can be educated, make informed decisions, and feel safe.



This is a daily news service with news sourced from a broad range of resources to match the MNN priority topics, including:

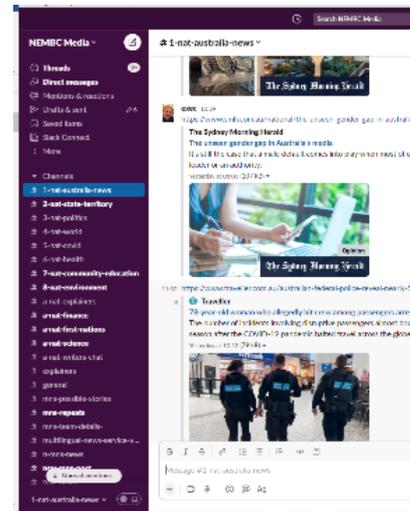
- Selected mainstream media stories deemed to be relevant in the areas of national, state and territory news, health, COVID-19, emergencies, community and education, science, environment and finance.
- Politics is also covered. However, these stories are general political content, deliberately selected not to be adversarial or party-preferenced, with a focus solely on issues.
- World and regional issues are also covered, but these again cover general or breaking news issues. The ethnic producers/broadcasters are best placed to cover issues about their 'home' country or diaspora.
- As well as mainstream news sources, the MNNS obtains news from government, non-government and community organisations relating to health information, support services, funding opportunities and emergency situations.
- Multicultural stories from the community about challenges being faced as well as good news stories and stories of change or impact.

The full Editorial Policy for the MNN is at Appendix 6.

Issues covered in the news are hard and soft news on: National Australian news, State and territory issues, World news, Politics(general), Health, COVID-19, Community and Education, First Nations, Science, Environment and Finance.

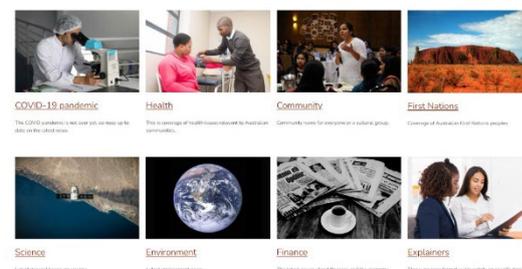
What the day looks like:

Stories are selected each day and put onto a platform called Slack. Slack is the communications platform for the Editors, Sub-editors, and writers. There are four writers who write stories each day. The writers put their news back into Slack (in a word document) to be subbed by Editors. Once the news is Subbed (showing track changes) the media manager puts them on dedicated website called the Multilingual National News wire. This membership-based website is where the translators and procedures select the stories to produce their 5-mnutes news audio bulletin.



What makes our news different

We are effectively writing 'copy' for radio new bulletins, but our stories are longer than standard news reports. Writing for radio is always Keep It Simple but we simplify even more because we are writing for people to translate. We write to provide information that is easier to absorb so we explain, unpack and contextualize the news. We write for immediate news when required but generally we write informative evergreen news that can be broadcast over some days. Our news is in 27 different languages.



Radio Broadcast news

There are just over one-hundred news bulletins produced each week and broadcast on 28 stations in four states: 13 stations in Victoria broadcasting 65 news bulletins, 11 stations in NSW broadcasting 28 news bulletins, one station in SA broadcasting 5 bulletins, and one station in the ACT broadcasting 5 bulletins.



The Languages

The languages for news are: Arabic, Bosnian, Cantonese, Croatian, Dari, Dinka, Hazaragi, Greek, Hindi, Italian, Mandarin, Macedonian, Maltese, Nepalese, Pacific Islander English, Punjabi, Serbian, Sinhala, Samoan, Spanish, Swahili, Turkish, Tamil, Tagalog, Tongan, Urdu and Vietnamese.

Social Media and Digital distribution

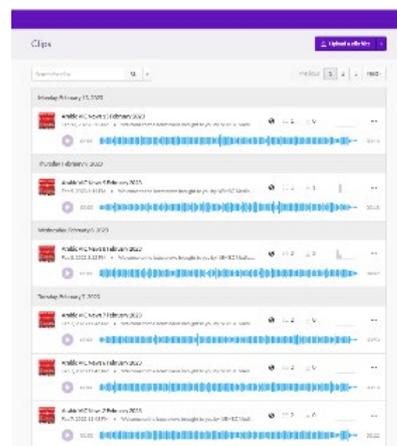
Online strategies were developed to create innovate graphic tiles and audiograms to distribute as podcasts, on social media and via digital platforms.

An online radio player (initially using Soundcloud but shifted to Omni Studio) was set up to make sure people could listen if they missed the radio programs. The NEMBC website hosts the radio player that is embedded from Omni Studio.

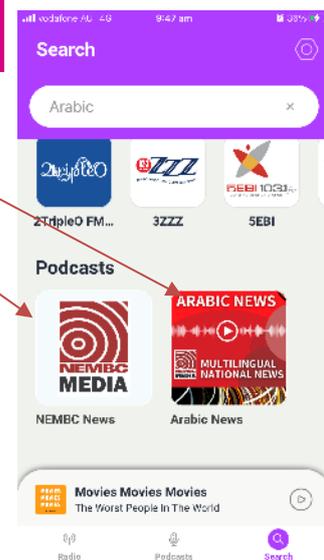
The daily news is also linked to the Community Radio Plus App and updated daily in the NEMBC MEDIA channel or as Arabic news

The Multilingual News Service originally produced news for radio stations but quickly adapted to distributing the audio MP3 as a podcast via social media and Email Direct marketing (EDM) to its radio membership and multicultural organizations.

The multilingual news service could produce audio podcasts very quickly because people were producing from home.



as a separate language such



Conclusion

We expect the MNN to grow and include other states in the coming months, we are aiming for 200 bulletins a week in all states and territories by the end of 2023. We will increase the languages diversity to aim for 45 languages.

The NEMBC is exploring financial sustainability options though funding grants, philanthropic bodies, federal and government support as well as producing Explainers and media campaign support.

Background to the Multilingual News Services

2) The National Multilingual News Services - 20 May 2020 to September 2022



The National Multilingual News Service was an initiative of the NEMBC and a response to the pandemic.

The National MNS commenced in May 2020 and within a month there were over 170 news bulletins being played a week in 7 languages across Australia at 29 radio stations.

The news was in the following languages: Arabic, Greek, Hindi, Punjabi, Spanish, Pacific Islander English and Mandarin.

The News writing and production was done by News Editors who provide news scripts at 8am every morning for the Producers/Translators to make a 5-minute audio podcast for the morning news cycle. The Arabic and Greek Producers were from station 5EBI Adelaide, the Spanish and Hindi Producers from 3ZZZ Melbourne, the Pacific Islander English and another Greek presenter from 4EB Brisbane, and the Mandarin is written and produced in 2Triple0 Sydney.



The distribution across all the languages to 29 radio stations and 170 radio programs was a huge, but successful challenge.

The following stations were involved in playing the news bulletins

		Metro & Submetro	Regional
1	1CMS - Canberra 91.1	Canberra	
2	2 BOB		Taree
3	2MCE - Bathurst 93.3		Bathurst
4	2NBC - Hurtsville 90.1	Hurtsville Sydney	
5	2REM Albury Wadonga107.3		Albury Wadonga
6	2RSR Skidrow 88.9	Sydney	
7	2RRR Gladesville	Sydney	
8	2Triple 0 - Burwood 98.5	Sydney	
9	2VOX - Illawarra 106.9		Wollongong
10	3BBB Voice FM Ballarat 99.9		Ballarat
11	3 HOT Mildura		Mildura
12	3RIM - 97.9FM Melton	Melton Melbourne	
13	3SER - Casey Radio 97.9	Casey Melbourne	
14	3RPP Port Philip	Port Philip	
15	Pulse FM		Geelong
16	3ZZZ Melbourne	Melbourne	
17	3CR Melbourne	Melbourne	
18	4CCR CairnsFM - 89.1		Cairns
19	4EB	Brisbane	
20	4TTT -Townsville		Townsville
21	5EBI - Adelaide 103.1	Adelaide	
22	6CCR - Radio Fremantle- 100.1	Radio Fremantle	
23	6TCR - Twin Cities 89.7 - Perth	Perth	
24	6EBA	Perth	
25	7LTN City Park Launceston 103.7		Launceston
26	7THE Hobart 92.1	Hobart	
27	8CCC - Alice Springs 102.1		Alice Springs
28	WYN FM - Werribee 88.9	Werribee Melbourne	
29	Pilbara WA		Pilbara

The NEMBC started to move into Emergency podcasts initially with the Hard Lock Down on the housing estate towers in Melbourne in 2020.

NEMBC Production of Podcasts for Legal Services in 18 languages for hard lock-down

The NEMBC partnered with The Federation of Community Legal Centres consisting of four legal groups; Flemington and Kensington Community Legal Centre, Inner Melbourne Community Legal, Fitzroy Legal Service and Moonee Valley legal Service, to provide information for residents that were in the hard lock down in nine housing estate towers from the 6th of July.

The Flemington and Kensington Community Legal Centre (FKCLC) made a flyer in English for distribution inside the towers and the NEMBC reworded the flyer for radio with an intro and outro and then produced podcasts in 18 languages.

The FKCLC through its network and connection to residents distributed the audio podcasts into the towers via email, WhatsApp, sms and made it available on their website.

The NEMBC using its News Service and membership was able to produce the 18 diverse language podcasts. Languages requested were:

Spanish, Arabic, Pacific Islander English, Mandarin, Dinka, Oromo, Vietnamese, Turkish, French, Lingala, Swahili, Nuer, Tigrinya, Amharic, Somali, Ndebele, Shona, Yoruba.

The general messages were about how the government can do this, what's required of the residents, health and safety issues and knowing certain individual rights and a police complaints process explained.



Human Rights Podcasts for residents in full lockdown

The NEMBC joined with the Victorian Human Rights Commission and produced podcasts that they could send to residents in the housing estates that were in full lock-down.

The English flyer they produced listed the rights of the residents during lock down with 15 bullet points of information.

The NEMBC kept the intent of the messages but reworded and arranged the flyer script so it was radio ready in English.

The NEMBC contacted its members and produced the audio podcasts in three languages; Dinka, Oromo and Nuer.

From a request received at 3pm on one day the NEMBC was able to produce the podcasts literally overnight and delivered to VEOHRC. Oromo was delivered by 11pm that night, Dinka by 8am the next morning and Nuer the next morning.

The VEOHRC then distributed the audio podcasts to the residents.



Victorian Equal Opportunity & Human Rights Commission



3) VICTORIAN Multilingual News Service – September 2020 to September 2022



When the second outbreak occurred in Melbourne the NEMBC received support from the Victorian Government, in September 2020, and started producing daily news bulletins for Victoria.

The daily news in Victoria is broadcast on community radio stations 75 times a week in Victoria and across 12 radio stations. An online radio player was set up to make sure people could listen if they missed the radio programs. Online strategies were developed to create innovate graphic tiles and audiograms and distribute as podcasts, on social media and digital platforms.



Picture of half the MNS team when we met for the first time Face to Face as a group before Christmas 2021

The languages for news and Explainers in Victoria are: Arabic, Assyrian, Cantonese, Croatian, Dari, Dinka, Hazaragi, Greek, Hindi, Indonesian, Mandarin, Macedonian, Nuer, Oromo, Pacific Islander English, Punjabi, Sinhala, Samoan, Spanish, Turkish, Tamil, Tagalog, Urdu and Vietnamese.

The Multilingual News Service originally produced news for radio stations but quickly adapted to distributing the audio MP3 as a podcast (online radio player) on Soundcloud and targeting on social media and Email Direct marketing (EDM) to its radio membership and multicultural organisations.

The multilingual news service could produce audio podcasts very quickly because people were producing from home.

When COVID outbreaks occurred the NEMBC Multilingual News Service was called upon to produce dedicated emergency information in different languages sometimes 12 or up to 24 languages. The NEMBC is able to produce scripts and audio podcast literally overnight and distribute them on radio programs, through social media channels to networks that are specifically established in communities on WhatsApp groups and through government departments and to local councils.

The multilingual news service has been able to reach millions of culturally and linguistically diverse communities through radio broadcasts and innovative online strategies.

The news bulletins are responsive to events as they happen. The bulletins are compiled every day and finalised by experienced community news editors which are then sent to the audio language producers. The finalised audio bulletins are then distributed to community in-language radio programs for the afternoon, evening and late night shows as well as the next morning breakfast shows. News bulletins often followed the Victorian Government and Premier’s Press Briefing throughout 2020 and 2021. In 2022, the News Bulletins focuses on keeping communities safe as Australia adapts to the “new normal”.

The MNS service assists to alleviate stress and anxiety in CALD communities. The respected, generalist research company Newgate Research found that people who speak a language other than English at home are the highest rated group that register as ‘extremely concerned’ about the impacts of COVID-19 (79% compared to 61% of people who speak only English at home).

The NEMBC MNS was recognised for its work when it won the Victorian Government Excellence in Multicultural Media Award in 2020.



The Victorian MNS started in September 2020 and will have operated for two years, to September 2022.

Key Activities Radio Summary for Victoria

The daily news in Victoria is broadcast on community radio stations 75 times a week in Victoria and across 12 radio stations.

Radio production

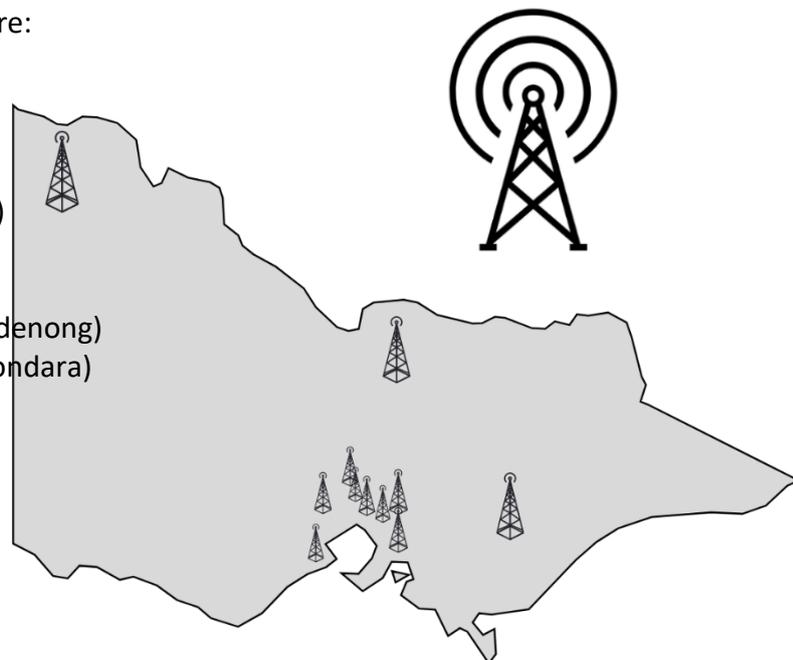
The stations that broadcast the news bulletins are:

Greater Melbourne:

1. 3CR (Fitzroy, Greater Melbourne)
2. 3ZZZ (Brunswick Greater Melbourne)
3. 3RIM (Melton)
4. 3NOW (Hume and Monee Valley)
5. 3SER (City of Casey and Greater Dandenong)
6. 3WBC (City of Whitehorse and Boroondara)
7. 3PVR (Plenty Valley - and Mill Park)
8. 3MDR Mountain District Radio

Regional Victoria:

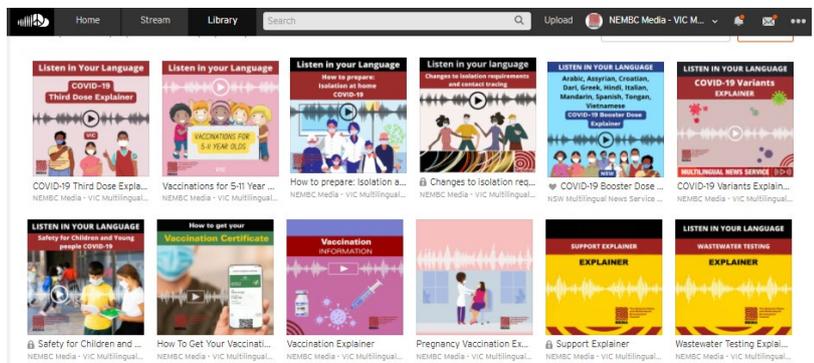
9. One FM (Shepparton)
10. 3GCR FM (Gippsland)
11. 3Hot FM (Mildura)
12. The Pulse FM Geelong– broadcasts into Melbourne



The Victorian news service continues to be played on 12 radio stations, around 75 times a week in 19 languages and at least 26 different cultural groups. Other platforms that play the news bulletins online radio websites, Blessing CALD and La Family Tu Radio. A Spanish program on 2NBCR in Sydney has also been playing the news since 2020. The islands of Malta also play a weekly Roundup on two of their radio stations as they work in collaboration with our Maltese producer.

Emergency Warnings and Explainers

Due to the ability to respond quickly and create radio ready audio files the Victorian government employed the NEMBC to respond to emergencies of COVID outbreaks and provide Explainers in different languages. The NEMBC provided same-day or next day in language warnings for emergency outbreak



Soundcloud data shows that over a twelve-month period there were 11,500 plays of the Explainers. The following Explainers have been produced:

- 1) 14 October 2020 -Shepperton Emergency warnings (7 Languages)
- 2) 22 October 2020 - Northern Suburb’s Emergency Warnings (9 languages)
- 3) 25 October 2020 - Explainers on Isolation and Quarantine – (14 languages)
- 4) January 2021 - Black Rock outbreak (14 languages)
- 5) February 2021 - State Government Lockdown 3.0 (22 languages)
- 6) 28 May 2021 - State Government SA Man in (22 languages)
- 7) 3 June 2021 - Lockdown Extended (18 languages)
- 8) 10 June 2021 - Easing Restrictions (18 languages)
- 9) 15 June 2021 - Lockdown announced (22 languages)
- 10) 27 July 2021 - Easing Restrictions (18 languages)
- 11) 6 August 2021 - New Lockdown (18 languages)
- 12) August 2021 - Religious Ceremonies (16 languages)
- 13) August 2021 - Regional Lockdown (18 languages)
- 14) August 2021 - Lockdown Tier System (25 languages)
- 15) August 2021 –Support & Assistance Explainer (22 languages)
- 16) September 2021 - Water Waste (20 languages)
- 17) September 2021 Pregnancy Vaccination (23 languages)
- 18) October 2021 - Vaccine Explainer (20 languages)
- 19) October 2021 Vaccination Certificates (26 languages)
- 20) October 2021 Lockdown Lifting (18 languages)
- 21) October 2021 Safety for Children and Teens Explainer (21 languages)
- 22) October 2021 - Moderna Explainer (22 languages)
- 23) November 2021 Changes to Isolation and contact tracing (20 languages)
- 24) December 2021 How to prepare Isolation at Home (22 languages)
- 25) December 2021 Third Dose Booster Explainer (13 languages)
- 26) February 2022 - Vaccination for 5-11 year Old Explainer (19 languages)
- 27) January 2022 Rapid Antigen Tests (23 languages)
- 28) February 2022 Variants Explainer (18 languages)

SNAPSHOT of distribution of Victorian podcasts to multiple digital platforms and social media



The NEMBC's initial focus for the Multilingual News service was to produce audio for distribution on multilingual community radio programs. However, once we started to produce the audio, podcasts and the explainers we were able to distribute them on social media and digital platforms.

The NEMBC Multilingual News Service has been distributing via these channels since 2020 and is constantly refining the distribution method.

Social Media and Digital Platforms

The NEMBC produces radio news audio bulletins and Explainers that are distributed on:

- 1) Facebook acts as the main social media distribution for the News Service as Facebook is the most popular social media platform in Australia, with nearly 9 out of 10 Australians spending time on the platform weekly (L&A Social Media 2020). The News bulletins are posted daily in each separate language with appropriate tags to language groups and organisations. Community members can easily share these posts and videos with their friends and family via their own timelines and privately through Facebook's messenger app. Explainers are also posted on Facebook when they are produced and reposted regularly when still relevant. We further are actively in contact with multicultural organisations and local community services to share the posts on their pages. News and Explainers can be listened to on Facebook through the video function, but a hyperlink to the Soundcloud is also provided for those with lower access to internet.
- 2) Instagram- Instagram is a secondary social media platform for community to easily share within the platform if it is their preferred social media platform. Daily news and Explainers are regularly posted, again with targeted tags and mentioned to further organisations.
- 3) Twitter – daily tweets are made and are hyperlinked to Instagram for listening to the audio
- 4) LinkedIn - periodic promotion of bulletins and highlights of the available languages for the produced Explainers
- 5) Soundcloud is an online radio player which hosts a regularly updated playlist of the daily News bulletins and individual playlists for each explainer until the information becomes out of date.
- 6) Email Direct Marketing (EDM) –emails of the daily news are distributed to the NEMBC membership database, in all the languages, which included the radio broadcasters in each language and
- 7) WhatsApp groups - periodic promotion of bulletins and highlights of what languages are available in the Explainers

The following gives a snapshot of the social media and digital distribution within Victoria.



NEMBC Facebook

The NEMBC utilises Facebook so community members could easily share in-language information with their friends and family via their timelines and through Facebook’s messenger. The NEMBC daily news distributions uses tag to share to organisations. On average there are between 10 to 15 organisation tags and 25 hashtags.

In comparison the other sector organisations and stations the NEMBC has a very good engagement, this is an average week of engagement in February 2022.

Page	Total Page Likes	From Last Week	Posts this week	Engagement this week
1  3CR Community Radio	10.4K 	▲100%	11	231 
2  Community Broadcastin...	5.3K 	▲100%	13	718 
3  4EB	4.3K 	▲100%	2	218 
4  Christian Media & Arts ...	4.1K 	▲100%	12	47 
5  Federation of Ethnic Co...	3.5K 	▲100%	15	123 
6  Community Broadcastin...	2.9K 	▲100%	3	36 
YOU 7  Nembc - National Ethnic...	2K 	▲100%	62	4K 
Keep up with the Pages you watch. Get more likes				
8  3ZZZ	1.3K 	▲100%	4	338 
9  5EBI 103.1 FM Radio Sta...	788 	▲100%	0	37 
10  World Radio 6EBA-FM 9...	761 	▲100%	0	0 

Facebooks posts Insights in the week:

Insights

[See all](#)

Last 28 days : Feb 6 - Mar 5 ▾

People reached

28,186
▲24%

Post engagements

4,758
▲14%

Page likes

16
▼6%

Tagged product clicks

0

FACEBOOK FRONT PAGE LOOK



Nembc - National Ethnic and Multicultural Broadcasters' Council

@Nembc · ★ 5 (11 reviews) · Nonprofit organization

[Edit WhatsApp](#)

[Nembc - National Ethnic...](#) [Edit WhatsApp](#) [Promote](#) [Edit](#)

Photos [See all](#)



Videos [See all](#)



TURKISH news, follow the latest news an...
3
32 views · 3 days ago

Page transparency [See all](#)

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - August 12, 2011



[Visit the COVID-19 Information Center for vaccine resources.](#)
[Get Vaccine Info](#)

[Like](#) [Comment](#) [Share](#)

[Comment as Nembc - National Ethnic ...](#)

Nembc - National Ethnic and Multicultural Broadcasters' Council
Published by Vanessa Gatica · 19h · 🌐

MANDARIN news, follow the latest news and updates about Victoria's multicultural stories and community issues on COVID-19. Brought to you by NEMBC MEDIA and our producer Zhengjun Hu. 14 April 22.

[Asian Australian Film Forum & Network \(A AFFN\)](#)
[Asian Australian Newsfeed...](#) [See more](#)

Just a few examples of the many highlight shares on Facebook

Posts are further shared within community Facebook groups with thousands of members, and community led Facebook Pages, most notable just some of these in the week in February were:

FB shares and comments:

Austin Health shared the RAT-VIC explainer.



Olivia Newton-John Cancer wellness & Research Centre. Shared the RAT VIC explainer.



Ethic communities' Council of Victoria shared the 5-11 Children's Vaccination explainer.



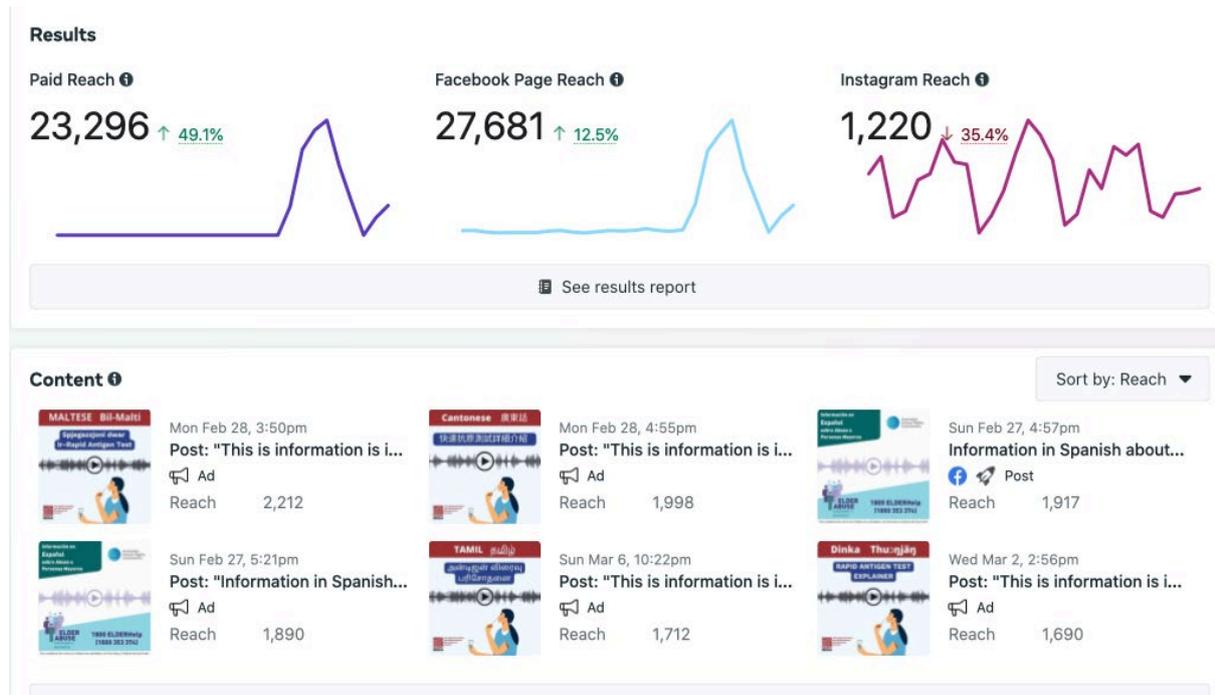
Ethic communities' Council of Victoria shared the RAT VIC Explainer



Shares from Radio page Sudanese3ZZZ:



Within a week in February: FB-Paid Reach-23,296. Organic Reach-27,681 Instagram Reach-1,220. Maltese RAT explainer Reach-2,212



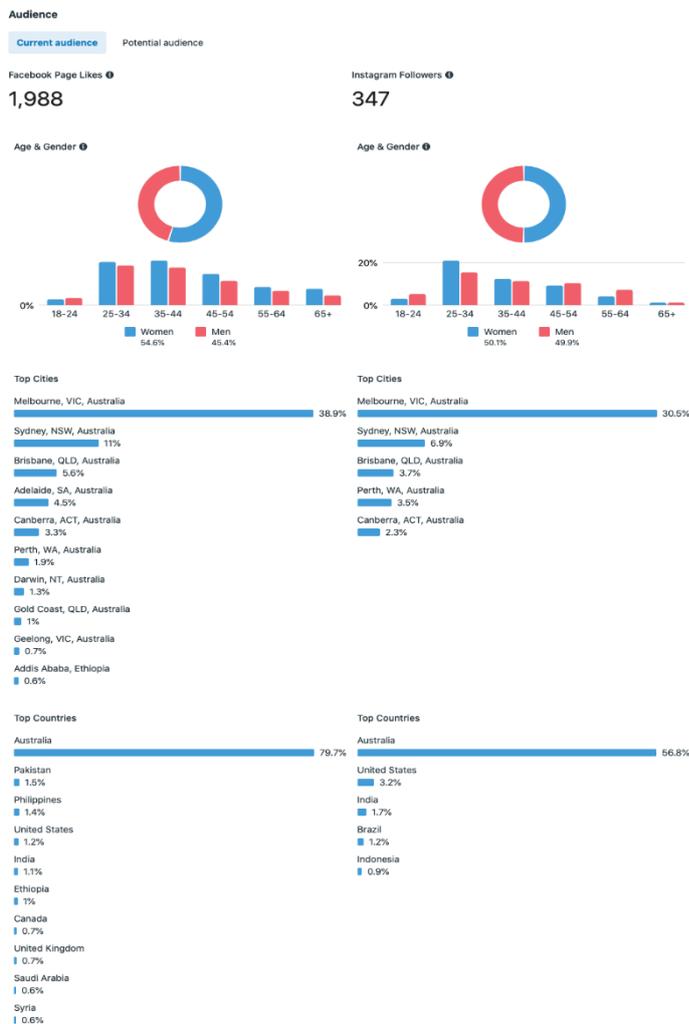
The NEMBC is regularly joining groups. In February and March these new groups were joined.

Action	Page manager	Date
Joined the group Victoria Hindu Community	Vanessa Gatica Medley	Mar 5, 2022, 1:54 PM
Joined the group FILIPINOS IN VICTORIA, AUSTRALIA	Vanessa Gatica Medley	Feb 27, 2022, 9:14 PM
Joined the group Radio 3ZZZ Assyrian Program	Vanessa Gatica Medley	Feb 25, 2022, 1:16 AM
Joined the group Indians In South East Melbourne	Vanessa Gatica Medley	Feb 22, 2022, 3:04 PM
Joined the group ITALIANI IN AUSTRALIA♥UNITI IN AUSTRALIA	Vanessa Gatica Medley	Feb 22, 2022, 11:56 AM
Joined the group Turkish - Australians in Melbourne, VIC.	Vanessa Gatica Medley	Feb 21, 2022, 7:15 AM
Changed the username to VICmultilingualnewsservice.	Vanessa Gatica Medley	Feb 20, 2022, 4:21 PM
Joined the group Sri Lankans Live in Melbourne, Victoria	Vanessa Gatica Medley	Feb 13, 2022, 1:15 AM

Facebook and Instagram Audience by age and gender and the top cities and countries.

Facebook page likes: 1,988

Instagram Followers 347



NEMBC Instagram

In February we reached 1,307 accounts in the last 30 days -32.3% compared to last month.



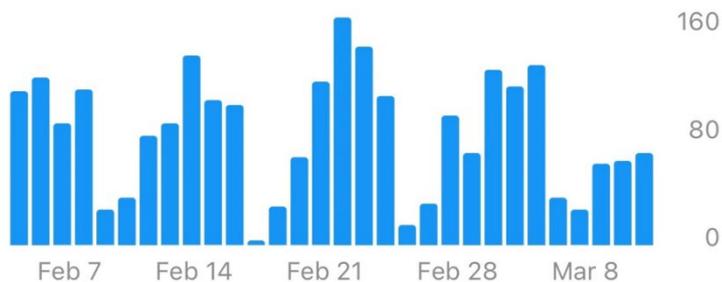
Professional Dashboard



Account insights

[See all](#)

You reached 1,307 accounts in the last 30 days, -32.3% compared to Jan 8 - Feb 6.





3,310 Posts 347 Followers 682 Following

NEMBC

Nonprofit organization

The NEMBC is the peak organisation representing ethnic community broadcasters across Australia.



www.nembc.org.au/

Edit Profile Ad Tools

Insights Add Shop Email

MNS Changes co... Getting Vax... Elder Abuse Vax Certific...



NEMBC Twitter

In February 2021 the NEMBC did 316 tweets, had 143k profile visits and earned 12.6k impressions, 2 mentions and +6 followers.

FEB 2022 SUMMARY

Tweets	Tweet impressions
316	12.6K

Profile visits	Mentions
14.3K	2

New followers

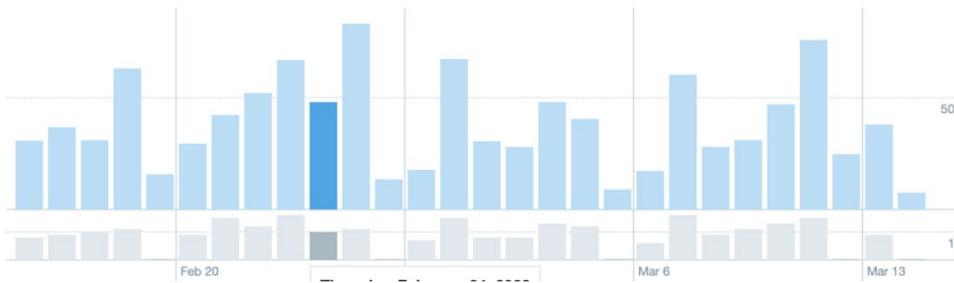
6

Tweet activity in FEB 2022 was 11.5k impressions, during this 28-day period we earned 386 impressions per day.

Tweet activity

Last 28 Days Export data

Your Tweets earned **11.5K impressions** over this **28 day** period



YOUR TWEETS
During this 28 day period, you earned **386 impressions** per day.

Top tweets of the month:

NI

Tweets **Top Tweets** Tweets and replies Promoted Impressions Engagements Engagement rate

<p>NEMBC @nembc_official · Feb 16 We are pleased to announce the NEMBC National Conference in Melbourne from 27 to 29 May 2022. More details following, including; News Conference, Youth Conference, Program, Gala dinner, Venue and AGM. #Melbourne #nembc #conference2022 pic.twitter.com/WRXU9NET0h View Tweet activity</p>	507	12	2.4%
<p>NEMBC @nembc_official · Feb 24 COVID-19 Booster Explainer in your language. To listen and download in your language go to: bit.ly/3rxD3rS #boosterdose #nsw #multilingual #multicultural #vaccines #vaccinations #boostervaccine View Tweet activity</p>	331	21	6.3%
<p>NEMBC @nembc_official · Feb 23 MULTILINGUAL NEWS SERVICE TAGALOG 23 February 22. #news #covid19 #media #coronavirus #currentaffairs #breakingnews #journalism #community #melbourne #Australia #multilingual #multicultural #radio #vaccinesBringsUscloser #weallONthisogether #tagalog instagram.com/tv/CaTtsM7joCZ... View Tweet activity</p>	243	3	1.2%

Top tweets of the month, top mention and top follower on twitter.
Top follower.

TWEET HIGHLIGHTS

Top Tweet earned 347 impressions

Listen in Tamil for Vaccinations for 5-11-year-olds in Victoria **#Vic**
#COVID19 #PCRTTest #health
#covid19australia #vaccination
#covid19news #tamil
[instagram.com/tv/CZc_PP8Bs7s...](https://www.instagram.com/tv/CZc_PP8Bs7s...)

🔄 1 ❤️ 2

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 1,450 people



NSW Multicultural Health
Communication Service

Official account for NSW Multicultural Health Communication Service. Monitored Mon-Fri 9am-5pm. It

Top mention earned 19 engagements



HealthWest

@HW_Partnership · Feb 6

Rapid Antigen Tests explained in multiple languages - listen here at [@nembc_official](https://www.soundcloud.com/user-760283919...)
[soundcloud.com/user-760283919...](https://www.soundcloud.com/user-760283919...)

🔄 1 🗨️ 3 ❤️ 2

[View Tweet](#)

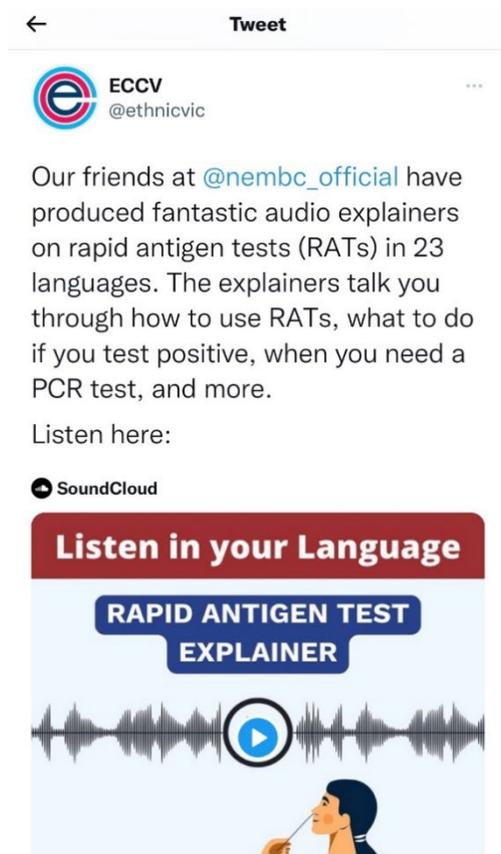
Top media Tweet earned 227 impressions

We are pleased to announce the NEMBC National Conference in Melbourne from 27 to 29 May 2022.

More details following, including; News Conference, Youth Conference, Program, Gala dinner, Venue and AGM. **#Melbourne**
#nembc #conference2022
pic.twitter.com/WRXU9NET0h



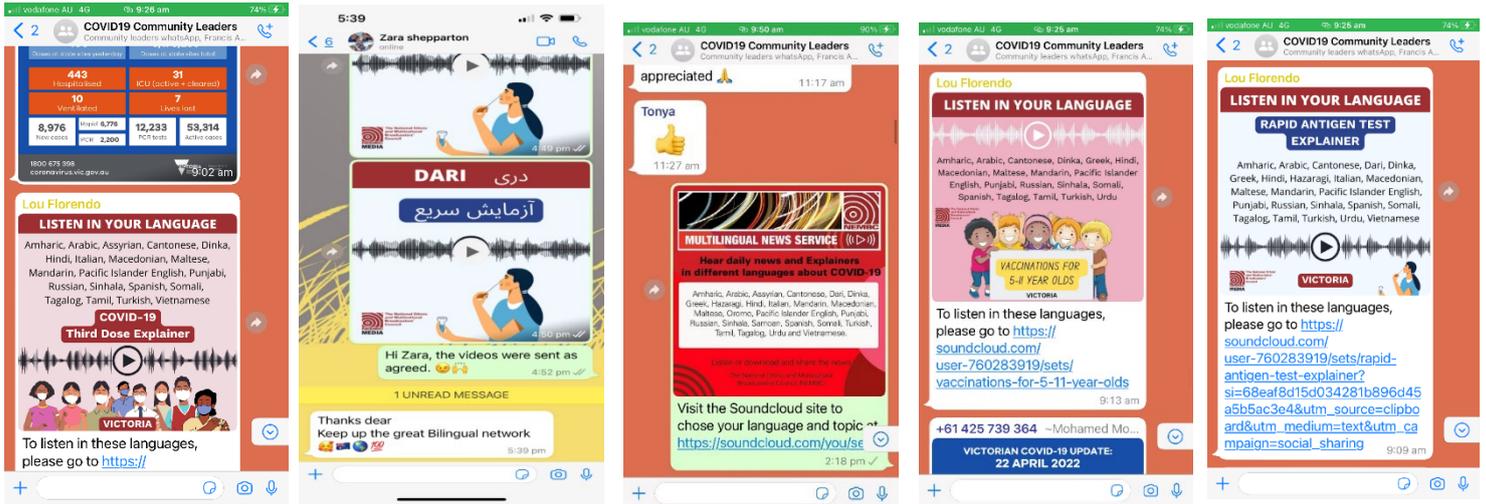
ECCV tweet the Rapid antigen test in their Twitter profile.





WhatsApp shares.

The NEMBC post to two WhatsApp groups in Victoria: Community Leaders WhatsApp and the PRMC Grants Recipients. The NEMBC shared daily news in different languages for many months on the Community Leaders WhatsApp group. The NEMBC shifted to regular Explainer distribution on the WhatsApp in 2021-22. Some examples of the shares on WhatsApp in Victoria.



Soundcloud

Over a twelve-month period there were 11,500 plays of the Explainers.

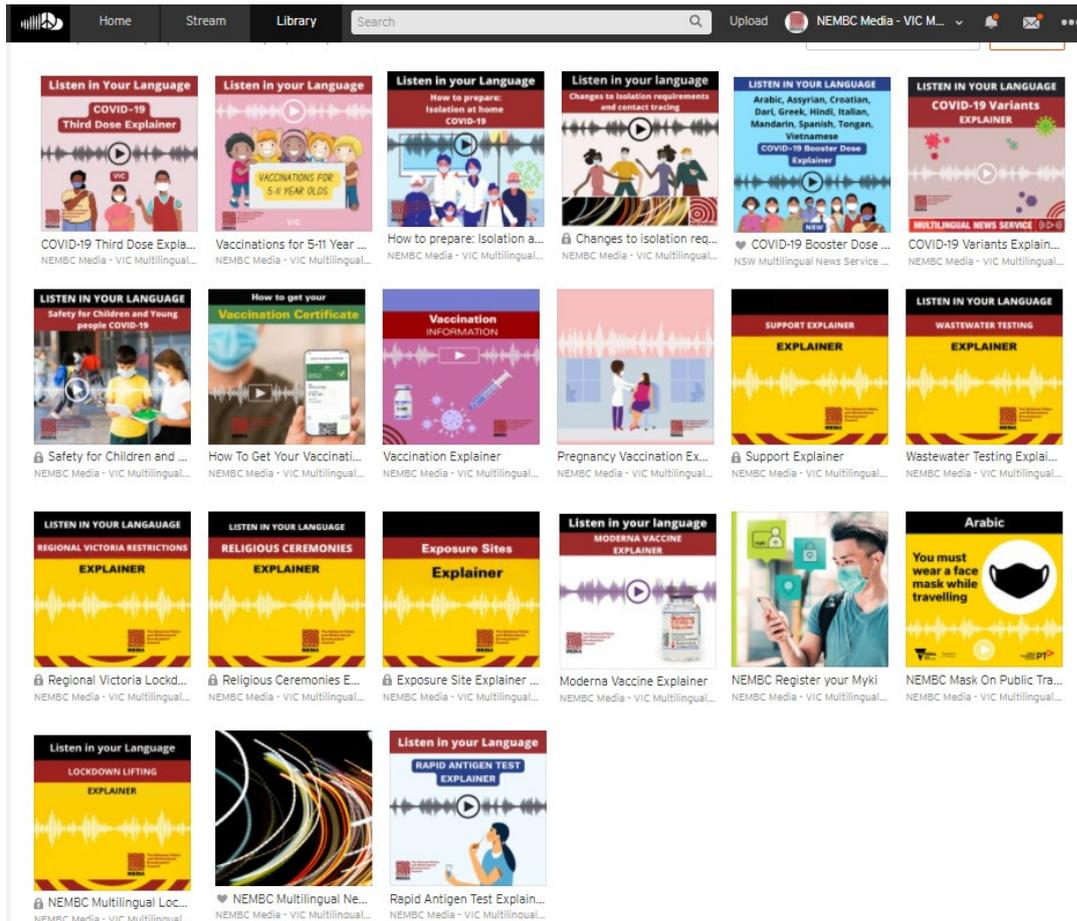
Hey NEMBC Media - VIC Multilingual News Service, you have 11.5K plays in the last 12 months

Switch to classic stats view

▶ 11.5K ❤️ 363 ↻ 42 💬 62 ⬇️ 348

+536% plays vs. previous 12 months





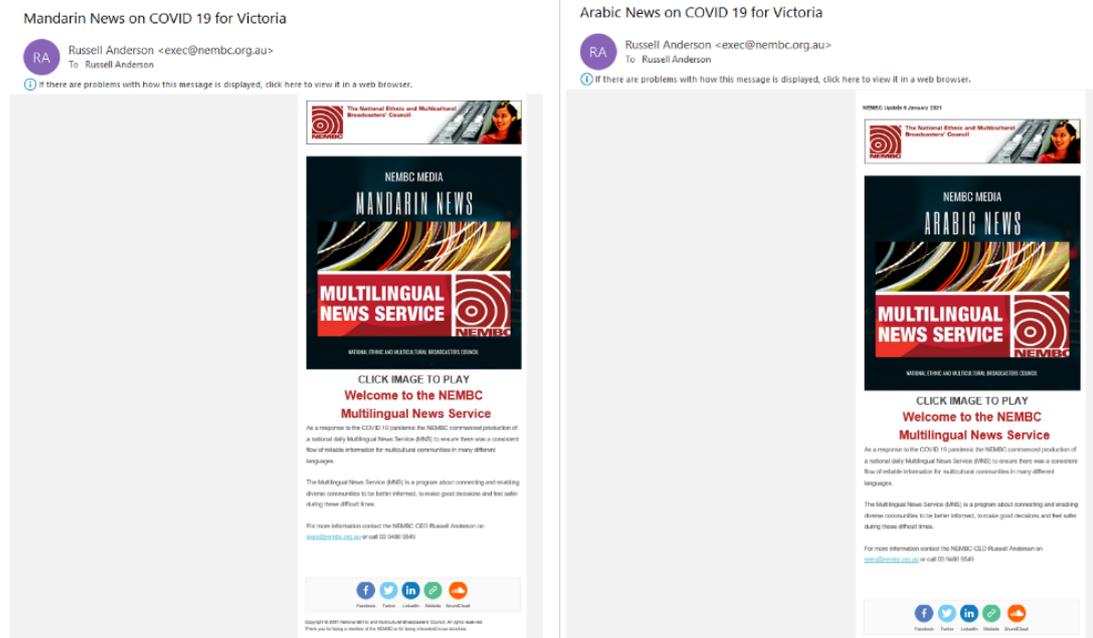
Email Direct Marketing (EDM)

The NEMBC Membership database and email network

The NEMBC has developed an email list of all its members in Victoria from the 19 languages and uses MailChimp to send daily emails. We have also collected emails our own organisations database, from Facebook pages and Consulates emails and include them in the daily MailChimp email distribution.

The NEMBC has a dedicated email contact list of members, organisations and radio stations and sends 1,421 weekly unique emails. Over a year (50 weeks) that's 71,050 emails. Over the 20 months of this project there would have been over 90,000 direct marketed emails delivered.

Two examples below:



4. NSW Multilingual News Services January 2022 to September 2022



The NEMBC commenced work in NSW on Explainers in January 2022, including developing in-depth explainer scripts and graphics, producing over 52 audio explainers across 20 languages, and established the distribution across digital platforms and community radio stations. The daily news bulletins production started on 8 March 2022.

The languages for the NSW news service and Explainers were focused but not limited to the following languages: Arabic, Assyrian, Bosnian, Croatian, Dari, Greek, Hindi, Italian, Korean, Mandarin, Samoan, Serbian, Spanish, Tongan, Urdu, Vietnamese.

The National Ethnic and Multicultural Broadcasters' Council (NEMBC) is working with the New South Wales Government from January to September 2022 to produce a Multilingual News Service (MNS), providing reliable COVID-19 information for CALD communities. The MNS consists of a daily news service, Explainers and translated audio produced for animation promotion and their distribution.

The daily News Service is a centralised news report produced for and by CALD community radio broadcasters in Sydney and regional NSW.

News items consists of mainstream COVID-19 new items as well as key messages provided by Department of Community Service (DCS) addressing current priorities and themes necessary to reach CALD communities, resulting in a 4-minute News Bulletin. These News Bulletins are distributed to community radio stations across New South Wales and further on social media.

In-depth Explainers ranging from 6-10 minutes are also produced to provide deeper information on key topics when living with COVID-19. So far, these Explainers have included:

- Rapid Antigen Test explainer
- 5-11 Year Old Vaccination explainer
- COVID-19 Booster Dose explainer
- Managing COVID-19 at Home explainer
- Staying well at home in Winter – flu and COVID Vaccines

The NEMBC further distributes the daily News Service and in-depth Explainers through its social media networks, targeting the CALD communities, community leaders and Multicultural Organisations. The NEMBC utilises multiple digital platforms to ensure the information is accessible and shareable by the varied communities.

NSW News Bulletins

The NEMBC has a centralised news report produced for and by CALD community radio broadcasters for Sydney and regional NSW. A *centralised* news bulletins of news Roundups ensures a reliable and unified message distributed by the NEMBC across community radio stations with ethnic language programs.

There are daily news scripts produced consisting of over around 30 stories with latest news, as a news wire for programs to choose stories that match their audience. The scripts are sent daily to the producers.

Some news audio bulletins are produced to match the different language groups.

The radio news is played on the programs that produce the program and a podcast is distributed to the specialist CALD community radio programs.

News and Explaners are targeted and distributed to the following radio stations and radio programs

Arabic	2OCW Orange
	2MFM Sydney x 2
	2WOW Penrith
	2Triple0 Sydney x2
	2SWR Sydney West
Assyrian	2GLF Liverpool x2
	2VOX Illawarra
Bosnian	2Triple0 Sydney
	2MCR Campbelltown
	2VOX Illawarra
Croatian	2Triple0
	1CMS Canberra
	2Triple0 Sydney
Dari	2RSR Sydney
	2Triple0 Sydney
Greek	2BOB Tenterfield
	2VOX Illawarra
	2NCR Lismore
	2WOW Illawarra
	1CMS Canberra
	2NBC Peakhurst
	2Triple0 Sydney
Hindi	2BOB Tenterfield
	2VOX Illawarra
	2RRR Sydney Ryde
	2OCW Orange
	2MCR Campbelltown
	2WOW Western Sydney Penrith
	1CMS Canberra
	2Triple0 Sydney
	2BOB Tenterfield
	2VOX Illawarra

Mandarin	2NBC Peakhurst
	2Triple0 Sydney
	1CMS Canberra
	2NBC Peakhurst
Spanish	2SWR Sydney West
	2WOW Western Sydney Penrith
	2VOX Illawarra
	2NCR Lismore
	2Triple0 Sydney
Tongan	2NBC Peakhurst
	2WOW Illawarra
	2SWR Sydney West
	2MCR South Western Sydney
Urdu	2RSR Sydney
	2NUR Newcastle
	1CMS Canberra
	2RRR Sydney Ryde
	2BACR Bankstown
	2RSR Sydney
	2WOW Illawarra
Vietnamese	2Triple0 Sydney

NSW Explaners

The Explaners or emergency warnings are made for radio and can be offered for play-out, but the main form of distribution is through digital channels and social media, via email and through Government Departments and health services. The Explaners remain live on an online Soundcloud radio site for anyone to listen or download.



NSW Social Media and Digital Platforms



An early Snapshot of social media and digital platform impact within the first few weeks in NSW revealed:

- Reached almost 15,000 Facebook users, dedicated and targeted to the language groups with over 37 hours of content viewed
- Sent over 200 direct emails weekly via Mail Chimp with graphics and audio to NEMBC members, community leaders and multicultural organisations
- Video tiles reached over 3,000 Twitter users



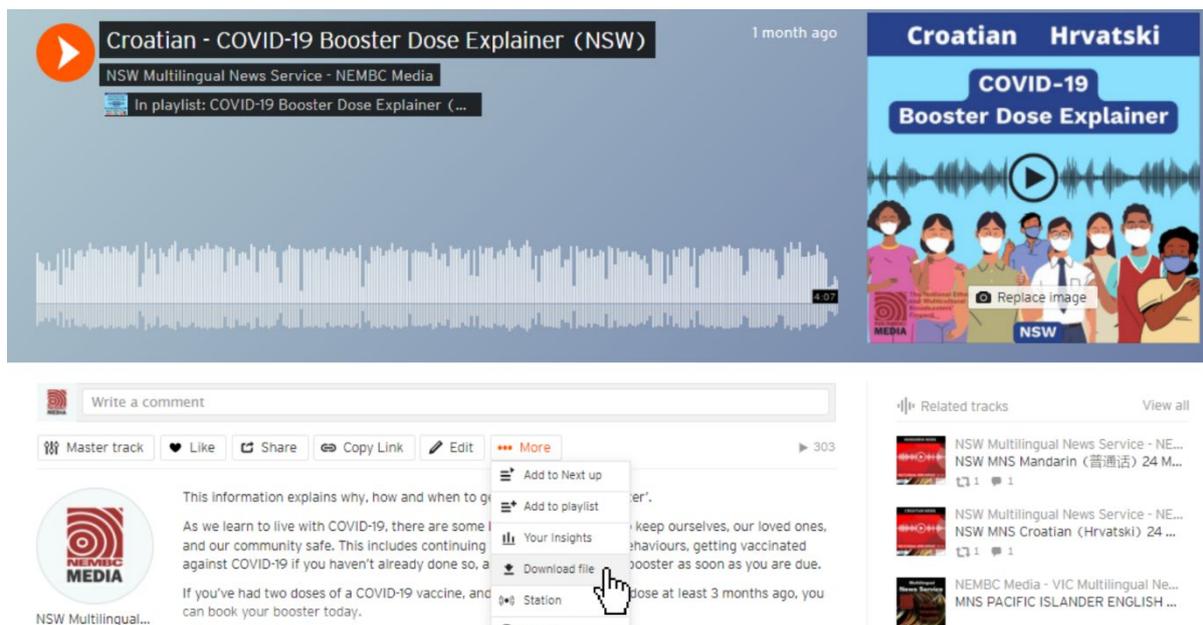
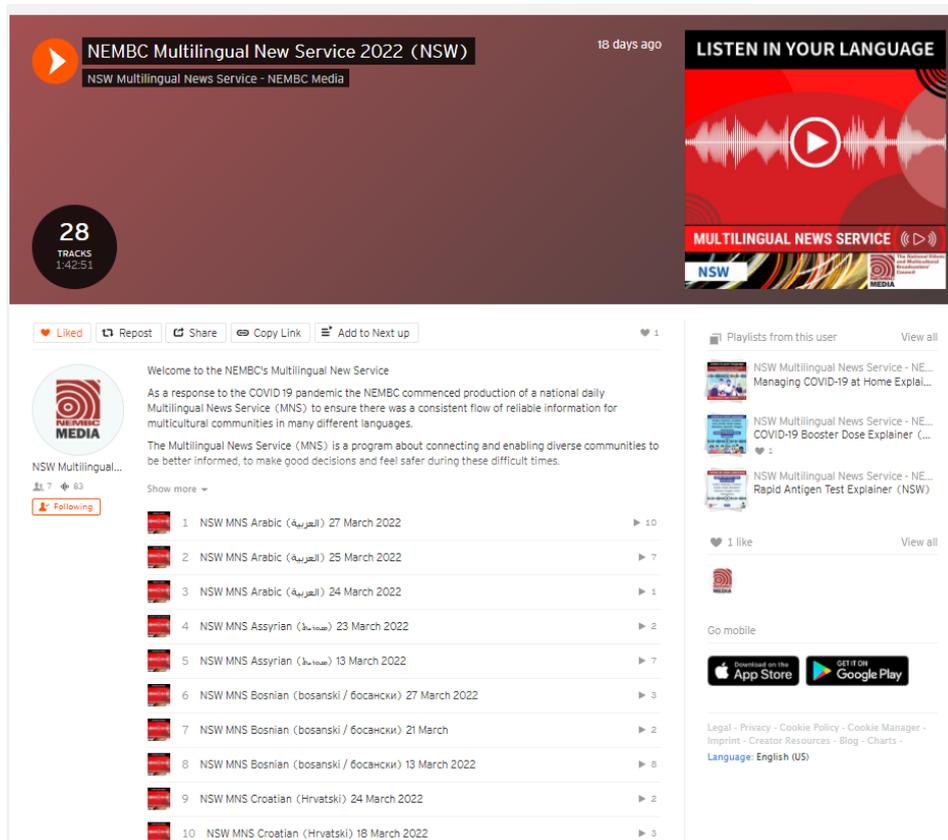
NEMBC NSW Soundcloud

<https://soundcloud.com/nsw-mns-nembc/>



The NEMBC created a Soundcloud channel with the latest COVID-19 information for New South Wales. The channel houses 4 individual playlists for the in-depth Explainers and 1 playlist for the MNS that contains the 3 most recent News Bulletins for each language.

Each of these playlists can be embedded into a Facebook or Instagram post simply by copy and pasting the web link. These playlists can further be embedded onto websites like WordPress or Squarespace as an interactive player.



Soundcloud further provides accessibility to those with limited access to internet as it requires less data to listen to the information and can also be downloaded for community leaders to share and broadcasters to include in their programs.

These translated resources have been played almost 900 times across the 52 audios.

Some Soundcloud snapshot data

Overview

Jan 1, 2022 – Mar 23, 2022 | v

▶ 896 ♡ 45 ↺ 9 💬 19 ⬇️ 8

Switch to classic stats view ⋮



Downloaded Soundcloud tracks:

- | | |
|--|---|
|  <p>NSW Multilingual News Service - NEMBC Media
Arabic - COVID-19 Booster Dose Explainer (NSW)
▶ 72 ⬇️ 1</p> |  <p>NSW Multilingual News Service - NEMBC Media
Samoan - Vaccinations for 5 - 11 Year Olds (NSW)
▶ 9 ⬇️ 1</p> |
|  <p>NSW Multilingual News Service - NEMBC Media
Tongan - COVID-19 Booster Dose Explainer (NSW)
▶ 9 ⬇️ 1</p> |  <p>NSW Multilingual News Service - NEMBC Media
Arabic - Vaccinations for 5 - 11 Year Olds (NSW)
▶ 33 ♡ 1 ⬇️ 1</p> |
|  <p>NSW Multilingual News Service - NEMBC Media
Bosnian - COVID-19 Booster Dose Explainer (NSW)
▶ 8 ♡ 1 💬 2 ⬇️ 1</p> |  <p>NSW Multilingual News Service - NEMBC Media
Bosnian - Vaccinations for 5 - 11 Year Olds (NSW)
▶ 8 ⬇️ 2</p> |
|  <p>NSW Multilingual News Service - NEMBC Media
Spanish - COVID-19 Booster Dose Explainer (NSW)
▶ 12 ⬇️ 1</p> | |

Looking at which audios have been downloaded, we can assume Bosnian, Arabic, Samoan, Spanish and Tongan audios have been played additionally to the MNS News Bulletins.

Further looking at the Top tracks so far, the Croatian Booster Dose Explainer has the most plays, followed by Arabic, Amharic, Cantonese, Dari, Vietnamese and Assyrian translated audios.

-  Croatian - COVID-19 Booster Dose Explainer (NSW)
-  Arabic - COVID-19 Booster Dose Explainer (NSW)
-  Arabic - Vaccinations for 5 - 11 Year Olds (NSW)
-  Amharic - Vaccinations for 5 - 11 Year Olds (NSW)
-  Arabic - Rapid Antigen Test Explainer (NSW)
-  Cantonese - Vaccinations for 5 - 11 Year Olds (NSW)
-  Arabic (NSW) Managing COVID-19 at Home Explainer – preparing for self-isolation
-  Dari - COVID-19 Booster Dose Explainer (NSW)
-  Vietnamese - COVID-19 Booster Dose Explainer (NSW)
-  Assyrian - COVID-19 Booster Dose Explainer (NSW)

NEMBC Facebook

Facebook is the most popular social media platform in Australia, with nearly 9 out of 10 Australians spending time on the platform weekly ([L&A Social Media 2020](#)).

The NEMBC utilises Facebook so community members can easily share in-language information with their friends and family through their timelines and through Facebook’s messenger.

A new Facebook page [NSW Multilingual News Service - NEMBC Media](#) was created in January, so CALD communities in New South Wales can like and follow the page for regular updates in their language.



हिन्दी (Hindi) Vaccinations for 5-11 year olds in New South Wales



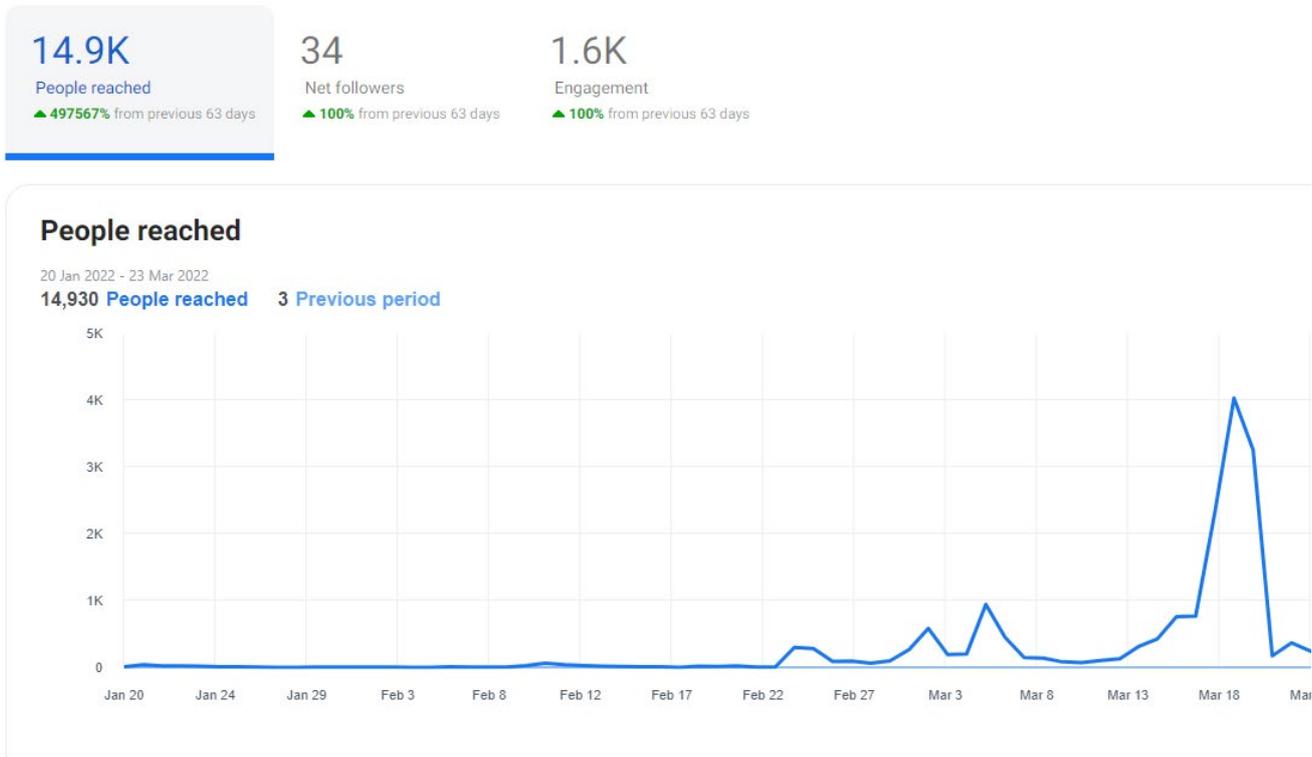
NSW Multilingual News Service - NEMBC Media

@NSWmultilingualnewsservice · News & media website



Between January and March 2022, the NEMBC shared over 84 in-language video tiles, and counting, across 4 Explainers and the Daily News Service. These resources have reached over 14.9k Facebook users, 1.6k have engaged with the resources; liking, sharing, commenting, or clicking to play. Of that, 57.5% identified as Women and 42.5% Men. With the content reaching Women aged 35-44 the highest.

Facebook insights: Reach of Page





Impactful SNAPSHOTS for NSW:

Explainers were widely share by Multicultural Organisations based in NSW

[Ethnic communities' Council of NSW](#)

The Ethnic Communities' Council of NSW (ECC) is the peak body for all culturally and linguistically diverse communities since 1975. 794 people follow their Facebook page.

Managing COVID-19 at Home Explainer

- ✓ COVID-19 Booster Dose Explainer
- ✓ COVID-19 Booster Dose Animation
- ✓ 5-11 Year Old Vaccination Explainer
- ✓ Rapid Antigen Test Explainer





Multicultural Health NSW

Multicultural communication and social marketing to Government health-funded services. 7.9K followers

- ✓ COVID-19 Booster Dose Explainer
- ✓ COVID-19 Booster Dose Animation
- ✓ 5-11 Year Old Vaccination Explainer
- ✓ Rapid Antigen Test Explainer

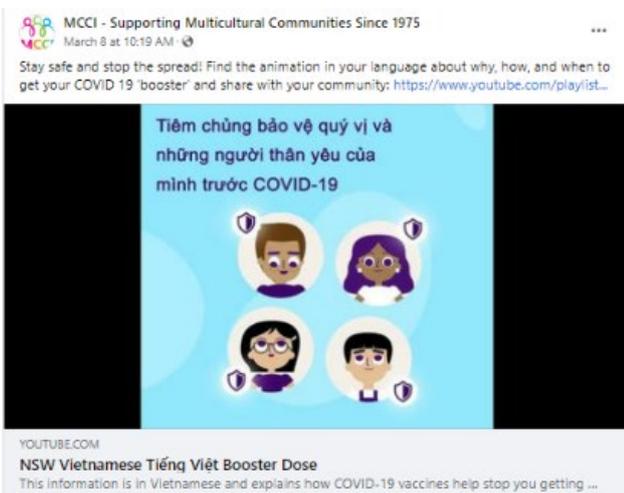




Multicultural Communities Council of Illawarra

The Multicultural Communities Council of Illawarra (MCCI) is a community based not-for-profit organisation which represents the interests and needs of people from multicultural backgrounds in the Illawarra, ACT and Queanbeyan. 1,708 followers.

- ✓ COVID-19 Booster Dose Animation
- ✓ COVID-19 Booster Dose Explainer



Multicultural Disability Advocacy Association of NSW

The Multicultural Disability Advocacy Association (MDAA) advocates for the rights and interests of people with disability with a focus on people from culturally and linguistically diverse (CALD)/non-English speaking (NES) background. 2,730 followers



COVID-19 Booster Dose Animation



Facebook community Groups and community-led pages

Both the Daily News and in-depth Explainers have already been widely shared across private and public community-led Facebook groups and pages. The NEMBC has been working on creating and fostering relationships with community-led Facebook pages, so the resources are shared to the appropriate demographics.

Due to privacy settings, we are not able to collect all the groups the posts are shared to, but some examples of the public community Facebook groups the posts are regularly shared to include:

[Chilenos en Newcastle, NSW](#)

72 members

[Arab Sydney عرب سيدني](#)

381 members



[Bosnian Language – Sydney](#)

1,033 people follow this

[Australian Arabs 24/7 ٧/٢٤ عرب أستراليا](#)

1,117 people follow this

[SCARF Refugee Support](#)

3,963 people follow this

[LATINOS FM AUSTRALIA](#)

4,253 people follow this

[Fairfield Is Where I Live](#)

2,615 people follow this

[Hamrun Club Sydney \(Maltese\)](#)

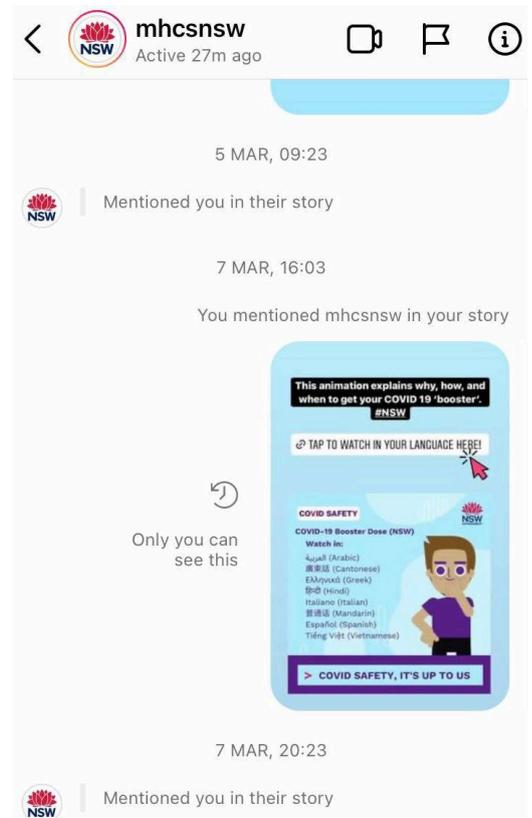
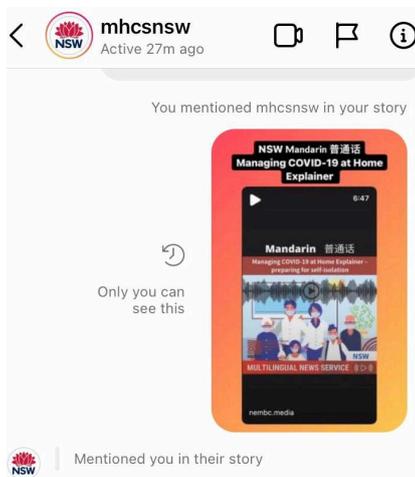
805 people follow this



NEMBC Instagram NSW

Instagram is a secondary social media platform for community to easily share within the platform if it is their preferred social media platform. Video tiles are posted onto Instagram timeline and further shared on Instagram stories.

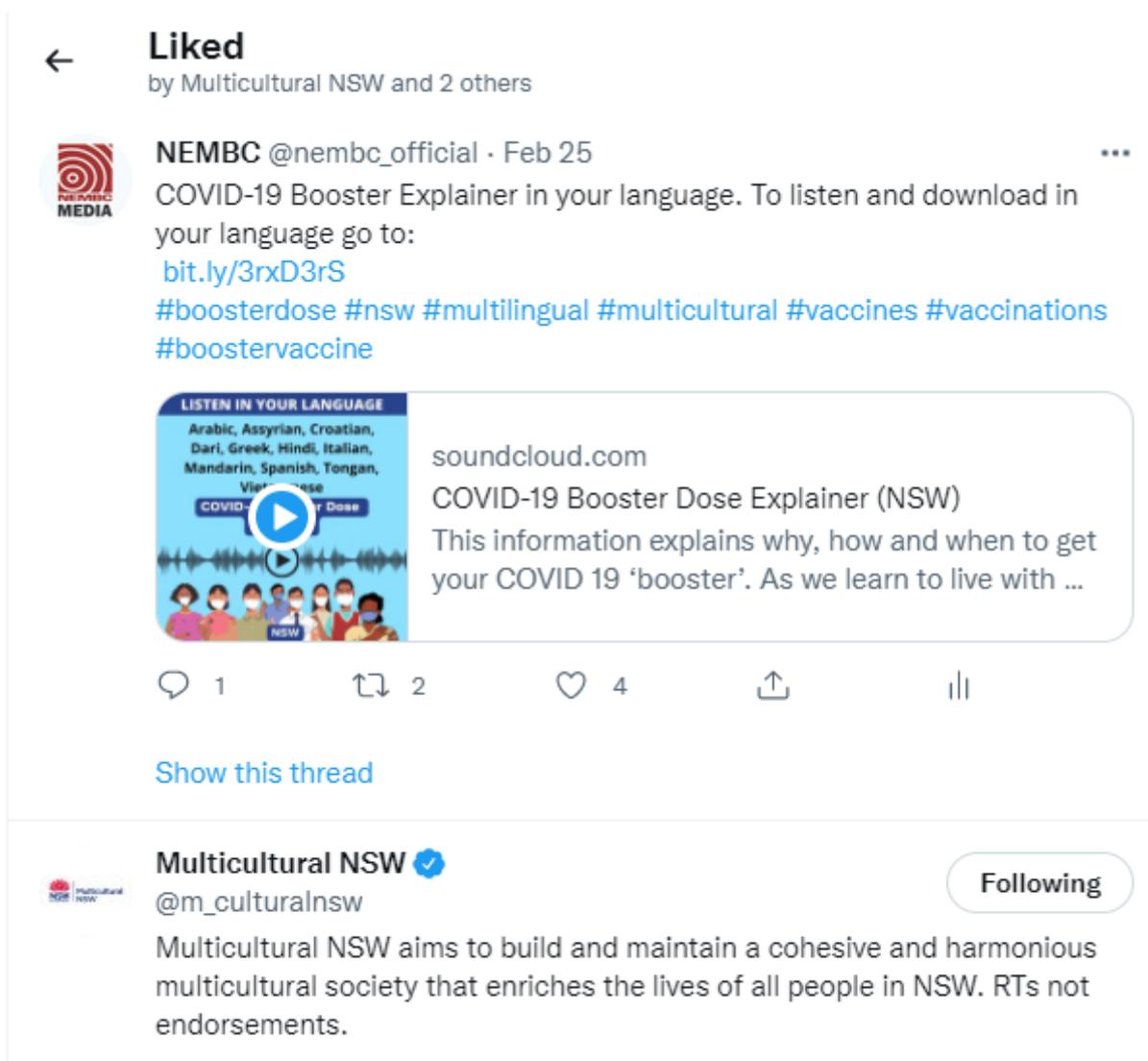
The NEMBC social media coordinator has worked closely with the social media team at Multicultural NSW to share the in-language posts through their stories on Instagram.



On average, the NEMBC's Instagram account reaches 1,500 users per month with 20% of those living in Sydney, Australia.

NEMBC Twitter

Twitter is used to gain reach throughout the broader Australian community with community leaders, multicultural organisations and politicians. The NEMBC tweets varied links to the NSW resources including links to the Daily News on Instagram and regular push outs of the Soundcloud playlists for the Explainers.



← Liked
by Multicultural NSW and 2 others

 NEMBC @nembc_official · Feb 25

COVID-19 Booster Explainer in your language. To listen and download in your language go to:
bit.ly/3rxD3rS
[#boosterdose](#) [#nsw](#) [#multilingual](#) [#multicultural](#) [#vaccines](#) [#vaccinations](#) [#boostervaccine](#)

LISTEN IN YOUR LANGUAGE
Arabic, Assyrian, Croatian, Dari, Greek, Hindi, Italian, Mandarin, Spanish, Tongan, Vietnamese
COVID-19 Booster Dose Explainer (NSW)

soundcloud.com
COVID-19 Booster Dose Explainer (NSW)
This information explains why, how and when to get your COVID 19 'booster'. As we learn to live with ...

1 2 4

[Show this thread](#)

 **Multicultural NSW** ✓
@m_culturalnsw Following

Multicultural NSW aims to build and maintain a cohesive and harmonious multicultural society that enriches the lives of all people in NSW. RTs not endorsements.

Appendix 1 Editorial Policy

NEMBC Multilingual News Service (MNS) Editorial News Policy

Introduction

The purpose of the Multilingual News Service is to provide a national news service to culturally and linguistically diverse migrant communities

The MNS is *news* based but we are providing a **service** to established migrant groups and refugee communities – established and emerging. We are mindful about not alarming or being harmful with content output we deliver and aim to report to these communities so they can make informed decisions and feel safe. We report facts where possible and **focus on issues** not personalities. Our news aims to **explain** what is happening in the form of community news/narrative.

The news content delivered is sourced from a number of resources, including:

- selected mainstream media stories with a focus on metro and regional news but also what is deemed to be relevant national or international news or issues;
- government, organisations and communities relating to health information, support services and funding opportunities, emergency situations, restriction updates and vaccine rollout details;
- Multicultural stories from the community about challenges being faced as well as good news stories and stories of change or impact.

NO content should be alarmist or sensationalist in its writing style, language or interpretation.

This editorial news policy is the primary tool for the MNS content-makers to ensure that a standard is maintained to uphold the fundamental principles of the Multilingual News Service (MNS) for accuracy and impartiality and to protect the NEMBC's independence and integrity.

The Multilingual News Service will report in a way which:

- Recognises that created content must be respectful towards multicultural and multilingual audiences and mindful of community and cultural standards;
- recognises that we need to report all issues (big and small) by using the facts, but also being intuitive and insightful;
- is honest and balanced, ensuring diverse views are acknowledged and expressed;
- Reports facts where possible and focuses on issues, NOT personalities;
- Relies on facts and does not focus on political agendas through grandstanding or propaganda;
- Considers 'balance' in reporting and ensures the expression of the views of those minorities which do not get coverage in mainstream media;

- Reports scientific evidence as proven, needing peer review or acknowledge science bias or false claims;
- Uses attribution where applicable: journalists do not create facts so make sure to attribute information and use a credible source. However, if information is accepted as common knowledge, don't over-attribute.

- It's radio, so it is preferable to use present or past-present tense in your language.

NEWS WRITING

News story should be approximately 100 words in length for each story, so:

Open with a lead sentence that explains the story. Follow an inverted pyramid style of writing. This means you start your story with the most important information;

the next paragraph(s) should build on the information that you have provided in the first paragraph, giving additional details and using quotes where applicable;

closing paragraph or sentence should finalise/wrap the story.

WRITING NEWS

Writing should be concise and clear.

When translating from English to your language, keep your sentences short and simple. Remember, when writing for radio, you write for the ear so keep the sentences short and language as simple as possible. Use a 'one-idea-per-sentence' approach.

IN HOUSE - POINTERS

We will try and reduce our news script so that we have a four minute or possibly a three-and-a-half minute MP3 file. Each language group has a different length audio file due to translation length, so 600 words for Spanish is 4 minutes, but in Greek it can be 5 minutes.

Making our script more concise will also help the translators to keep the audio simple.

As a general rule, writing for radio is meant to 'keep it simple', but there is the additional challenge of simplicity because the script is being translated and produced in LOTE. So it's about writing it in clear, simple form for radio and then rethinking and making it even simpler.

Key Pointers

- Paraphrasing not quoting is preferable because it's too hard to translate a quote.
- Keeping sentences to one idea and avoid writing double-barrel sentences.
- Explain a title initially rather than use an ACRONYM only: for example - Jobseeker, Youth Allowance, Ausstudy, Abstudy explain in a few words.
- Don't use 'government speak' without it being clear: for example - government health department instead of DHHS, or the second stage of the COVID-19 Vaccine roll out instead of Plan 1B.
- Numbers from zero to 10 should be written as words not numerics: for example – five not 5. Also write number and for longer number put the number in brackets.
- Keep numbers simple and round off any decimal points: for example - 49.5 just say 50.
- Don't use bullet points, make them into short sentences.
- Focus on the issue:
 - not the person – we don't have to report something just because – 'Josh Frydenberg says Victoria needs to open its borders', or if the Greens or Labor want something and it looks like political grandstanding.
 - sentences can start with the issue, let's talk about this one. 'Premier Daniel Andrews says masks are important' OR 'Mask are important because they ' and Daniel Andrews says it somewhere in the news item.

- Try to avoid emotive or sensationalist language such as; ‘horrific’, ‘drastic’, ‘outrageous’ ‘ranting’ or “the virus spread ‘out of control’” ... saying the virus ‘spread’ is enough or even the virus spread ‘quickly’.
- We are not just relaying or transferring stories/content; if one politician says it’s raining and another says it’s dry, look out the window and report the facts, not perspective, perception or interpretation;
- Mainstream media headlines should not be directly used, such as: ‘anti-vaxxer demo’ or ‘Qld doctor makes a mistake giving extra vaccine’.
- Attributes and sources are important but how can we KIS and still explain the source:
 - e.g.: Professor Tallai Bartholomew Epidemiologist from the National Population and Migration Studies Centre received support from the Hugo Centre for Population and Housing, stating it was
- Use Active voice.
- the news writers will write sufficient content length and the sub-editors will trim or add as is necessary to fulfil the editorial requirements.

Appendix 2 Value for money Victoria

A quick overview of the production and distribution shows value for money.

This table is a brief summary of value for money over a one- month period (50 weeks), with a final 20-week value costing to show that for every \$1 invested over \$6.50 of total value is created.

Item	Production	Cost
For the news bulletins there are 500 words produced in English each day, totalling at 17,500 words a year. Samples of scripts at Appendix 3, 4 and 5.	17,500 words	
Public Broadcast standard script writing and editing costs valued at: \$189,900.		\$189,900.
The English script is translated over 42 times a week so annually that’s 1,050,00 in-language words. Official translation services value of translation 30 cents a word is equal to \$315,000.	1,050,000 in language words	\$315,000
Industry standard audio production can cost up to \$400 a minute, but through streamlined workflows, we have calculated with \$50 per minute audio reading. Meaning the value of the in-language audio production is potentially worth \$975,000 per year.		\$975,000
The News Bulletins reach over 75 plays per week on community radio across Australia, accruing to 324 hours (or 19,500 minutes) of audio produced in a year. Compared to standard community radio ad cost at \$60 a minute that’s \$1,170,000	324 hours of audio	\$1,170,000

<p><i>Explainers (twenty)</i></p> <p>Average number of words in English 700 words, so a total of 14,000 words over the 20 Explainers produced.</p> <p>Explainers are translated on average into 16 languages, totalling at 224,000 translated words.</p> <p>In-language translation at 30 cents a word equal \$67,200</p>	<p>14,000 English words</p> <p>224,000 translated words.</p>	<p>\$67,200</p>
<p><i>Explainer:</i> hours of audio production of the Explainers \$134,400</p>		<p>\$134,400</p>
<p>The news programs and Explainers can be listened to on the NEMBC Facebook and social media and is distributed by other organisations. This is hard to estimate so we will calculate with a low estimation of value at \$150,000.</p>		
<p>We will also put in a low estimation of project management at \$200,000</p>		<p>\$200,000</p>
<p>Speed of delivery: a daily service and emergency Explainers done sometimes overnight \$150,000</p>		<p>\$150,000</p>
VALUE FOR MONEY		
<p>Production English words: 315,000 annually and over 20 months 336,000 words.</p>	<p>336,000 English words (20 months)</p>	
<p>Production in-language words: 1,274,000 annually and over 20 months 1,380,166 in language words.</p>	<p>1,380,166 in language words (20 months)</p>	
<p style="text-align: center;">Total monetary value over twelve months</p>		<p>\$3,201,500.00</p>
<p style="text-align: center;">Total monetary value over twenty months (7.2), underestimate because in 2020 there was the initial set-up (1 to 6.50)</p>		<p>\$5,335,833.00</p>

The project has been successfully running for almost 20 months with 28 Explainers produced, so a truer dollar value would be for every \$1 invested over \$6.50 of total value is created.

Appendix 3: Daily News Script 8 Nov Victoria

NEMBC Multilingual News Service – VICTORIA

8 November 2020

Hello and welcome to your Multilingual News Service connecting communities and providing up-to-date information about the coronavirus.... produced by the NEMBC MEDIA.
I'm (host name).

1++++

All Victorians are being united again, as Melbourne restrictions ease further and the border separating Melbourne from regional Victoria is removed.

Premiere Danie Andrews announced the new rules will come into effect from Monday, after the state recorded nine days of zero new cases and deaths.

The rolling 14-day average is 0.4 in Melbourne and zero in regional Victoria.

Melburnians can now travel beyond 25-kilometre and the rules that currently apply to regional Victoria will apply to the whole state.

Restaurants, pubs and cafes can entertain up to 40 people indoors and 70 outside.

There has been no change to outdoor gatherings which means up to 10 people can still gather outside, while wearing a mask.

However, a household is allowed to receive up to two different adult visitors per day, either together or separately. But the numbers to visit inside the house stay the same.

Overnight accommodations will open, allowing combined stays of one household and two adults and dependents from other households.

Faith gatherings at a place of worship can have 50 people outdoors and 20 inside.

Care facilities can allow visits from one household for two hours each day and limits to partners visiting maternity wards go, but hospitals and other such facilities may choose their own rules.

Gyms, recreations centres, pools and non-contact sporting facilities for under eighteens can have up to 20 people indoors.

Indoor skate parks, libraries and community venues, play centres, galleries, cinemas and museums can open to 20 people.

Gaming machines can have 10 people per venue and the casino can open to 10 people per room.

Housing market is also expected to benefit from the new rules as up to 10 people are now allowed to attend house inspections.

Further easing restrictions are due to be announced on the 22nd of November.

These measures would include increasing outdoor gatherings to 50 people and indoor to 10.

Hospitality venues would be able to host up to 100 patrons indoors and 200 outdoors.

The premier has urged Victorians to follow rules that remain in place and continue getting tested after showing any symptoms.

The state of emergency in Victoria will be extended to 6th December, but the state of disaster will not be renewed.

If you can work from home than continue to do so.

2++++

Victorian Government figures have found most businesses are following COVID-19 rules after reopening out of lockdown.

Out of over 550 businesses checked by the police, 13 were given warnings and almost 30 were referred for further investigation

The most common issues reported are around mask wearing, social distancing and provision of hand sanitiser.

Concerns rose over non-compliance of venues after the easing was announced late last month.

The lifting of restrictions was subject to strict regulations, including limits to customers allowed in shops and mandatory collection of guest details.

The state government urged patrons and employees to report businesses found to be breaching rules.

Since the reopening, almost three thousand calls have been made to the Police Assistance line to report restriction breaches.

3++++

As border restrictions are expected to ease to let Melburnians out of the city, some regional Victorians are cautious about their return.

The easing restrictions announced on Sunday come after the state recorded its ninth day of zero new COVID-19 cases and deaths.

Regional Victorian businesses which suffered huge financial losses without city customers are welcoming the news.

But some locals are concerned the influx of people will lead to no social distancing in parks, beaches and other venues.

At the height of the pandemic, regional Victoria maintained far lower-case numbers than the metro area.

But hesitant regional Victorians say they understand the need for more customers, as long as rules are followed properly.

5++++

Summer is around the corner, but there are still COVID-19 rules in place and fines apply for rulebreakers.

Remember to wear a mask outdoors at all times and stand 1.5 metres apart from others in public.

To get the latest COVID-19 information translated to you in your language over the phone, call 131 450 and say your language.

The service is opened twenty-four-seven.

(OUTRO)

I'm (name)... thanks so much for listening and see you next time for more news.
Stay safe.

The Multi-lingual News Service is produced by the National Ethnic and Multicultural Broadcaster's Council.

Appendix 4: Daily News Script 17 Sep Victoria

NEMBC Multilingual News Service Victoria
17 September 2020

Hello and welcome to your Multilingual News Service connecting communities and providing up-to-date information about the coronavirus.... produced by the NEMBC MEDIA.
I'm (host name).

1+++++ Updates

Victoria records its lowest coronavirus cases in almost three months, with just 28 new cases and eight more fatalities.

The new figures bring the average number of new COVID cases in Melbourne over the last TWO weeks to less than 45 a day, putting the city on track to ease restrictions.

In regional Victoria, the average number is under three with just 33 active cases as restrictions scale back.

The Premier Daniel Andrews urged Victorians to continue getting tested, with results coming back in less than 24 hours.

2+++++ Education Announcements

The Victorian Education Minister James Merlino has announced kindergarten will remain free in term four.

Parents will be supported with the cost of kindergarten fees, providing 500-dollars per child.

The Education Minister said they will have a particular focus on reengaging Aboriginal children and children from Multicultural Background.

“We will make sure this is a successful year for those kids and families,” he said.

3+++++ Steel Ring

There is a tight ring around Melbourne, described as ‘the ring of steel’, to keep people from leaving the city as restrictions ease in regional Victoria.

A new fine of almost five-thousand-dollars has been introduced for anyone trying to unlawfully leave the metro area without a permitted reason.

Police and ADF have increased roadblocks around Melbourne, with more car checks being performed.

Police Commissioner Rick Nugent (New-gent) said “we do not want regional and rural communities put at risk.”

Regional Victoria has moved to the third step in Premier Daniel Andrews COVID-19 road map.

Restaurants and café’s are open, travel between regions and outdoor gatherings of up to 10 people are also allowed.

Permitted reasons for Melbournians to travel to a region are for work, medical reasons, care giving or to buy goods and services if it is the closest location to your house.

4+++++ Multicultural funding

The Victorian Government is helping multicultural organisations, individuals and families by supporting local and culturally specific programs to help slow the spread of coronavirus.

Since last month, the CALD Communities Taskforce has helped hundreds of people get food packages and culturally appropriate care during self-isolation.

The Taskforce is partnering with community organisations to develop local community solutions and they are open to more proposals to fund organisations currently providing emergency coronavirus relief.

For more information on how to apply, do an online search for [speak slowly] Victorian Government // Multicultural Taskforce Funding.

Minister for Multicultural Affairs Ros Spence said “We know there are many grassroots organisations that have existing knowledge and the networks - that’s why we’re empowering them to continue their good work”.

All support programs have been developed by multicultural and multifaith organisations.

5+++++ Health Warnings

Despite changes to restrictions, all Victorians must continue to wear a face mask when leaving the house, no matter where you live.

Remember to stay home and get tested if you have any symptoms of coronavirus, however mild.

While in lockdown or self-isolating, it’s important to stay connected for our health and wellbeing.

Try calling friends and family for regular chats or even write letters.

Together, we can help stop the spread and stay healthy.

(OUTRO)

I’m (name)... thanks so much for listening, and see you next time for more news.
Stay safe.

The Multi-lingual News Service is produced by the National Ethnic and Multicultural Broadcaster’s Council.

Appendix 5: Daily News Script 26 June NSW

NEMBC Multilingual News Service – NSW
26 June 2022



Dear Producer: Please choose three or four items from the script below for your 4-minute news bulletin.

When you have completed the news bulletin (MP3) can you email it to admin@nembc.org.au

If you could also let us know which titles you selected, by copying and pasting the title in the email you send to us.

Introduction:

Welcome to the latest news about the coronavirus.... produced by the NEMBC MEDIA.

I'm (host name).

(OUTRO)

I'm (name)... please join us next time for more news.

Stay safe.

This news is brought to you by the National Ethnic and Multicultural Broadcaster's Council.

News 1++ Free Flu Vaccination about to end

Free flu vaccinations are available for just ONE more week, until 30 June.

The free vaccinations are available at both local GPs and pharmacies.

Everyone aged 6 months and older is recommended to get the flu vaccine, especially people aged 65 years and over.

NSW Health recommend that people at higher risk of serious illness or complications from flu, pregnant women and children under 5 years of age take this opportunity for the free flu vaccination.

The best way to protect your family and your community this winter, and help give your immunity a boost, is to get vaccinated against flu and COVID-19 as soon as possible.

News 2++ The Pandemic is not over

The pandemic is not over yet - Australians should prepare for a winter of rising COVID-19 infections.

Case numbers have been falling in Australia since mid-April, however, infections began rising in many states last week.

Experts warn new COVID variants, coupled with low influenza immunity in the community, will likely put pressure on Australia's hospitals in the coming weeks.

Falling rates of PCR testing and use of rapid antigen tests mean the prevalence of COVID-19 is underestimated.

A study by the National Centre for Immunisation Research and Surveillance measured COVID antibodies in blood donors to determine the true number of infections during the Omicron wave last summer.

It showed the number of people with COVID was at least double what was officially reported.

News 3++ The new “sticky” strain is more virulent

The newest Omicron variants, BA.4 and BA.5 are expected to become the dominant strains in New South Wales and cause an increase in infections in the coming weeks.

These variants have also been detected in wastewater in South Australia and Victoria.

Professor Bennett, chair of epidemiology at Deakin University, said that BA.5 is described by biologists as a “sticky” variant.

It binds to some of the proteins in lung linings more effectively than previous Omicron sub-variants.

The concern with BA.5 is that we might see more people who are particularly unwell, Professor Bennett has said.

News 4 +++ Rise of Hospital cases

The number of COVID hospitalisations and deaths in Australia is going up.

The number of COVID patients in Australian hospitals peaked at about 3,250 in late April, however, they've been rising again this week.

Each state uses different methods to assess the number of COVID patients in hospital, making cross-state comparisons difficult.

However, the data shows that in NSW and Queensland in particular, hospitalisations have increased.

Since mid-May, the number of daily deaths from COVID has averaged between 40 and 45, but in the past week has started trending up slightly to around 50 per day nationally.

News 5++ Research shows women are more likely than men to experience symptoms of ‘Long Covid’

Women are 22 per cent more likely to suffer from long COVID and are also likely to experience a different set of symptoms to men that suffer from long COVID.

A Johnson and Johnson study found that women with long COVID presented with ear, nose, and throat issues; mood, neurological, skin, gastrointestinal and rheumatological disorders; and fatigue.

The study found that women have quicker and more robust immune responses to men that protect them from initial infection and high severity.

But this same difference also causes women to be vulnerable to prolonged autoimmune-related diseases.

News 6++ Within weeks children aged five and under will be able to receive a Covid-19 vaccination

Children aged five and under may be eligible to receive a COVID-19 vaccination within weeks.

The Moderna application is currently under consideration by the Therapeutic Goods Administration (TGA), said Health Minister Mark Butler.

This follows the US Food and Drug Administration's (FDA) approval of the Moderna vaccine for children aged over six months.

The FDA stated the dosage for Moderna vaccine for children between this age group should be two doses at least a month apart.

High risk children will then have access to a third dosage.

If the TGA approves this request, Minister Butler believes the vaccine will be rolled out into the community in the coming weeks.

News 7++ Health minister flags changes to vaccine passport

Australia's Federal Health Minister has flagged potential changes to international vaccine passports, to reduce potential hinderances for international travel.

Currently, Australians travelling to parts of Europe must still verify their vaccination status with local authorities.

However, the app used by local countries does not recognise Australian COVID-19 Digital Certificates.

Federal Health Minister Mark Butler will discuss potential solutions when he meets with fellow ministers at the upcoming G20 summit.

News 8++ More people dealing with long COVID but numbers not being tracked

With more Australians continuing to report suffering from long-COVID, experts say national data tracking is needed.

Currently, no national system has been established to monitor the number of Australians affected by long-COVID, with some states and territories running individual clinics.

Health economist, Professor Martin Hensher, said based on his calculations he conservatively estimates that tens of thousands of people have been suffering with long COVID in recent months.

Professor Hensher is urging for closer surveillance on these numbers, saying it will provide governments with the ability to better respond.

News 9++ Human trials for combined Covid19 and flu vaccine coming soon

A combined COVID-19 and influenza vaccine developed by Moderna is set to commence human trials within months.

Moderna plans to have the vaccine ready by 2023 or early 2024, said the company's Chief Medical Officer Dr Paul Burton.

Dr Burton said there's great concern for the BA.4 and 5 strains of COVID-19.

Although they're not as severe as the Delta variant, these strains are "more transmissible" and "have more immune escape."

News 10++ Long COVID not just for the super sick

Research show long COVID can also affect those that have not had severe COVID-19 infections.

Long COVID patients suffering from memory loss and brain fog have not seen improvements even after a year, according to a study by Adapting to Pandemic Threats (ADAPT).

Confusion and slow thought processes, similar to those seen in traumatic brain injuries, are being seen in patients suffering from long COVID.

Long COVID is affecting younger people and making it difficult for them to continue working, said Steven Faux who runs the long COVID clinic at St Vincent's Hospital.

Bruce Brew from St Vincent's Hospital said that it may take another year for many patients with long COVID to see improvements.

News 11++ Experts urge masks be reintroduced for indoor settings

Experts urge masks to be reintroduced to indoor settings as up to 15,000 Australians are expected to die of COVID-19 by the end of 2022.

Reintroducing masks in closed spaces, prioritising air quality, increasing vaccination coverage, continuing testing and isolation will be crucial in reducing COVID-19 transmission, according to Professor Margaret Hellard from Burnet Institute.

Leading epidemiologist Prof Allen Cheng also agrees that introducing masks in public indoor spaces will be beneficial in reducing transmission.

Cheng stated that prescribing antivirals would also help reduce mortality rates.

News 12++ Reports show only 50% of aged care residents are fully boosted against Covid-19

Only half of Australian aged care residents have had their fourth COVID-19 vaccination according to data released by the health department.

Aged care residents are eligible for their fourth dose of the COVID-19 vaccine if it has been more than four months since their first booster dose or three months since they tested positive to COVID-19.

The aged care sector said the winter rollout of the fourth COVID-19 vaccine is proceeding smoothly, while also providing influenza vaccines to residents.

Federal health minister Mark Butler and aged care minister Anika Wells have urged providers to bring forward vaccination clinics but also recommend seeking vaccinations through primary care providers for those residents that are eligible.

News 13++ Novavax vaccine approved as COVID-19 booster

Novavax has been approved as a COVID-19 booster for those aged 18 years and over by the Therapeutic Goods Administration (TGA).

Trials conducted in Australia and South Africa show that the Novavax vaccine created a robust antibody response when used as a booster shot.

As Novavax is a protein based vaccine, the Australian Technical Advisory Group on Immunisation recommended it be used as a booster for those over 18 years of age, where mRNA vaccines such as Pfizer is not suitable.

News 14++ NSW Hospitals Overwhelmed with Seriously Ill Patients

NSW hospitals are overwhelmed with backlogs of unmet medical needs, staff shortages, COVID-19 and a severe flu season.

NSW government has promised \$4.5 billion to hire around 10,000 full time staff at hospitals and health services over the next four years.

NSW Ambulance have been swamped with nearly 3900 triple zero calls daily as patients are unsure of which health service to access.

A permanent secondary virtual clinical care centre will be set up so call takers can refer people who don't need an ambulance to other services.

Emergency rooms have become too congested as GPs are sometimes too expensive.

With COVID-19 cases still occurring and a severe influenza season underway, hospitals are facing a shortage of beds for patients.

Stephen Leeder, an emeritus professor at University of Sydney, believes increasing reimbursements to general practices, lifting salaries for those working at nursing homes by 30 per cent and shifting workloads to the private sector would help the healthcare system.

News 15++ Total COVID-19 cases recorded in Australia

Australia has recorded more than 7.3 million confirmed COVID-19 cases throughout the entire pandemic.

Despite repeat reinfections and Australia's population of over 25.8 million people, many still have not had the virus.

University of Technology Sydney infection control expert, Professor Cruickshank says cases where people have lived in the same homes as people with COVID-19 and didn't contract the virus – is likely due to luck.

It doesn't mean you won't ever get COVID-19, and if you have already had it, you could get it again.

Professor Cruickshank says the ways we can protect ourselves have not changed.

These include social distancing, wearing a mask, good hand hygiene and avoiding poorly-ventilated indoor spaces where possible.

News 16++ Immunocompromised Teens Recommended to Get Covid-19 Booster Vaccine

The Australian Technical Advisory Group on Immunisation (ATAGI) are recommending those aged 12-15 years who have health issues receive their first booster dose.

Those aged 12-15 years who are severely immunocompromised, have a disability with complex health needs and those with complex or multiple health conditions that increase the risk of severe COVID-19 are advised to get the booster dose.

Currently only the Pfizer vaccine is approved as a booster dose for those of 12-15 years of age.

ATAGI recommends a three month interval between a confirmed COVID-19 case and a scheduled dose of the COVID-19 vaccine.

ATAGI also recommends that adolescents aged 12-15 years receive a dose of influenza vaccine as soon as practical.

News 17++ Post-pandemic surge in passport applications causes lengthy delays across Australia

After two years of border closures, delays in passport processing are disrupting Australians' upcoming travel plans.

According to Australian Federation of Travel Agents Chief Executive Dean Long, passports are currently taking 8-12 weeks to process.

Extra staff have been brought in to deal with the extensive waiting times.

However, delays in processing are likely to remain till the end of the year, said Long.

The Department of Foreign Affairs and Trade (DFAT) can issue new passports in less than two business days if there is a compassionate or compelling reason, such as the death or serious illness of an immediate family member.

News 18++ Covid Frontline Staff to Receive Cash Bonus

NSW frontline workers will receive \$3,000 bonus to thank them for their services during COVID-19, announced NSW Premier Dominic Perrottet.

This was announced as the Premier unveiled a \$4.5 billion funding package for the health sector in the upcoming state budget.

This will help fund an extra 10,000 doctors, nurses and other healthcare workers across the state.

Along with this, Mr Perrottet announced funding for nearly 2,000 more paramedics and support staff to help the healthcare system cope with their chronic staff shortages caused by the pandemic.

It was also announced that all public sector workers will receive a three per cent pay rise across the state.

However, NSW Teachers Federation President, Angelo Gavrielatos, said the increase would not be enough to address teacher shortages across NSW public schools.

News 19++ News Surge in Workers on Sick Leave

The absentee rates among workers peaked nationwide in the first two weeks of May, according to business data collected from MYOB.

In NSW, the number of workers that took sick leave in early May was 45 per cent above the average rate.

Royal Australian College of General Practitioners President Karen Price found that most people haven't been exposed to influenza in the past two years during the pandemic.

This has caused a lack of cross immunity in the community leading to people being sick with the flu for a longer period of time.

Price said people should continue maintaining hygiene protocols and those needing flu related medical advice should seek telehealth appointments.

Price encourages people to get the flu vaccine, which are free in many jurisdictions across Australia.

News 20++ Experts urge people not to ignore COVID

Experts are urging people not to forget about COVID, as Australia's case numbers are currently the highest of the pandemic so far.

The Australian Bureau of Statistics analysed the number of deaths in January this year, which was when Australia's first Omicron wave peaked.

In comparison to pre-COVID rates, in January there were 22 per cent more deaths than expected.

The Australian Medical Association wants an increase in the voluntary use of masks, as both flu and COVID cases are increasing.

News 21++ Research Shows People Can Catch Covid-19 More Than Once

Since the pandemic began in 2020, approximately 28 per cent of Australians have contracted the virus.

However, research shows citizens should be still wary of reinfections.

According to Deakin University epidemiology associate professor Hassan Vally, reinfections can occur as soon as 20 days after the initial infection.

A study by the Imperial College London also found that the Omicron strain is five times more likely to cause reinfection than the Delta strain due to Omicron's slower immune response.

The rate of reinfection is hard to determine, however, there is a greater likelihood citizens may be reinfected with the Omicron variant, said Professor Vally.

News 22++ Over 200 Nursing Homes in NSW Experiencing Covid outbreaks

Nearly one in four aged care homes in NSW are experiencing a rise in Covid-19 cases. According to Chief Executive of Whiddon Group Chris Mamarelis, nursing homes are also in desperate need of more people and more funding.

Due to staff being away because of COVID-19 infections, it has become hard to fill shifts which has put a lot of additional pressure on the existing workforce that are trying to look after everyone, said Mamarelis.

This year already 1,570 aged care residents have died of COVID-19, accounting for 63 per cent of all deaths in aged care since the beginning of the pandemic.

NEWS 23++ What to expect with COVID in babies

Experts have weighed in on what to do about COVID-19 in infants or if you have tested positive and have an infant.

If you have an infant or newborn at home, it is important to take protective steps before providing care.

This includes handwashing before care and wearing a mask for any close contact, including breastfeeding.

Current evidence suggests that COVID-19 cannot be transmitted through breastfeeding, and that it is important to continue doing so if that is the regular routine with the infant.

It is also important to remember that while there is no vaccine available for this young age group, COVID-19 has presented only the mildest cases in infants and babies across the pandemic period.

News 24++ Racism remains rife towards Chinese-Australians

One in five Chinese-Australians are experiencing racist attacks, more than two years after the pandemic began, according to a Lowy Institute report.

Research from The Asian Australia Alliance found 61 per cent of racist incidents being reported were happening to Asian women.

According to University of Adelaide Chinese Studies professor Mobo Gao, these incidents were more commonly happening in spaces such as public transport where people are less accountable for expressing prejudice.

News 25++ NSW Ambulance service daily calls up by 500 since the beginning of the pandemic

NSW Ambulance is receiving up to 500 more calls per day than before the pandemic.

Paramedics are working up to 16 hour shifts to meet increased demands, according to an anonymous NSW Ambulance manager.

Although paramedics are able to reach those with life threatening conditions in time, less urgent cases are met with delayed response time due to the shortage of ambulances and staff.

To reduce pressure on ambulance services, NSW Health has implemented a Virtual Clinical Care Centre so experts can support people that call the triple zero line, says NSW Health Secretary Susan Pearce.

News 26++ Flu Tested Simultaneously With Covid-19

Simultaneous testing for Covid, influenza and other respiratory illnesses are increasing at hospitals and GPs across the country.

The Australian Health Protection Principal Committee recommends all states and territories “support the targeted testing of multiple respiratory pathogens simultaneously.”

According to Dr Karen Price, President of the Royal Australian College of General Practitioners, simultaneous testing will prevent hospitals from being over overcrowded.

News 27++ What are the odds of catching COVID twice

Since Omicron’s appearance in late 2021, COVID-19 reinfections have increased significantly world-wide.

Health authorities say reinfections can occur usually 90 days or more after a previous infection.

Victorian data shows that nearly 10-thousand COVID-19 reinfections were recorded in the three months to March 2022.

In England, more than 890-thousand people have been reinfected with COVID-19, with most occurring since December.

While in New York, there has been roughly 220-thousand Omicron reinfections, about four per cent of total cases.

London researchers estimate the risk of reinfection with Omicron is 5.4 per cent greater than with the Delta variant.

News 28++ Awareness Campaign needed to save vulnerable lives

While the nation records tens of thousands of COVID-19 cases each week and death rates rise, doctors say life-saving drugs go unused.

Australian Medical Association President Dr Omar Khorshid said a major awareness campaign is essential so at-risk people know they can access effective treatment to help prevent severe disease.

A study by the Evaluation of Protease Inhibition for COVID-19 in High-Risk Patients has shown that Paxlovid reduced risk of hospitalisation or death by 88 per cent when used within five days of showing symptoms.

Paxlovid is available for people aged 65 and over with two other risk factors for severe illness or for patients who are 75 years or older with one other risk factor.

The treatment is subsidised for Aboriginal or Torres Strait Islander patients aged 50 and over with two other risk factors and patients who are moderately to severely immunocompromised.

Eligible adults with COVID-19 can access the treatment from their local pharmacy through a GP Prescription.

News 29++ Doctors plead for people to still wear masks

Australia's top medical body is asking people to voluntarily continue wearing their masks indoors where possible, despite rules not requiring it.

The Australian Medical Association said they recommend the public wear their masks in spaces with high-risk settings, such as theatres, stadiums, and supermarkets.

With staff shortages in hospitals and large numbers of people still being admitted for COVID, President of the Australian Medical Association (AMA) Dr Omar Korshid is concerned COVID is being treated as if it were a cold.

Dr Roderick McRae, The Victorian branch president of the AMA, would support the government should they reinstate mask mandates in high-risk settings.

Dr McRae said he understands people's reluctance, but we need to better support the public hospital system.

News 30++ Australian COVID numbers hit worldwide high

Australia has recorded the highest number of COVID cases per capita worldwide in the past week.

According to global data base, Our World in Data, this past week saw Australia rank only below Germany and the US for daily cases recorded, and came out on top as the country with the most cases per capita.

According to University of Melbourne epidemiologist Nancy Baxter, the numbers may get worse and a new variant of Omicron could already be further complicating the COVID situation.

The increasing numbers could result in reinfections, leading to hospitalisations, leaving the healthcare system and workers overwhelmed once again.

News 31++ The race to bring healthcare workers to Australia

Australia is currently part of a global effort to incentivise healthcare workers to come and help boost the workforce.

Australia, the United Kingdom and the United States are just some of the wealthier nations who have launched multimillion dollar recruitment drives for healthcare workers from overseas.

Australia's relatively high wages and healthcare system quality make it a coveted destination for doctors and nurses from the UK and New Zealand, as well as the Philippines and India.

While state governments and hospitals, who are responsible for staffing, are leading the recruitment drives, election promises are also being made to boost employment in healthcare.

News 32++ Experts Concerned About Upcoming Flu Season

Authorities are concerned about the "life-threatening" risk of Australians catching both COVID-19 and the flu.

Chief Health Officer John Gerrard says the "combination of COVID-19 and influenza seems to be particularly severe."

Under the Australian Technical Advisory Group of Immunisation (ATAGI) guidelines, people can get a COVID-19 vaccine and flu vaccine at the same time.

Residents are also safe to get the flu shot if they recently had COVID-19 and no longer show any symptoms of the virus, says Maria Boulton from Queensland's Australian Medical Association.

News 33++ Calls for pandemic recovery plan for people with disability

While Australians recover from the pandemic, advocates say people with disability are being left without a plan.

As the virus continues circulating in the community, disability support groups are calling on the incoming government to provide a COVID-19 recovery plan for people with special needs.

Inclusion Australia chief executive Catherine McAlpine said disability organisations are required to ensure people with disability can access support during an emergency.

Heath Message 34++ Covid Close Contacts No Longer Required to Isolate

NSW Government no longer requires close contacts of COVID-19 to isolate at home, if they are unwell. This applies to household contacts and anyone that has been notified by NSW Health as a close contact.

However, individuals will need to follow guidelines for 7 days from the last time they became a close contact.

Where possible, a daily rapid antigen test should be taken before going to an indoor gathering such as work or school, even if there are no symptoms.

Close contacts are also urged to work or study from home if possible, and must notify their employer or school that they are a close contact if they are wanting to return within 7 days.

Close contacts must avoid hospitals and aged care settings, unless special permission is given.

There are no changes for positive cases, who must continue to isolate for seven days.

NSW Chief Health Officer Kerry Chant says it is safe to ease restrictions as the state has passed the peak of the BA.2 Omicron wave.

For further information in your language visit www.nsw.gov.au

Health Message 35++ Unvaccinated International travellers no longer need to hotel quarantine

Unvaccinated international arrivals to NSW will no longer need to hotel quarantine.

Individuals will need to follow the same rules as fully vaccinated travellers.

This includes travelling directly from the airport to their home or other accommodation, and, self-isolating on arrival until a Rapid Antigen Test (RAT) is done (within 24 hours of arrival) and the result is negative.

Unvaccinated travellers must follow NSW Health guidelines for international arrivals for 14 days after arrival.

Masks must still be worn by everyone when travelling on planes, indoor at airports, and inside cruise ship terminals.

For further information in your language visit www.nsw.gov.au

HEALTH MESSAGE 36++ Protecting Children from COVID-19

The Australian Health Authority, ATAGI, recommends that everyone 5 years and older get a COVID-19 vaccine to help protect against COVID-19.

Now that kids are back at school, it's important to vaccinate them against COVID-19.

The vaccines approved for children five and over are safe and effective, reducing the risk of serious illness.

The booster protects family and community members especially those at-risk who gain added protection.

Talk to your GP if you have any questions.

To find a location near you, visit nsw.gov.au or call the National Coronavirus Oring Helpline on 1800 020 080 and choose option 8 for free interpreting assistance

Stay Well in Winter Explainer - NSW SCRIPT

Explainer

This winter, it's really important to stay up to date with your flu and COVID-19 vaccinations.

More travel and more socialising means that both flu as well as COVID-19 are circulating in the community.

Both flu and COVID-19 can make people really sick.

The best way to protect your family and your community this winter, and help give your immunity a boost, is to get vaccinated against flu and COVID-19 as soon as possible.

Free flu vaccination

Both the flu vaccine and the COVID-19 vaccine is recommended as the COVID-19 vaccine does not protect against the flu.

It is safe to get both vaccinations at the same time.

Those 65 and over, pregnant women, children under five years of age and those that may experience severe health complications due to the flu are recommended to get the flu vaccine.

The vaccine is available for free to those aged 6 months and over until 30 June.

Flu vaccines are available at GPs or pharmacies.

Your next Covid-19 vaccination

Those who have had their second dose of the COVID-19 vaccine more than three months ago are now eligible for the next dose.

People aged 65 and over, severely immunocompromised people, those with chronic or severe conditions that may get severely ill from COVID-19 are recommended to get an additional winter booster dose.

For more information on getting your flu vaccine or COVID-19 winter booster visit [nsw DOT gov DOT au](https://nsw.gov.au).

Or call the National Coronavirus Helpline 1800 020 080 and press 8 for interpreting services.

Appendix 6: NEMBC Multilingual National News (MNN) Service Editorial News Policy

20 March 2023

Introduction

The purpose of the Multilingual National News (MNN) service is to provide news and information to culturally and linguistically diverse communities.

The MNS is *news*-based but we are providing a **service** to established migrant groups and refugee and emerging communities.

We are mindful about the need for cultural sensitivity and awareness in our choice of news stories and the writing of content.

We report factual information and **focus on issues**, not personalities. Content is NOT alarmist or sensationalist or meant to cause harm.

Our news aims to **explain, contextualise**, and unpack what is happening in the spirit of community news and narrative.

We aim to report to culturally and linguistically diverse communities so they can be educated, make informed decisions, and feel safe.

The news content delivered is sourced from a broad range of resources to match the MNN priority topics, including:

- Selected mainstream media stories deemed to be relevant in the areas of national, state and territory news, health, COVID-19, emergencies, community and education, science, environment and finance.
- Politics is also covered. However, these stories are general political content, deliberately selected not to be adversarial or party-preferenced, with a focus solely on issues.
- World and regional issues are also covered, but these again cover general or breaking news issues. The ethnic producers/broadcasters are best placed to cover issues about their 'home' country or diaspora.
- As well as main stream news sources, the MNNS obtains news from government, non-government and community organisations relating to health information, support services, funding opportunities and emergency situations.
- Multicultural stories from the community about challenges being faced as well as good news stories and stories of change or impact.

What we don't include:

- No 'free-media' or 'Loudspeaker' politics, simply reporting politicians' statements, promotions, or advocacies. We prefer to focus on the issues. If one politician tells you it's raining and the other says it's dry, then look out the window and report what's happening.
- Vehicle accidents - Smash and crash (cars, buses, trains etc) unless they are relevant to our communities of interest.
- Crime stories such as murders or court cases as such, unless they are relevant to our communities of interest.
- International issues which our broadcasters/producers are better placed to know the topic /issue.

How we write

This Editorial News Policy is the primary tool for the MNN service content-makers to ensure that a standard is maintained to uphold the fundamental principles of the Multilingual National News Service (MNN), for accuracy and impartiality and to protect the NEMBC's independence and integrity.

NO content should be alarmist or sensationalist in its writing style, language or interpretation.

The Multilingual News Service will report in a way which:

- As a general rule, writing for radio is meant to 'keep it simple', but there is the additional challenge of simplicity because the script is being translated and produced in LOTE. So it's about writing it in clear, simple form for radio and then rethinking and making it even simpler with respects to translation. However, its fundamentally important to explain, to unpack information and contextualise it;
- Recognises that created content must be respectful towards multicultural and multilingual audiences, and mindful of community and cultural standards;
- Recognises that ALL issues (big and small) need to be reported by using the facts, but also being intuitive and insightful;
- Is honest and balanced, ensuring diverse views are acknowledged and expressed;
- Reports facts where possible and focuses on issues, NOT personalities.
- Relies on facts and does not focus on political agendas through grandstanding or propaganda;
- Considers 'balance' in reporting and ensures the expression of the views of those minorities which do not get coverage in mainstream media;
- Reports scientific evidence as proven, needing peer review or acknowledge science bias or false claims;
- Uses attribution where applicable: journalists do not create facts, so make sure to attribute information and use a credible source. However, if information is accepted as common knowledge, don't over-attribute.
- It's radio, so it is preferable to use present tense expressing an action that is currently happening or generally exists.
- We focus on news immediacy when necessary, but otherwise we write 'long' form news bulletin stories that explain and can be evergreen, to be used over the week by broadcasters.
- A 'slow' and 'powerful' media.

News story should be approximately 100 words in length for each story, so:

Open with a lead sentence that introduces and explains the story. Follow an inverted pyramid style of writing. This means you start your story with the most important information.

Remember the 5-Ws: what, who, when, where, why (if poss) with the How to come in following information.

The next paragraph(s) should build on the information that you have provided in the first paragraph, giving additional details and using quotes where applicable;

And the closing paragraph or sentence should finalise/wrap the story.

Re-read what you have written from the perspective of the listener to make sure your written words makes sense in the context of the story.

Read the story out loud as though you are reading on radio to a listener.

WRITING NEWS

Writing should be concise and clear. We are writing for people to translate and for a multilingual audience.

Keep sentences short and simple for translating from English to another language. So beware of using colloquialisms, slang or cliches.

Remember, when writing for radio, you write for the ear so keep the sentences short and language as simple as possible. Use a 'one-idea-per-sentence' approach.

Key Pointers

- Paraphrasing not quoting is preferable because it's too hard to translate a quote;
- Keeping sentences to one idea and avoid writing double-barrel sentences;
- Explain a title initially rather than use an ACRONYM only: for example - Jobseeker, Youth Allowance, Ausstudy, Abstudy explained in a few words??
- Don't use 'government speak' without it being clear: for example - government health department instead of DHHS, or the second stage of the COVID-19 Vaccine roll out instead of Plan 1B;
- Numbers from zero to 10 should be written as words not numerics: for example – five not 5;
- Keep numbers simple and round off any decimal points: for example - 49.5 just say 50;
- Don't use bullet points, make them into short sentences.
- Focus on the issue:
 - not the person – we don't have to report something just because – 'Josh Frydenberg says Victoria needs to open its borders', or if the Greens or Labor want something and it looks like political grandstanding;
 - sentences can start with the issue, let's talk about this one. 'Premier Daniel Andrews says masks are important' OR 'Mask are important because they 'and Daniel Andrews says it somewhere in the news item;
- Try to avoid emotive or sensationalist language such as; 'horrific', 'drastic', 'outrageous' 'ranting' or "the virus spread 'out of control'" ... saying the virus 'spread' is enough or even the virus spread 'quickly';
- We are not just relaying or transferring stories/content; if one politician says it's raining and another says it's dry, look out the window and report the facts, not perspective, perception or interpretation;
- Mainstream media headlines should not be directly used, such as: 'anti-vaxxer demo' or 'Qld doctor makes a mistake giving extra vaccine';
- Attributes and sources are important but how can we KIS and still explain the source:
 - eg: Professor Tallai Bartholomew, Epidemiologist from the National Population and Migration Studies Centre, received support from the Hugo Centre for Population and Housing, stating it was
- Active voice ...
- the news writers will write sufficient content length and the sub-editors will trim or add as is necessary to fulfil the editorial requirements;
- Avoid jargon.
- Avoid use of uncommon idiomatic and colloquial expressions

- Only include practical and essential information.
- Explain what the audience can and/or should do if there are support services or funding options.
- Mention support services i.e if it relates to mental health of suicide, alcohol or gambling support etc...
- If unsure of the context or accuracy of a story from a single source, do a quick search on the topic from other sources to confirm facts;

ⁱ *\$2 Billion Worth of Free Media for Donald Trump, New York Times*

<https://www.nytimes.com/2016/03/16/upshot/measuring-donald-trumps-mammoth-advantage-in-free-media.html>