

# ETHNOS

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Newsletter for Ethnic Liaison Officers, N.S.W.  
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## HOW TO REACH ETHNIC COMMUNITIES: THE ETHNIC MEDIA

Access to Government services often means also assisting "the public (in) finding its way through the unfamiliar organisational structures of Government", as Professor Wilenski put it in his 1978 Directions for Change.

In the Ethnic Affairs Commission's Participation Report of the same year, we said that among the groups which have the greatest difficulty - and the greatest need - in finding out about Government services are:

- (a) women and men of non-English speaking background who have been in Australia for a relatively short time, and
- (b) who share disadvantages such as poverty, limited education, unemployment, illness, old age and loneliness.

The Ethnic media are an essential tool for people who provide public services and need to reach these "clients". The Ethnic Affairs Commission daily deals with requests for information - both from Government bodies and the private sector - about the ethnic media.

*This special issue of Ethnos is being published to assist the many people who need specialised information about the three faces of ethnic media - ethnic radio, multicultural television and the ethnic press - and their respective roles.*

1. ETHNIC RADIO

Ethnic radio is the Commonwealth funded station which broadcasts in over 40 different languages.

The special Broadcasting Service, established in 1978, operates Radio 2EA in Sydney (frequency 1386), Newcastle (frequency 1584), Wollongong (frequency 1485) and 3EA in Victoria, and has developed a Guide for those who wish to have information broadcast through their network.

A copy of the Guide is included in this special issue of Ethnos to assist readers wanting to put across information to people from different ethnic minorities in both English and other languages.

*For further information, contact the Director of News and Information, at Radio 2EA on (02) 29 7031.*

2. MULTICULTURAL TELEVISION - CHANNEL 0/28

Channel 0/28 - Australia's newest television station - began transmission in 1980, also as part of the Special Broadcasting Service.

Reproduced here are some of the results of a survey commissioned by the station, which will give an indication of the new channel's acceptance by the public.

The survey, in which supplementary 'audience reaction' questionnaires were also used, was conducted in Melbourne during December 1980/January 1981. Overall, of those people in the sample able to receive the channel, 67% had at some time watched Channel 0/28.

Further detailed analysis of the audience survey showed that almost 20% of all homes, i.e., 168,000 representing 428,000 people watch the station in an average week.

It is particularly successful in reaching non-Australian born residents, among whom an 84% penetration figure is quoted. But the survey also showed that 56% of Australian born residents in the sample had also watched Channel 0/28.

Channel 0/28 has produced a Guide for people who want to reach its audience with community announcements.

A copy of this Guide is included also in this Ethnos special, ethnic media issue.

*For further information, contact Ms. Jenny Looman at Channel 0/28 on (02) 923 4811.*

### 3. ETHNIC PRESS

The ethnic press in Australia was established as far back as the 1880's when a German language newspaper was printed in South Australia.

Today there are over 40 papers published regularly in New South Wales.

They cater for people who want to read the news in their own language. Whilst the papers appear to have a relatively small circulation when compared to metropolitan daily papers, they are most effective in reaching a significant proportion of residents of non-English speaking background.

The ethnic press accepts information and advertising copy in English; translations are usually done at no additional cost. However, it is necessary to allow staff sufficient time to do the translation by the deadline. It is worth noting that press releases issued in the various community languages have a marginally better chance of being published, if only because prior translation saves extra work.

To contact the main ethnic newspapers in N.S.W., readers may consult the enclosed list of names, addresses and telephone numbers. However, it should be kept in mind that papers may move premises and change telephone numbers without warning. For this reason we are offering this list as a guide only.

*For further information or advice about this section of the ethnic media, contact the Publicity Section of the Commission on 231 7374.*