

Yolngu Radio

Get Your Message Heard in north east Arnhem Land

(last updated 10 July 2009)

Yolngu Radio offers you the opportunity to communicate directly with the Yolngu people of north east Arnhem Land.

You can choose a **sponsorship announcement** or you may **sponsor a service** like new or existing educational programs, community messages, the news, weather or English learning programs. Alternatively you can help us build this unique service by making a donation.

Heard by over 8000 people

Towns

Darwin/Palmerston 1530AM
Nhulunbuy: 87.6FM

Communities

Yirrkala: 106.1
Galiwin'ku: 87.6
Gapuwiyak: 107.7
Ramingining: 102.9
Milingimbi: 87.6
Gunyajarra 87.6

Homeland Centres includng:

Balma 87.8
Dhudupu 87.6
Dhumbala 87.6
Dhurruputjpi 87.8
Donydji 88.0
Galupa 87.6
Gan Gan 86.0
Garrthalal 87.6
Gatji 102.9
Gurrumurru 88.0
Gutjanan (Bremmer Is) 87.6
Mirrnatja 88.0
Dangalala 102.9
Ngayawili 87.6
Nikawu 87.6
Wallaby Beach 87.6
Wandawuy 88.0
Wulkabirrimirri 102.9
Yathalamarra 102.9
Yilpara 88.0

The most listened to radio service in
north east Arnhem Land!

What is Yolngu Radio

Yolngu Radio is the first truly Indigenous *language* radio service in Australia to broadcast 24/7 to a whole language group.

It plays a vital role in providing Yolngu people real access to contemporary information and knowledge. It is also valuable for sustaining traditional academic, knowledge, language, music and culture.

ARDS established Yolngu Radio in response to requests from Yolngu elders. These elders wanted answers to a range of urgent contemporary problems they face from chronic health conditions, lost employment and business opportunities and massive confusion in regard to the Australian legal system.

To address this illness, loss and confusion, YolRadio has been producing and broadcasting educational programs, some news and announcements in Yolngu Matha (the language of the Yolngu people of north east Arnhem Land) since August 2003.

It also broadcasts contemporary and traditional Yolngu music, traditional stories, history and traditional teaching.

Yolngu Radio broadcasts 24 hours a day, 7 days a week. It is heard in nearly 40 communities and homeland centers across north east Arnhem Land, as well as in Nhulunbuy, Darwin and Palmerston.

You can also hear Yolngu Radio via the Optus C1 Satellite and on the internet at www.ards.com.au.

Summary of Options

Sponsorship

1. Sponsorship Announcements

A 60 second message to let Yolŋu people know about things like:

- your product or service
- an up and coming event you are having
- government announcements

These announcements are translated into Yolŋu Matha and accompanied by your sponsorship acknowledgement below:

“This (*information / service*) is brought to you today with the support of (*the name of individual, organisation, business or department*)”.

As a Community Broadcaster, Yolŋu Radio **cannot** broadcast advertisements. There may, however, be a maximum of 5 minutes in any hour of ‘sponsorship announcements’.

The ACMA “Guidelines for broadcasting sponsorship announcements” states:

“The ‘sponsor’ must have contributed in some way to the ongoing financial support of the station or program. This could be by way of a donation of cash, or of goods or services that would otherwise be an expense for the licensee in operating the service.”

2. Sponsorship Spots

You sponsor Yolŋu Radio to help cover the cost of producing and broadcasting community service messages, the news or the weather.

This way you or your business name is connected to that important community service event or information.

All Sponsorships Spots start and finish with a sponsorship acknowledgement as in (1) above.

3. Sponsorship of Audio Education programs

This form of sponsorship allows you to partner with ARDS to develop specific education programs that are then broadcast on Yolŋu Radio and made available on the ARDS website.

Check out the large range of audio education programs (produced since 2003) on our website at www.ards.com.au/hear_programs.htm.

Our feedback suggests that many Yolŋu students and other Aboriginal people are using this web service to learn subject specific information at their own convenience.

These programs are accompanied by your Sponsorship acknowledgement as in (1) above.

Audio education programs come in (a) short 3 minute or (b) longer ten minute form.

See below for more details.

1. Sponsorship Announcement

You can choose for ARDS to develop your Sponsorship Announcement in Yolŋu Matha (see *Production Costs* below).

Or you can develop and record the message yourself and then simply select a broadcast schedule to have your message played on Yolŋu Radio (see *Broadcast Costs* below).

Production Costs

There are three levels of complexity, and therefore cost, when producing and translating a sponsorship announcement.

Level 1

Sponsorship Announcement

Wording for the announcement is very straightforward using non-complex English. Sentence construction is simple. This type of announcement requires minimal work to translate and record the message competently and concisely into Yolŋu Matha. The script or ideas for the announcement will need to be provided to us in English in hard or electronic copy.

Cost of Producing & Recording one 60 second announcement

\$185 (inc GST)

Level 2

Sponsorship Announcement

The wording requires extra work, as the issues, concepts and/or terms are more complex. Level 2 is still a non-complex English script, but concepts in the content have not yet been mapped by our educators or co-producers in Yolŋu Matha. This requires extra linguistic research to ensure the material is accurate and logical to the listening audience. The script or ideas for the announcement will need to be provided in English.

Cost of Producing & Recording one 60 second announcement

\$460 (inc GST)

Level 3

Sponsorship Announcement

Wording for the announcement is developed entirely by ARDS. A short sharp meaningful message will be scripted about your organisation, department, product, service or up and coming event. This requires research, development, testing, editing and audio mastering of the content to produce something that will work for you.

Pricing for development and production in Level 3 is determined on a case by case basis. To help us determine the cost, you will need to clearly share with us your intended message. Please contact ARDS to discuss your specific situation and requirements.

Once your sponsorship announcement has been produced it will need to be broadcast.

Broadcast Costs

These costs are based on a 60 second sponsorship announcement.

Number of broadcasts per week/month	Times per day	Cost per play*	Total cost*
7 times a week	1	\$14	\$98
14 times a week	2	\$12	\$168
21 times a week	3	\$10	\$210
42 times a week	6	\$8	\$336
70 times a week	10	\$6	\$420
60 times a month	2	\$5	\$300
90 times a month	3	\$4	\$360

* All prices include GST

Bulk discounts can be arranged to suit you. Please contact us on 08 8987 3910 to explore your options.

2. Sponsorship Spot

A Sponsorship Spot is where you sponsor Yolŋu Radio to help cover the cost of producing and broadcasting community service messages, news and/or the weather. Sponsorship Spots start and finish with a Sponsorship acknowledgement statement like: “This (*community service announcement/news/weather*) is brought to you with the support of (*the name of your company, organisation or department*)”.

This allows the name of your business, organisation or department to receive good exposure over the Yolŋu Radio network while helping to deliver important community service announcements and information to Yolŋu people.

Sponsorship Spots can include:

Community Service Announcements – such as letting the people know when medical specialists or other important visitors are coming to their particular community or when a significant event is to occur.

For example, at present many Yolŋu people do not know when a dentist is available in their community. Sometimes a dentist may have little to do when they first arrive in a community because no one knows they are there. Then towards the end of their stay they become very busy as the people have now heard, by word of mouth, of the dentist’s visit. Some people do not even find out until after the dentist has left the community and miss out altogether. This is especially so for Yolŋu people in Homelands who may need to travel to a nearby major community while the dentist or medical specialist is there. With support from your organisation, department or business, Yolŋu Radio could record and broadcast Community Service Announcements letting the people know when important visitors, such as the dentist, are coming to their area. It could also save many thousands of wasted dollars and work hours from specialist service providers.

News and Weather - Keeping up to date with local, national and international news has the capacity to empower Yolŋu people by creating an awareness of contemporary issues, debates and research. At the moment, however, due to language difficulties with English, Yolŋu people understand almost no outside news leaving them isolated from the world around them. Yolŋu people desperately want access to a good Yolŋu Matha news service and Yolŋu Radio wants to provide it. Your sponsorship could make this possible.

Weather reports could also be produced on a regular basis. At the moment Yolŋu people have to rely on the local pilot or other English first language people to tell them what is happening with the weather.

‘Learning English’ Radio Programs – we would be happy to talk to any sponsors who would like to partner with ARDS to develop Learning English Programs for radio and website.

Sponsorship Costs

Sponsorship can be applied to your choice of information services and can meet your desired level of sponsorship from simple broadcast costs to full production and regular broadcast costs.

Please contact us on 08 8987 3910 to arrange your sponsorship spot or make a donation to support this vital service.

3. Sponsorship of an Audio Education Program

Audio education programs come in 2 types:

(a) Ten Minute Education Programs

Ten minute Audio Education Programs are produced in Yolŋu Matha. They can cover a wide range of issues from health, economics, legal, social and environmental issues. ARDS has over thirty years experience in developing and translating educational programs with Yolŋu people in all these subject areas.

Check out the large range of audio education programs (produced since 2003) on our website at (www.ards.com.au/hear_programs.htm) to see the range of programming that is possible.

(b) Short Audio Education Programs

Short Audio Education Programs are between 1-3 minutes in length and are a very useful educational tool. They can be used to:

- remind the listeners of important health information and hints that the listeners have already heard in longer Audio Education Programs
- teach new information like new English words and the meaning of those words
- reinforce new facts relating to educational programs that have already been broadcast
- update information previously broadcast

An example of this short education program format in the mainstream media was the highly successful Slip, Slop, Slap campaign.

How do I choose: Short or a Ten Minute Education Program?

Does your message contain English words or concepts that speakers of another language like Yolŋu people will find difficult, 'heavy' or complex?

This type of language is used in pamphlets, press releases and other condensed and concise English scripts where a great deal of meaning must be conveyed in only a few words.

This language usually includes more than one thought or concept in each sentence. As a consequence, it is almost impossible to create a translation which is the same length as the original English script. In fact it may actually require a number of ten minute education programs to deliver a short English message in another language. For a more detailed explanation, please see *Working Between Languages* at www.ards.com.au/radio.htm.

It is important to recognise that Yolŋu people speak English as a fifth or sixth language. This means they are severely marginalised from mainstream contemporary information and knowledge. So if contemporary information is presented, it must be well contextualised and explained in a complete way for the people to really understand and retain that knowledge into the future.

Please contact us if you are not sure about how your message or topic can best be communicated.

(a) Ten Minute Audio Education

When producing Audio Education Programs in the Yolŋu language, program times will usually be much longer than producing 'English only' programs. There are two reasons for this:

1. both English and Yolŋu Matha are used in the same programs - this helps Yolŋu people learn or improve their English on a particular subject as they learn the subject material itself.
2. information produced may be completely new to Yolŋu people so more explanation is necessary to cover related requisite knowledge to really understand the issue/s being discussed - this means many more programs may need to be produced for the Yolŋu listeners than if we were producing the same material in English for English speaking listeners. See Appendix 1 Working Between Languages

Production Costs

Due to the varying complexity in producing different audio education programs, the costings below are divided into three levels. Production costs for each level are charged on the basis of producing one ten minute program/unit. In reality, the program may be slightly less or more than ten minutes long, however this will still be charged as one ten minute program/unit.

Level 1

Audio Education Programs

Production cost is for educational material where the **subject is readily understood by our educators and co-producers**. This means our educators and co-producers have previously dealt with the subject material, negating the need for lengthy linguistic research and repeated linguistic testing of terms and concepts in the material prior to recording.

Cost:	Recording	\$ 460
	Sound Engineering	\$ 275
	Support Services	\$ 85
	TOTAL	\$820 (inc GST)

Level 2

Audio Education Programs

Production cost is for material where the **subject matter is very new to our educators, co-producers and/or listeners**. This material may also contain complex terms and concepts which have not previously been researched by ARDS educators. Level 2 will need linguistic research and testing of the terms and concepts in the material, prior to recording and more checking and testing through the recording, editing/translation process. At this level of complexity each concept or term may require a separate education program. Therefore one educational topic may require a number of programs.

Cost:	Research & Development	\$480
	Recording	\$560
	Sound Engineering	\$275
	Support Services	\$85
	TOTAL	\$1400 (inc GST)

Level 3

Audio Education Programs

Programs in Level 3 cover **highly complex educational topics**. This level of complexity can take many months of research. For example explaining 99 year leases required many months of linguistic research; and finding all the right language to be able to talk about sexual abuse in a culturally appropriate way on radio took about three years. Once the research is done in a complete and competent manner the information can then be given in just a matter of minutes and the research does not have to be done again. Costing for Level 3 type programs will need to be established on a case by case basis, so please contact us to discuss your requirements.

Once education material has been produced, you will need to broadcast it.

Broadcast or Play-to-Air Costs

When Yolŋu Radio produces audio education programs, you will be offered a service known in the radio industry as 'Sale of Airtime'. Community Broadcasters are able to offer a supporter (ie you) the opportunity to cover the cost of the radio station being on air while a program is being broadcast. This service does not allow the supporter to determine when the program will go to air. It does, however, provide an avenue for a partnership between Yolŋu Radio and its supporters to share the costs of running and maintaining Yolŋu Radio, which is currently over \$600 000 per annum.

The standard current Sale of Airtime (play to air) rate of a ten minute Audio Education Program is **\$40** per play including GST.

Please contact us so we can arrange an individual package deal covering multiple plays of a program or series of programs.

How do we know that we have got it right?

ARDS educators and co-producers work as a team to produce Sponsorship Announcements and Audio Education Programs. The team consists of an English first language person that also speaks Yolŋu Matha and a Yolŋu Matha first language speaker that also speaks English well. Together they work on the concepts and script relying on each other's understanding of their first language to get the full meaning across in the audio program.

Due to the short history of English into Yolŋu Matha analysis (refer Appendix 1 Working Between Languages), we have no Yolŋu people or non-Yolŋu people yet competent to translate or interpret completely and competently by themselves. Therefore to ensure the highest level of accuracy, ARDS uses both team interpreting and co-production of audio education material.

What if you produce your own Audio Education Program?

Some people will want to produce their own audio educational material in language and we encourage this, as this increases the diversity of content on Yolŋu Radio. Also, different ways of producing audio educational material creates greater variety for the listener.

When produced and delivered to ARDS for broadcast on Yolŋu Radio, the audio material must be checked to ensure it does not break any broadcasting rules. ARDS is required to do this by law.

Administration fee - If you have produced your own programs then our production costs do not apply.

However, an administration fee of \$85 is charged to cover the cost of checking the material for compliance with broadcasting legislation and possible mastering.

Also, the standard current Sale of Airtime (play to air) rate of **\$40** per play including GST (for a ten minute Audio Educational Program) still applies. Please remember we are always happy to speak to you about the play to air costs, so give us a ring.

Once you have produced your own educational material, you can send it to us on CD, USB or email as an mp3 or .wav file.

Why does it need to be so long?

Knowledge and information understood by one cultural group may be different from the knowledge and information understood in another cultural group. For example, when Yolŋu teach something from their culture to non-Yolŋu people, the explanations and contextualisation for this 'new' and 'strange' information will need to be very detailed. However this same information about Yolŋu culture would easily be understood by a ten year old Yolŋu child in just minutes.

So, whilst the education needed for the non-Yolŋu people would seem very simplistic and long winded from a Yolŋu point-of-view, this level of detail is necessary to allow real understanding for the non-Yolŋu person.

The same is so for Yolŋu people when understanding new information from the dominant culture.

(b) Short Audio Education

Short Audio Educational Programs are between 1-3 minutes and are a very useful educational tool.

They can:

- remind the listeners of important health information and hints that the listeners have already heard in the longer Audio Education Programs
- teach new information like new English words and the meaning of those words
- reinforce new facts relating to programs that have already been broadcast
- update information previously broadcast

The Short Education Programs are often developed together with a ten minute educational program.

We can produce short audio education program in Yolŋu Matha for you and broadcast it on Yolŋu Radio or you can produce a short education program yourself and we can broadcast it. If you produce the program yourself an administration fee **\$35** (including GST) for compliance checking and possible mastering will apply. Play-to-air or broadcast costs will also apply (please *Broadcast Costs* see below).

Production Costs

The actual cost to produce the material will be determined by the complexity of the material being covered.

Individual quotes will be provided once your exact needs have been explored and discussed.

Short education programs can cost as much as a ten minute education program ; how can this be?

Condensing information down into a short, yet meaningful sentence is a very exacting task even for English content.

That is why advertising firms charge thousands of dollars to create short meaningful text.

ARDS will condense the information down AND manage the cross language and cross cultural issue, whilst maintaining reasonable costs.

Broadcast Costs

Broadcast costs are based on a 1-3 minute Short Education Program.

How many times a day/month?	How many times a day?	Cost per play*	Total cost*
7 times per week	1	\$14	\$ 98
14 times per week	2	\$12	\$168
21 times per week	3	\$10	\$210
42 times per week	3	\$8	\$336
30 times per month	1	\$13	\$390
60 times per month	2	\$8	\$480
90 times per month	3	\$6	\$540

* All prices include GST

Bulk discounts can be arranged to suit you. Please contact us on 08 8987 3910 to explore your options.

Stop Press

The NT Government wants to teach English to Yolŋu teachers.

For the same money it will cost to teach these few Yolŋu teachers face-to-face, ARDS could develop and broadcast structured English learning programs on Yolŋu Radio for the whole Yolŋu population.

ARDS is looking for a financial partner to sponsor the development of structured English learning programs to help up to 8,000 Yolŋu people learn English.

Once produced, these programs can be played over and over again improving the English ability and confidence of the whole Yolŋu population. They will also be placed on our web site for direct access by Yolŋu or by teachers in Yolŋu schools at their convenience.

Our Yolŋu members are desperately crying out for these English lessons.

If you can help, please contact Richard Trudgen on 08 8987 3910 or email nhulun@ards.com.au.

Support ARDS Yolŋu Radio

Yolŋu Radio currently operates with a shortfall of over \$300 000. This means that many of the services that could and should be broadcast on Yolŋu Radio cannot be delivered. Despite this, many thousands of Yolŋu constantly listen to Yolŋu Radio. Why is this?

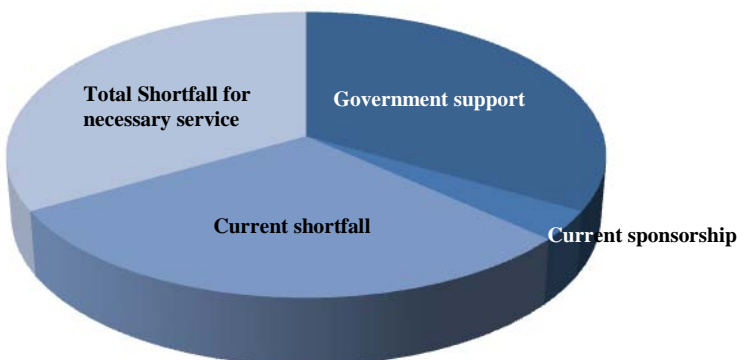
Without media services in your own language, the world can become a very isolated and confusing place to live in. Yolŋu Radio is the only radio service that offers Yolŋu people information, education and a place to hear their own traditional and contemporary music and storytelling.

Yolŋu Radio can be summed up by the comment of a 23 year old Yolŋu mother: “Yolŋu radio is the only adult education I have”.

On behalf of our Yolŋu members we ask you to please help us deliver more dynamic radio service with additions like talk back radio, news and weather everyday; and community announcements to reduce the isolation of the Yolŋu people.

We welcome your involvement in a partnership to this valuable service, by either sponsoring a program or service, making a donation or by putting Yolŋu Radio in your will for a bequest.

Please contact the C.E.O of ARDS on 08 8987 3910 or by email at nhulun@ards.com.au to discuss your options.



Did you know?

ARDS is an Indigenous non-profit, charitable organisation and the full cost to keep Yolŋu Radio on air is over \$600 000 a year.

Government funding only makes up about one third of this amount. To keep Yolŋu Radio thriving, ARDS invites you to sponsor this valuable service.

By expanding private sponsorship of Yolŋu Radio, we can meet the information needs of Yolŋu people, as well as your communication needs in the north east Arnhem Land region.