

Invest in Independence

3CR Radiothon, June 4-17, 2012

plus the special Gardening Radiothon on June 24

AM Radio: 3CR 855AM

Online: stream live at www.3cr.org.au

Digital: 3CR Digital radio



3CR invites its listeners and the Melbourne community to **Invest in Independence** at **Radiothon 2012**. Buy your share of the media and donate to 3CR this Radiothon!

3CR's progressive alternative coverage of social, economic, cultural and political issues has never been more relevant.

Australia has one of the most concentrated media ownership landscapes in the world. Faith in corporate media has been compromised by newspaper phone tapping scandals, and strong independent media is a vital antidote when a billionaire head of a mining corporation starts buying stakes in Australia's national commercial media interests.

3CR needs your support during June 4-17 Radiothon 2012 to continue broadcasting its glorious cornucopia of diverse voices and programs that provide a lifeline to communities and dedicated listeners, who tune in from around the globe to stream online, and now on digital. The station is financially supported by the listening community and the annual Radiothon appeal directly supports the operational costs.

Now in its 36th year, housed at its colourful Smith Street, Collingwood corner building – a true community hub - 3CR is a local institution and gateway for empowering those often denied a voice in mainstream media. "The reason that 3CR was established 36 year ago stands today," says 3CR Chairperson James McKenzie, "it's because people want an alternative."

With a passionate crew of more than 400 volunteer programmers broadcasting 130 programs each week in over 20 languages, the station relies on its annual Radiothon to keep the station on air for the next twelve months, covering bills, license fees, equipment upgrades and a skeleton administrative staff.

"3CR is media made by the community for the community," McKenzie explains. "Our programmers speak from their own experience. The act of participating in creating the media is transformative for people who have been excluded from the mainstream and our programmers become advocates for their community." 3CR provides training and support to enable them to get behind a microphone and make their voice heard.

Some of the most inspiring and eye opening shows include:

Chin Radio, presented by five of Melbourne's Haka-Chin refugee community, this new program covers issues of politics and culture relating to the oppressed Chin minority located in Burma's north-west, who each have experienced traumatic and terrifying journeys while fleeing their homeland to arrive safely in Australia;

Voice of West Papua, established by Herman Waingai who was one of 43 West Papuan asylum seekers whose arrival in Australia by outrigger canoe in 2006 caused a diplomatic incident with Indonesia. Five West Papuans bring Melanesian music and news of the community's struggle against genocide to the airwaves;

Roominations, a program presented by Dale Bridge and members of the homeless community and those living in rooming houses. Dale has experienced homelessness herself and is now a key member of 3CR, who trains rookie broadcasters and also presents the **Girls Radio Offensive** arts program;

Brainwaves, the program of the Mental Health Fellowship which is produced and presented by a rotating group of people with mental health issues;

Invest in Independence!

Make a tax-deductible donation online at www.3cr.org.au/support,

or by calling 3CR on (03) 9419 8377, or send a cheque or money order payable to 'Community Radio Federation Ltd' PO Box 1277 Collingwood 3066.

For more information or to arrange interviews with 3CR staff and programmers, contact



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