



# *Goolarri Media Newsletter*

*Edition 1*

*2010*





Telling Our Story Film Shoot



## Message from the CEO

The second half of 2010 is shaping up to be both an exciting and a critical year for BAMA and Goolarri, in a number of ways.

We have a number of new productions in the development stage, the expansion of some of our well known and loved projects, a big line up of events for the year as well as some major political issues that will impact on BAMA and Goolarri in future years.

As many of our members and supporters will be aware, December 2013 will see a major shift in the television broadcast technology of Australia, when analogue television broadcast transmission is shut down across WA.

This is being replaced with a digital broadcast transmission system that has major implications for both GTV35 as well as community television

in remote communities across the Kimberley and Pilbara. Senator Conroy, the Federal Minister for Communications, via ACMA, (the authority responsible for the allocation of digital spectrum for television broadcast), has allocated digital spectrum to metropolitan commercial, public and community television broadcasters, as well as large regional networks. In the cities, broadcasters have been transmitting both analogue and digital services since 2001 to give people time to switch over. In Broome, this means that if you have a digital TV or a digital set top box, you can currently receive the various digital channels of both the ABC and SBS.

Late in 2009 Goolarri provided a submission to Senator Conroy for an allocation of digital spectrum to ensure the broadcast future of GTV35. However we need the support of our viewers to assist in convincing the Senator of the essential

need for GTV35 to be able to continue broadcasting into the digital era. If we do not get a digital channel there will be no GTV35 after 2013; we will be forced to shut down.

Please also express your views in the various surveys and forum pages dedicated to this issue on our website.

For our more remote brothers and sisters, this issue is extremely important. Currently in front of the Federal Senate is proposed legislation which will effectively shut down community BRACS/RIBS TV services as we know them.

The legislation establishes the new Viewer Access Satellite Television service (VAST), which will become the only means of receiving television in remote areas. Each house in each remote community will need to have a satellite dish on their roof if they want to access any television

service. Due to the nature of the technology, there will be no scope for the local community to insert local content directly into the programming schedule for the community.

Goolarri and PAKAM are working closely together to ensure that town based Indigenous media organisations and RIBS communities across the Kimberley are kept informed on these developments as they happen and we are coordinating a regional response to be put forward to the Commonwealth Government for consideration.

2010 has already seen some interesting developments in the national Indigenous media sector. In mid 2009, the National Indigenous Television service, NITV) were subjected to a review in anticipation of the completion of their allocated funding in June 2010.



## Message from the CEO

One of the major findings of the review was that whilst most people agreed that there is a need for a national Indigenous broadcaster, many regional and remote Indigenous Media Organisations felt let down by the eventual process that was implemented in ensuring that remote media production was given broadcast time and dollars on NITV.

Very few community based Media organisations were supported by NITV to develop local productions, yet it was these organisations that sacrificed their broadcast platform (through ICTV) that gave NITV its broadcast platform. In April this year, the Federal Government announced a one year funding plan for NITV pending a review of the entire Indigenous media sector. This will be a watershed review for the sector.

The Indigenous media sector has seen no real increase in its funding programs since its inception.

When the larger Indigenous media organisations also now have television broadcast outlets which have remained unfunded.

The implications of the looming analogue broadcast switchover needs to be considered in the context of remote Indigenous media and plans made to counteract any negative effects of this.

To ensure that information about the review is spread far and wide, please regularly check the Goolarri website where we will post updates on the review process as they come to light, and we will provide information on how interested people can provide input into the review process.

The Goolarri creative crew have been hard at work since Christmas in developing and finalising a number of great projects.

We are currently finalising a second series of Talking Country, which will take us far and wide across the Kimberley. We have also been filming two language and country projects with Yawuru mob in Broome, called "Place Names" and "Yawuru Coastline" – both of which we are hoping will be completed and ready for broadcast by late June.

A big thank you to all the individuals and businesses who continue to support Goolarri and a reminder to all that the "BAMA Gift Account" allows philanthropic organisations, businesses and individuals to make tax deductible donations to the Community Cultural Content Fund established to be used wholly and solely for

digitising community and culture.

I urge all friends of Goolarri to make a donation and a big thank you to all who may have already made a contribution. You'll find a donation form at the back of the newsletter to make this easier.

Please feel free to come and visit Goolarri at any time, and we welcome any feedback or suggestions you may have to improve our service to you.



Telling Our Story Film Shoot



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## Goolarri Television

You may have seen some new short films on GTV recently, the call has been put out to Australian filmmakers far and wide, and now we are inundated with quality short films. Some of these are for mature audiences only so they will be on later in the night and will come with warnings, so, as the saying goes, "Viewer discretion is advised".

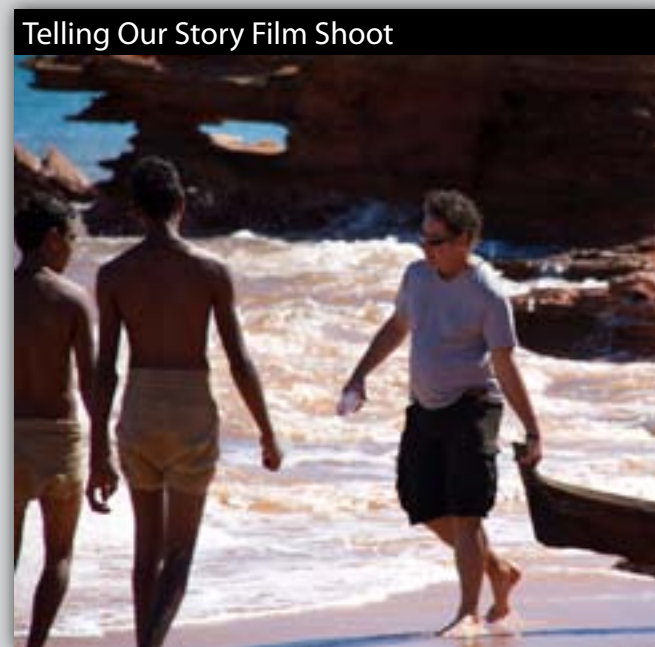
The Weather, Whatnow and Tide Times have all received a facelift to ring in the new year.

The production of Working Lives 2 is nearing its end. This is the second series showcasing young indigenous people in a variety of different workplaces. This series goes even farther and wider than the first, the crew travelled from the East Kimberley down to the Pilbara to talk to people working in tourism, mining and land and resource management.

The edit suites are also being worked overtime to complete a series of Alcohol Education and Rehabilitation Foundation commercials. They address some problems alcohol has caused in communities.

Our senior camera operator, Jon Armstrong, has put his considerable production knowledge to good use, providing the directors with some amazing shots to work with (whilst training his protégé, Mark Fogliani). Two of the AERF commercials produced last year can be seen on GTV now and the rest should be on air soon.

The two Office of Road Safety commercials that have been produced could not be any different from one another. The restraints focussed commercial (which can be seen on GTV now) uses comedy to get its message across whereas, the anti-drink driving commercial is extremely emotive in its portrayal of an accident when the driver was under the influence. This Commercial should be on air soon.



Telling Our Story Film Shoot



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## Goolarri Television

GTV has just completed a big campaign for domestic violence for Kinway. There were two distinct and dramatic anti-violence commercials produced and these are playing on GTV and GWN at high rotation. One of the commercials uses faces which morph from old to young in seamless transitions.

The other uses shadows and a pendulum of swinging lights between confronting and violent situations of domestic violence. This project also involved producing DVD's to be used by counsellors, victims and perpetrators. This was a very involved and delicate project and has been received very well.

There have been two new Office of Roads Safety commercials. One was filmed at night on a roof top to give it a steely urban look. This was a follow up of the "Don't be Stupid – wear a seat belt" campaign from last year and involved all the same characters including the cow. The other TVC produced was addressing driver fatigue. Using an interesting filmic technique giving a real car a "tiny toy" like appearance, the commercial follows a young boy playing with his toy car while his dad is driving fatigued on the road. The live car sequences were filmed out along Roebuck Plains.


More Talking Country series are being produced and seeing the GTV crew off to Jarlmadangah community. GTV is producing a series on Yawuru Place names, this is an interesting project about identifiable locations around Broome that have a Yawuru history and name.

A Coast-care series for GTV is being produced with the help of the Broome Museum about local coastal areas and how Indigenous people lived, used and interacted with the coast. These stories are a mixture of historical and fun childhood recollections with re-enactment and supported with extensive historical footage sourced from the museum.

There are various local commercials in production and there are preparations being made for up and coming live events to be filmed like the GimmeFest 2010. There has been a writer's workshop with professionals from the east coast coming to Broome mentoring for a future TV series in development. There are some major TV productions in their early stages and these will see a new and exciting direction for GTV.



Telling Our Story Film Shoot

A close-up photograph of Arnhem Hunter, a man with a goatee and a blue shirt, playing an acoustic guitar. He is looking down at the instrument with a focused expression. The background is a blurred, warm-toned wooden structure.

Arnhem Hunter

## Radio Goolarri

Radio Goolarri is continuing to pump out the tunes and current affairs on a daily basis, with a number of new volunteer programs on air this month, including Good Times with Gibbo, Backo and Binno, the Broome soccer show and the Brazilian Hour, as well as our regular favourites, Sandy Dann's Country Affairs and Morning Show, Breakfast and afternoons with Russell Dann and Eddie Jenz's Legends of Rock and Classical Hour.

## Telling Our Story

Congratulations to one of our long standing Board members, Arnhem Hunter, whose story "Telling Our Story" was recently selected for production as part of the Deadly Yarns 5 series.

We look forward to this production being completed by the end of September. Goolarri graduate, Cornel Ozies, was also successful in having his story "Running Riot" selected for Deadly Yarns 5.

*Another example of the success of Goolarri's "Wings to Fly" philosophy!!*

We currently have a number of development proposals for large productions sitting with national broadcasters for consideration and we are quietly confident that at least a couple will get a green light. These productions will not only provide ongoing work for our production unit, but will provide a number of short term employment opportunities for Broome people, as well as invaluable training opportunities.





Battle of the Bands



Gimme Fest

## Goolarri Events

The Events crew have been working hard to provide some great events for people to enjoy.

Early April saw the inaugural Gimme Fest held, a great family day of local and regional Indigenous music. The Gimme Fest saw Fitzroy Xpress return to play at Goolarri Media for the first time in 4 years, the

Yabu Band from Perth delighted the crowd, and local favourites John Bennett and his band and the No Name Band wowed the enthusiastic crowd.

The Gimme Fest Talent Search unearthed another amazing local voice in Dora Smith.

2010 will also usher in a new era of Kimberley Girl, with Goolarri staff working hard to expand the program. Kimberley Girl is now being piloted in Kununurra, Fitzroy Crossing and Roebourne, as well as Broome, which will see a true Kimberley wide Grand Final event being held in late September.





## Goolarri Training

The training department looks set to have a busy year in 2010 with higher numbers of students, more workshops and a variety of different training programs starting up.

### School Based Trainees

Last year we welcomed James Pearce into the GME team as a School Based Trainee from Broome Senior High School. Since starting here James has shown great enthusiasm to help out wherever he can, and so the training department was happy when the school contacted us early in the year to see if we were interested in taking on an additional two School Based Trainees. In February our group of SBT's coming in every Monday grew to include Keenan Martin and Rocky McKenzie. This group have started work on a variety of projects, already gaining skills in radio presentation, camera work and editing. So far they have completed a video that covered the launch of the Indigenous Youth Mobility Program in Broome, and the launch of the Girls Academy at Broome

Senior High School earlier this year. Currently the boys are helping out by gathering footage that will be used as the basis for teaching editing skills to the group of Year 12 Cert II students that come to GME every Thursday from Broome Senior High School.

### Certificate II in Creative Industries(Media)

Last year a group of Year 11 students from Broome Senior High School started working towards a Certificate II in Creative Industries (Media). The training program for this group is structured so that it complements what the students are doing in their English classes in school. For example last year in their English class these students were studying some written accounts of the story of Jandamarra, with their time at GME being spent producing their own audio dramatisation of a part of the Jandamarra story. This year the class are concentrating on developing their TV production skills while working on the topic of significant people and

places in Broome. So far this has involved the group learning how to use a professional level video camera as well as installing and operating lighting and audio equipment. They then used their skills to help set up an interview with Kevin Puertollano during which Kevin told some local colourful stories that the class will work on dramatising for a short video production to be completed later in this school term.

### Certificate III in Media

Our Certificate III in Media group continues to grow with extra students from Beagle Bay and Warmun signing up for training. We now have two groups of Cert III students, with both studying a mix of radio and TV production units. This group has been working well in developing their editing skills, and with the dedicated help of their trainer Chris Mitskinis, all are moving on from using simple editing programs to the more advanced Final Cut Pro, the professional level editing software

used by the majority of TV production companies. Combined with PAKAM's rollout of new i-Macs into BRACS stations the future of TV production in communities looks bright.

Certificate IV in Screen and Media  
Chris Mitskinis has been working hard with our group of Cert IV students, training them in high level TV production units. This group is working on a similar project to the Cert II students, local spooky Broome stories. In their first workshop this year, the Cert IV students learned how to setup for and conduct a professional TV interview, using these skills to spend an afternoon with Baamba recording some local stories that the group will now concentrate on bringing to life as a TV production. Broome Regional Prison Towards the end of last year the GME training department began talks with Broome Regional Prison in the hope of setting up a pilot training program in which prisoners could learn some basic skills in TV and radio production. At the

time of writing this article the first two week block of TV training at the prison is well underway, and it looks to be a resounding success. Chris Mitskinis and Arthur Hunter are working with a group of prisoners on producing a short program that outlines some of the training programs on offer at the education centre in the prison, for example art and literacy classes. The five students involved in the training are all extremely enthusiastic and several of them wish to continue developing these skills by joining our Certificate III group when they are released from prison in a few months time. The next block of prison training will start in the July school holidays, when Neil Turner from PAKAM will install a radio station within the prison, planning to start initial radio broadcasts within the prison with a view to the prison eventually joining the PAKAM network and hosting their own radio show.



# Kimberley Girl Youth Leadership Program

Kimberley Girl is about leadership. It is about giving young Indigenous women the tools to realize their potential, to empower them in their endeavors, to give them the confidence to dream big and reach for the stars. Kimberley Girl is about giving participants the Wings to Fly.

Kimberley Girl is also the search for young women who truly reflect the diverse culture, history and heritage of this unique and beautiful region. Join us in 2010 as we take Kimberley Girl throughout the Kimberley and Pilbara in this exciting youth leadership program.

Since 2004 the Kimberley Girl program has been cultivating leadership qualities in young Indigenous women from around the Kimberley. In 2010 Kimberley Girl gets bigger and better as we head out throughout the Kimberley and Pilbara regions bringing Kimberley Girl to the communities of Kununurra, Fitzroy Crossing, Broome and Roebourne.

If you are a young Indigenous woman between the ages of 16 and 25 from the Kimberley or Pilbara regions, now is your chance to be involved in this exciting and widely acclaimed program. Goolarri Media is searching for you to be involved in Kimberley Girl as:

**A CADET** – We will train you to deliver the Kimberley Girl program in your community. You will be provided with the training and tools for a renewed sense of confidence through work, life and personal development on which you can continue to build. Training commences in late 2010 so please express your interest in being involved by completing a Kimberley Girl cadetship form available from Goolarri Media on 08 9195 5553.

**AN ENTRANT** – Take part in the Kimberley Girl program and competition. Build confidence, self esteem and pride through workshops and stand tall and proud on the catwalk showing the world the beauty of our local Indigenous women. 2010 Workshops and Heats will be taking place in Kununurra, Fitzroy Crossing, Broome and Roebourne from July 19, 2010. Entry forms are available at Goolarri Media 08 9195 5333.





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Stephen Baamba Albert

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Goolarri Media has some great sales packages enabling you to effectively promote your business and services through a number of mediums predominantly Goolarri Radio 99.7FM and/or Goolarri Television GTV35.

We enjoy working with the local community and will work in partnership with you to ensure you maximise your dollar to deliver the best product possible to your target market.

Goolarri Media recently attended the Fitzroy Valley Indigenous Tourism Operators Forum to showcase our promotional products and ideas specifically for the tourism market.

The visit was well received and we were able to network and make new contacts within the Indigenous Tourism Industry.

This brings us to a new concept that GTV is currently planning which is a positive and colourful series provisionally titled Kimberley Showcase.

This product is designed to show off the natural and beautiful region in which we live whilst ensuring that our local culture is recognised and appreciated.

This Program will be aimed at the regions tourists educating them with local information brought to you by local guides, operators and Traditional Owners.

For further information about these or any of our other great products please contact Mel Virgo Goolarri Media's Sales Coordinator on [mel.virgo@gme.com.au](mailto:mel.virgo@gme.com.au)

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# MERCHANDISE

**Find out the latest news and info on whats happening in and around Goolarri at our new website! [www.goolarri.com](http://www.goolarri.com)**



Goolarri Television is on **YouTube!**  
Check out some of the latest content on GTV35 use the below link:  
[youtube.com/gtv35](http://youtube.com/gtv35)



Goolarri Media is on Facebook!  
To check out some of the latest news visit the Goolarri Group on Facebook!