



COMMUNITY
BROADCASTING
ASSOCIATION OF
AUSTRALIA



COMMUNITY
RADIO
NETWORK

Community Radio Network (CRN)

The CBAA's Community Radio Network service helps stations supplement local content with a range of nationally-relevant regular programs and segments, special series and one-off specials.

As CRN's delivery capacity expands it's a good time to reflect on how the service can best support stations. This session will focus on where technology and programming intersect, asking delegates to contribute feedback and ideas to inform CRN planning and development.

Please consider some of these areas of discussion in the lead-up to Technorama, in conjunction with your station's programming committee if possible.

Possible discussion areas

Use of automation systems

How are stations using automation to switch to and from live satellite audio sources (for example: overnights, for special broadcasts, for short reports), and/or to play program files?

Program file structure/formats

CRN's typical hourly "clock" was established during a time when stations typically lacked automation systems, and it was essential for CRN content to fill the hour. Is this still the most suitable approach? Should CRN build in specific windows for stations' local content (local announcing, IDs, CSAs, sponsorship announcements)? Are there stations that would prefer programs to be delivered as segments rather than single files?

Considered from the perspective of producers and contributing stations, would working to shortened lengths, stricter formatting requirements or providing segmented programs be a barrier to providing programs for national distribution?

Use of regular vs irregular content

CRN distributes a wide range of special content as well as regular programming. Are stations able to keep track of what is available and what is most suited to their local audience?

Access to CRN content for individual broadcasters

CRN's content can make useful additions to local programs. Ideally station volunteers would have direct access to the content and ordering systems. How can CRN and stations best manage the discovery and delivery and use of content?

Pros and cons of moderated vs. unmoderated content

CRN operates as a moderated program exchange, aiming for high consistency in the end product; fresh program editions are delivered on time, are the correct duration, have consistent levels, are nationally relevant, and adhere to the Codes of Practice. What are the priorities for stations? Do stations check CRN-delivered content before rebroadcast?

Program contributions

How to distribute content through CRN.

More about CRN

Through two live audio channels on the Optus VAST satellite platform, and on-demand file availability for later broadcast, CRN delivers stations a selection of the sector's best news, talk, music and entertainment programs.

Stations can tap into over 100 programs, including:

- Special broadcasts covering major cultural and festival events
- Informative talks programs
- Good Morning Country, a country music breakfast show
- Weekly current affairs including The Wire
- Specialist music programs
- Topical short inserts
- The National Radio News service (additional subscription needed)

Subscriber stations choose what they'd like to use and when, allowing them to augment local content with specific programs of national relevance, build upon local programming with short inserts, or use the service as a fall-back when presenters can't make it or as a sustaining service.

Over 50 stations each year contribute content to CRN, either regular or special programs. For more information, visit www.cbaa.org.au/crn or call 02 9310 2999.