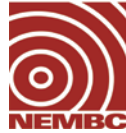




amrap
AUSTRALIAN MUSIC RADIO AIRPLAY PROJECT



**The National Ethnic and Multicultural
Broadcasters' Council**

THE ETHNIC & MULTICULTURAL MUSIC INITIATIVE

Amrap (the Australian Music Radio Airplay Project) is a commonwealth government funded community radio initiative that distributes contemporary Australian music to Australian community radio stations. As a musician you can add your songs, free of charge, to our list and make your songs available for air-play on community radio stations around Australia. Any musician residing in Australia - can apply to have their music added to Amrap's online music catalogue and distribution service called Airt. Over 200 community station music coordinators and 700 broadcasters find music to broadcast on their station via Airt.

To ensure that Amrap is representative of diverse Australian musicians we have partnered with The National Ethnic and Multicultural Broadcasters Council (NEMBC). This will assist us in engaging with culturally diverse musicians - especially from new and emerging communities - to apply to have their music added to Airt. For this reason AMRAP would like your support to promote this 'Australian Music Initiative' to culturally and linguistically diverse musicians that you work with.

Amrap's EM Initiative contains two main features:

1. Application:

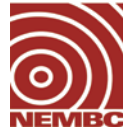
Through the EM Initiative we've created an easy to use application form that's available here: www.amrap.org/emapply. Any musician that identifies as being from ethnic or multicultural communities within Australia can use this application form if they want to get their music to radio via Airt.

2. Dedicated assistance:

Amrap has funded an Amrap Ambassador to work with the musicians and assist them to engage with Airt. The Ambassador also liaises with organisations that work with musicians from emerging and multicultural communities. Finally, the Ambassador works directly with key ethnic and multicultural community radio stations and radio programs to promote the initiative and encourage airplay of the music made available through the Airt initiative.



amrap
AUSTRALIAN MUSIC RADIO AIRPLAY PROJECT



**The National Ethnic and Multicultural
Broadcasters' Council**

Which musicians can apply for Amrap's EM Initiative?

Musicians who identify as being from ethnic or multicultural communities within Australia are eligible to access the initiative. Eligibility is not based on the music genre. *We do not support the music industry myth that if you are a migrant you are categorised as 'world music'!* The initiative supports music of all genres.

Amrap is funded to support contemporary (new) Australian music, but a musician's back catalogue of music may be accepted through the EM Initiative if the music hasn't been available to radio stations in Australia, or the musician performs live regularly.

What happens to the music when it gets added to Airt?

Musicians can select how many categories they want their music to be available on the Airt catalogue. Only registered community radio personnel and broadcasters can access and order music from Airt. Music can be ordered via internet download or on a CD and Amrap incurs all costs to manufacture and distribute the music.

Music is catalogued under relevant music genres so music coordinators and broadcasters can find music that suits their taste. E.g. a Sudanese punk band will be added to punk alongside all the other great punk music. But your music can also be simultaneously catalogued under ethnic and multicultural music to show the range of multicultural music available and allow musicians to be identified with their language, culture and identity.

The musician receives monthly reports listing what stations and radio programs have ordered their music for Airplay. This enables the musician to follow up with radio stations/broadcaster for interviews or other opportunities. Selected musicians will also be featured on Amrap's public website and we run a 'most ordered for airplay' chart on Airt that promotes popular music on the catalogue.

How can you help?

Please forward this fact sheet on to anyone that can encourage suitable musicians to apply. Musicians can apply for Airt right now via www.amrap.org/emapply.

For more information and assistance contact Amrap's Ambassador Anthea Sidiropoulos at em@amrap.org.au or the NEMBC office on 03 9486 9549.

Media enquiries can be directed to the Amrap Manager – Chris Johnson on manager@amrap.org.au or 02 9318 9618.