



Community  
Broadcasting  
Foundation

# CBF Acknowledgment Toolkit

October 2021

This toolkit outlines the different ways you can acknowledge the Community Broadcasting Foundation in your radio programs, podcasts, video productions, websites, social media channels, printed publications, presentations and marketing materials.

## MASTER LOGOTYPE

The master logo should be used to acknowledge CBF support on all online and printed materials. This includes websites, social media posts, newsletters, publications, banners, presentations and marketing collateral.

Please email a copy of your final artwork or examples of online usage to [media@cbf.com.au](mailto:media@cbf.com.au) for approval by the Strategic Communications Manager.

**To access our EPS logo for print, please contact our Strategic Communications Manager on the email above.**

**Download our png logo for screen use here**



[CBF logo \(png\) for screen](#)

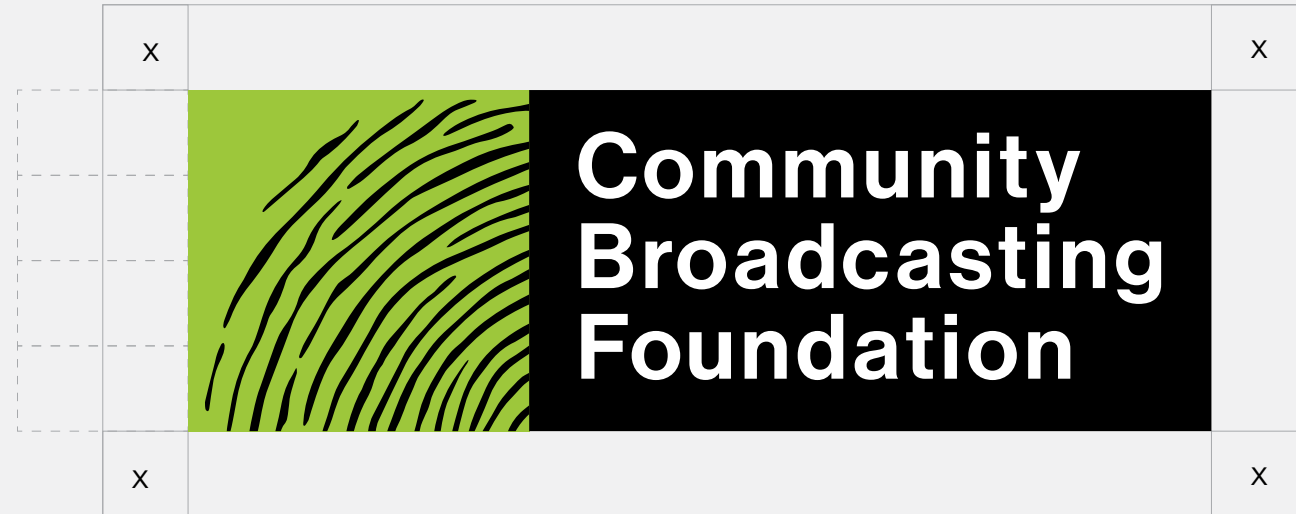


CBF logo

## MASTER LOGOTYPE CLEAR SPACE

The CBF logo must have a minimum clear space around it of 1/4 the height of the green icon square. This area must be clear of all graphic elements and text.

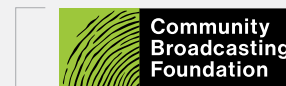
For print the minimum size requirement for the logo is 15mm (42px) in height.



X = 1/4 the height of the green square

15mm

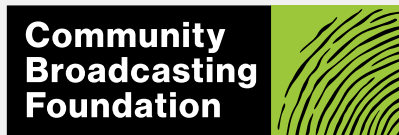
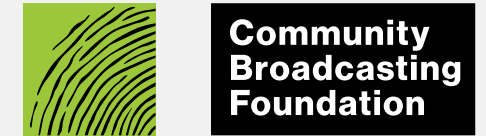
42px



## LOGO DO'S & DONT'S

Please follow these simple rules to ensure you use our logo appropriately.

- Do not recreate, amend or use a scanned version of our logo
- Do not resize or reposition the logo in any way
- Do not stretch or change the dimensions of the logo (eg: click a corner and drag the logo diagonally to enlarge/shrink)
- Do not change the colours
- Ensure there is adequate space around the logo.



## AUDIO

**Radio programs**

Please acknowledge CBF support using the message provided (or something similar).

**Podcasts**

Please include the acknowledgement provided (or something similar) at the start or end of your podcast:

Here's an example from FBi Radio's podcast *All the Best*.

Listen to the credit in *Don't Forget* at 25.22.



[Listen to an example here](#)

**Radio programs**

*This program was made possible with support from the Community Broadcasting Foundation. Find out more at [cbf.org.au](http://cbf.org.au).*

**Podcasts**

*This podcast was made possible with support from the Community Broadcasting Foundation. Find out more at [cbf.org.au](http://cbf.org.au).*

## VIDEO

Acknowledge our support in video productions using the message provided (or something similar), featured with the CBF logo.

When creating your own acknowledgment, please follow our logo guidelines.

There is an additional logo with a white keyline that should only be used if the acknowledgment sits on black. It should not be used in any other instances.



[Download our Keylined Logo here](#)

### Example of a credit in a video



### Acknowledgment message

*This production was made possible with support from the Community Broadcasting Foundation. Find out more at [cbf.org.au](http://cbf.org.au).*

## PUBLICATIONS

Please acknowledge our support in all promotional material and publications such as program guides, newsletters and training resources. Please use either the acknowledgment provided (or something similar) or the logo, or both.

Your Grant Agreement may also require the inclusion of the following acknowledgment:

***'Produced with the assistance of the Department of Infrastructure, Transport, Regional Development and Communications via the Community Broadcasting Foundation - cbf.org.au'***

## Example of CBF logo in a publication



**NEMBC media sports report**

**What started as a simple Australian Football League (AFL) pilot radio podcast two and a half years ago has become a far reaching and popular broadcast/teletext production powered by the NEMBC's MEDIA arm.**

The AFL and A-League radio podcasts / TV productions, AFL newscasts and diversity live match calls are the NEMBC's current media projects assisted financially by the AFL and the Community Broadcasting Foundation (CBF).

The NEMBC's development of stakeholder partnerships such as the AFL and CBF, are not only providing support, but have also assisted in increasing the NEMBC's member engagement with positive outcomes, especially in training presenters for a professional future and in gaining broader community awareness. Public relations success (Radio National ABC interview on Multicultural AFL Footy live radio calls and by radio 3AW) and subsequent interest from the international (Mexico, South America and Spain), general and Ethnic communities in the NEMBC and the NEMBC MEDIA brand, has also realised an incremental impact on NEMBC earnings through sponsorship.

This year, through increased funding from the Australian Football League (AFL) and the Community Broadcasting Foundation (CBF) we have continued to offer weekly AFL news and reviews in 7 different languages for the entire AFL season. The programs are broadcast across 20 radio stations and offered as a podcast to all 70 radio stations playing ethnic programs. The podcast is also distributed via the CBA's national CRN satellite service.

In addition there are live radio match calls broadcast from the MCG and Marvel Stadium in Arabic, Dinka (Sudanese), Greek, Hindi, Italian, Mandarin and Spanish languages.

This year the NEMBC/C31 Multicultural AFL Footy TV Panel Show is produced for the full season and is broadcast on Community TV C31 (DVB 350) Melbourne and Geelong, C44 South Australia and on Aurora TV -Foxtel is also attracting a large national audience and not just from our sector. The programs are created as vodcasts and are available on websites, YouTube and via social media.

**A-League**

The NEMBC has taken the initiative in enhancing our partnership opportunity with C31 to pilot a 10 episode series for radio, TV and digital media, based on the Australian National Football (Soccer) competition, "All About A-League" with resounding success. This project, which has just concluded its 10 week broadcast and vodcasts, may continue next season subject to funding and sponsorship support.

**Future sport options**

The NEMBC is exploring further sport options with Football Federation Australia (FFA), the National Rugby League (NRL) and the International Cricket Council (ICC). Soon, we may also partner the International Cricket Council and Cricket Australia in promoting International Cricket radio broadcasts and engaging the NEMBC's national Hindi, Punjabi, Sri Lankan, Pakistani, Bangladeshi, Nepalese and other Communities through live match diversity language broadcast calls and podcasts for the forthcoming International Men's and Women's T20, 2020 World Cup tournament.

While we are speaking to a number of future sponsors for next year, NEMBC MEDIA is in the process of developing a pilot Multicultural Arts radio podcast/TV program for 2020 (with production assistance from C31) and the concept development of a live concert and radio/TV broadcast of an NEMBC National Australian Multicultural Song Festival in 2022.

Organisations and private entities are presently seeking the NEMBC out to develop promotion programs throughout the Ethnic demographic. Our reputation as the Multicultural Media organisation to deliver results on a national platform and across all media is acknowledged by the broader community. We are quickly becoming the "go to" organisation for diversity language broadcasting!

The NEMBC, similar to last year, will conduct a three day broadcast training schedule to include live radio / TV presentation from professional mainstream sports broadcast media personnel and producers. This year's intake will have all our live call presenters involved in a refresher course inclusive of new interstate recruits and local young broadcasters.

Our enhanced Sports/ Arts /Entertainment umbrella identity NEMBC MEDIA, is a short name for a large concept focusing on the NEMBC's creative Multicultural community radio and TV productions and our original logo enhanced with the high profile "MEDIA" slogan, makes the NEMBC instantly recognisable and easier to recall by potential sponsors and clients.

If you wish to be part of this dynamic sports and arts movement, or would like to download the weekly sports programs for free and develop corporate partnerships along the way, please call (03) 9486 9549 or email [operations@nembc.org.au](mailto:operations@nembc.org.au)

Fiv Antoniou  
Operations Officer NEMBC

## Acknowledgment message

*This program was made possible with support from the Community Broadcasting Foundation. Find out more at [cbf.org.au](http://cbf.org.au).*



## WEBSITE

Please acknowledge our support by adding our logo to your website with the text provided (or something similar).

Please ensure you:

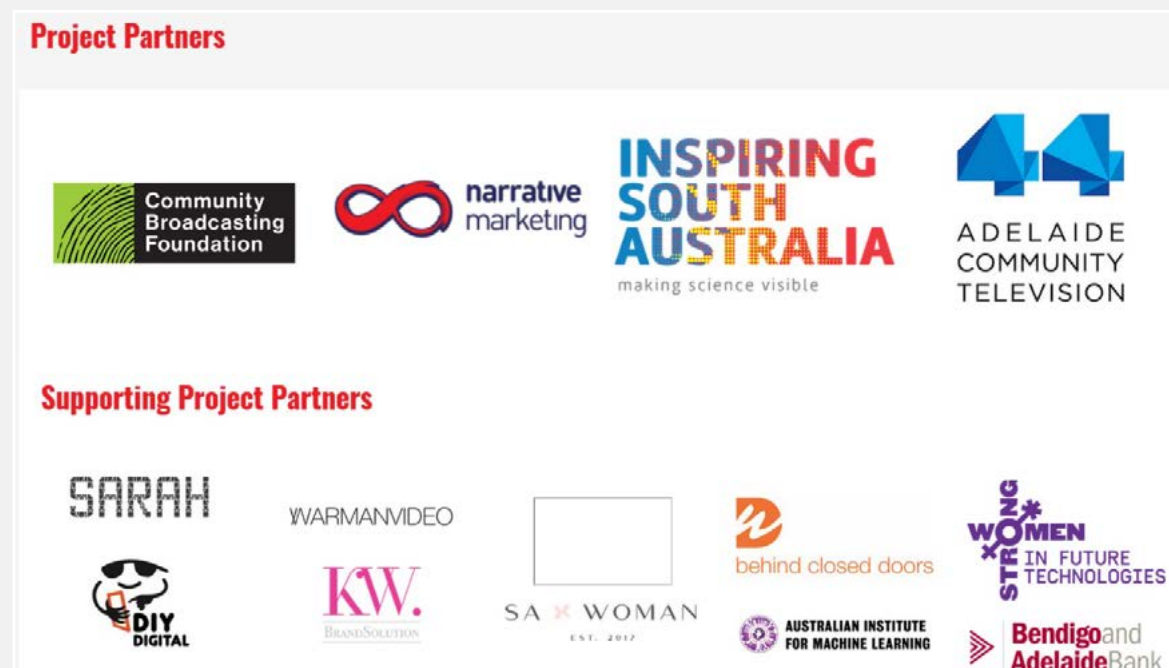
- follow the logo usage guidelines in this kit
- set the dimensions as 'pixels x pixels' to avoid distortion
- hyperlink to the logo image or the words 'Community Broadcasting Foundation' to our website: <https://cbf.org.au>

Your Grant Agreement may also require the following acknowledgment:

***'Produced with the assistance of the Department of Infrastructure, Transport, Regional Development and Communications via the Community Broadcasting Foundation - [cbf.org.au](https://cbf.org.au)'***

Where possible please hyperlink the words Community Broadcasting Foundation and/or our logo to <https://cbf.org.au>

## Example of a website acknowledgment



## Acknowledgment message

*Produced with the support of the  
Community Broadcasting Foundation.  
Find out more at [cbf.org.au](https://cbf.org.au).*

## ONLINE PROMOTIONS

Please add the acknowledgment to any website articles, blogs, newsletters or other stories that feature your project.

## Example of newsletter acknowledgment

## Congrats!! Saltgrass producer Allie Hanly

Join us in congratulating Allie Hanly for the huge success of her podcast Saltgrass.

Saltgrass was recently announced as a finalist in the Jackson Wild Media Awards. The Awards are recognised as the world's top nature media competition and celebrate excellence and innovation in nature, science and conservation storytelling. Other finalists in the podcast category include - scientist and activist Dr Jane Goddall's Hopecast and Guardians of the River - a series produced by The National Geographic. Earlier this year, Saltgrass was also listed by the New York Times as one of the top five environmental podcasts to 'Help you understand the problems and potential solutions to a Changing Planet.'

Made here on Djaara Country, Saltgrass celebrates grassroots bioregional change-makers and engages with the issues of climate change.

Saltgrass airs on Mairfm Tuesdays at 4pm and is available for listening online at [www.saltgrasspodcast.com](http://www.saltgrasspodcast.com). Saltgrass is funded by the Community Broadcasting Foundation.

Well done Allie!



## Acknowledgment message

*This project is made possible with a generous support of the Community Broadcasting Foundation. Find out more at [cbf.org.au](http://cbf.org.au).*

## SOCIAL

Remember to tag or mention us in your social posts when you promote your project. We'll also share the love and promote your projects to our followers, when possible.




**Channel 44** posted a video to the playlist **2021 Antenna Awards** ...  
18 September · 🌐

Winner of the Antenna Award for Outstanding Creative Achievement in a Program is 'The People's Festival: 60 Years of [Adelaide Fringe](#)'. The documentary, created to tell the story and impact of the Adelaide Fringe Festival on its diamond anniversary, was produced by C44's [Lauren Ann Hillman](#) and [Max Mackinnon](#) of [Same River](#) in partnership with the Adelaide Fringe.

Hugest thanks to the [Community Broadcasting Foundation](#), [University of South Australia](#) and Adelaide Fringe Director H... [See more](#)

0:01 / 3:16

15 2 comments 5 shares

 [@CommunityBroadcastingFoundation](#)

 [@CBFgrants](#)

 [community-broadcasting-foundation](#)

# MEDIA

Do you have a relationship with a journalist at your local newspaper or news site? Contact them and share your story! They are always looking for stories and love to feature articles that tell their readers what people are doing in their community.

As part of your pitch make sure you emphasise the important information (three key messages about your project is usually enough) you want people to know about. And don't forget to also mention the support of the Community Broadcasting Foundation.

To support your pitch, we've created a media release template to help you, including tips and tricks. Simply follow the guidelines, fill out your info and send to your favourite local media!

And do let us know if you get featured in your local paper. We'd love to share it in our social media channels!



[Download our Media Release Word Template here](#)

Add your logo above

## MEDIA RELEASE

Click or tap to enter date  
For immediate release.

### This is the headline

Lead paragraph. Feature the story 'hook'. Detail how your project is making a difference in your local community. Answer the five W's - who/what/where/when/why and lead into the how.

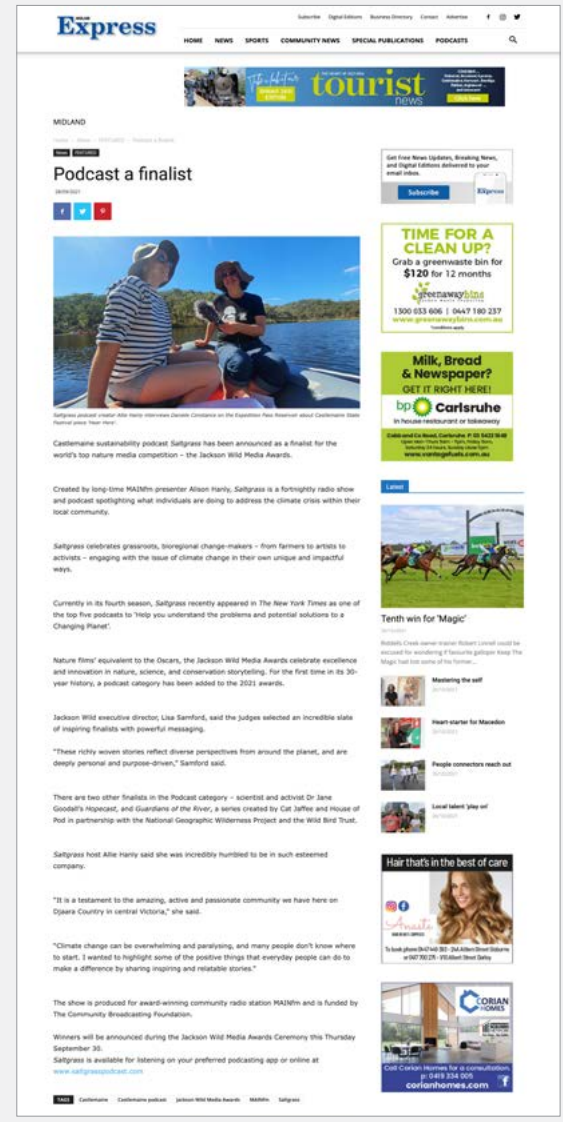
Body. Tell your story. Use short sentences and short paragraphs to describe your project, supported by relevant facts and statistics. Insert a quote from a person involved in/impacted by your project.

Summary paragraph. Emphasise the key elements of the media release. Our project was made possible with a grant generously provided by the Community Broadcasting Foundation.

ENDS

**Contact**  
(insert name)  
(insert title)  
(insert phone)  
(insert email address)

**About insert your organisation's name**  
In a short paragraph, detail your organisation.



## HELP

If you need help acknowledging the CBF or would like us to help promote your project, please contact us. We'd love to hear from you!

Strategic Communications Manager  
email: [media@cbf.com.au](mailto:media@cbf.com.au)  
phone: 03 8341 5901

Community Broadcasting Foundation  
Level 7, 369 Royal Parade,  
Parkville VIC 3052  
phone: 03 8341 5900

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Wurundjeri Country

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[cbf.org.au](http://cbf.org.au)

