

Broadcasting Management Group

2021 Report for the AGM

Buddhist Society of Western Australia

Notable Achievements in the last year (since the 2020 AGM):

- The Broadcasting Management Group (subcommittee) meets once quarterly (as well communicates regularly online). This organising group consists of Sol Hanna (BMG Coordinator, Social Media Organiser and Translations Manager), Jake Mitra (Dhammaloka Audio Visual Coordinator), Nicole Moustakas (Online Recordings Supervisor and Podbean Coordinator), Tasuku Nakamura (YouTube Coordinator) and Tonny Wijaya (System Administrator working with IT Tasks).
- Published Dhamma teachings (talks, guided meditations, retreats, sutta studies and Dhamma courses) everyday on the BSWA podcast channels: (Podcast and DeeperDhamma). This included the 'Noble Eightfold Path Workshops in 2021', 'Dependent Origination Workshops in 2020', teachings by our Sangha for the Armadale Meditation Group via Zoom from Bodhinyana Monastery, Monday Night Meditations at Wat Dhammayanaram - Cambodian Society of WA (CBSWA) and teachings given at and for the Buddhist Society of Victoria. As well as Wednesday night teachings at Dhammaloka Centre with Dennis Sheppard.
- Published new Dhamma talks, guided meditations, sutta classes, retreats and Dhamma courses on the BSWA Youtube channel as it became available. As well as teachings by Venerable Canda at Anukampa Bhikkhuni Project (UK), of which Ajahn Brahm is the Spiritual Advisor.
- Almost all content is accessible via a searchable library of teachings at <https://bswa.org/teachings/> - there are now 2694 teachings available here, most of which are available in both audio and video. This includes 85 Dhamma articles.
- Jhana Grove Retreat Centre is now live streaming retreats with unlisted links, which are available on our website before each retreat starts.
- We continued to publish translations of Dhamma talks. We now have video subtitles in 11 different languages, including: Russian, Indonesian, German, Vietnamese, Japanese, Hindi, Korean, Sinhalese, Chinese, Portuguese and Czech. These are available in our 'Translated Dhamma Talks' YouTube playlist here: https://www.youtube.com/c/BuddhistSocietyWA/playlists?view=50&sort=dd&shelf_id=7

Thanks go to the many volunteers making this possible i.e. the translators, our new Translations Services Coordinator - Indira Fernando and volunteer Nirosha Moonasinghe.

- Our playlists on YouTube are now categorised into ten groups, however the full content/ playlists in each category can only be seen from our playlist channel directly:
<https://www.youtube.com/c/BuddhistSocietyWA/playlists>
- We now have email and newsletter subscription forms available on our website.
- Our website's BSWA online membership system is almost complete.
- We're in the process of adding calendars to our website.
- We're in the process of setting up a NAS backup system at Dhammaloka.
- We raised a net sum of US\$57 172 from 541 regular donors via Patreon to support our Dhamma broadcasting activities during the 12 months to February 2021. Monthly earnings from donations has increased in the last year. We are most grateful to everyone who is contributing to supporting our online publishing efforts by donating via our Patreon channel.
- The Dhammaloka AV Team is made up of Ashok Weerasinghe, Calene Lee, Carl Hammon, Choon Seng, Dani Dinse, Renee Ong, Stephen Connell & Truc Chung.
- Overall we have achieved video, audio and training improvements at Dhammaloka.
- In 2020 and this year The Dhammaloka Audio Visual have supported two day-long Workshop series with laptop screen captures which make it much easier for viewers to follow the presentations.
- Stephen Connell (Operation's Manager) has been streaming the Wednesday night talk and meditations by Dennis Sheppard at Dhammaloka.
- The Dhammaloka Audio Visual is now using the Sling smartphone app for rostering which allows our team members to submit the days they are available and also has a reminder function.
- Dhammaloka Audio Visual is looking at streaming to Facebook Live for Vesak 2021.

Traffic

We've been using the number of Dhamma teachings downloaded as a metric of our traffic for some time. The table below indicates the growth of traffic to BSWA sites over the past year.

	Total DLs	YT Channel	YT Channel %	Podbean	Podbean %	% increase on previous year
2020-03-31	677,014	430,192	63.54	246,822	36.46	122.25
2020-04-30	820,105	579,344	70.64	240,761	29.36	160.00
2020-05-31	809,992	581,300	71.77	228,692	28.23	143.30
2020-06-30	712,402	532,763	74.78	179,639	25.22	139.59
2020-07-31	568,565	399,822	70.32	168,743	29.68	102.53
2020-06-30	525,719	363,143	69.08	162,576	30.92	98.71
2020-07-31	568,543	399,800	70.32	168,743	29.68	105.49
2020-08-30	525,676	363,100	69.07	162,576	30.93	92.22
2020-09-30	512,726	359,946	70.20	152,780	29.80	86.99
2020-10-31	641,192	460,787	71.86	180,405	28.14	112.48
2020-11-30	672,176	483,525	71.93	188,651	28.07	113.32
2020-12-31	618,082	447,324	72.37	170,758	27.63	102.81
2021-01-31	558,256	392,370	70.28	165,886	29.72	82.46
2021-02-28	461,209	300,385	65.13	160,824	34.87	56.24
Last 12 months:	8,671,657	6,093,801		2,577,856		