

The History of



Christian & Cultural Audio-Visuals

Lionel D C Hartley

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The History of Christian & Cultural Audio-Visuals

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The Beginnings


Christian & Cultural Audio-Visuals was born in 1985 from the need to establish a Christian Video Library.

Back then the only video libraries in the part of Australia where we lived were at the local

service stations.

Typically, inside the door was located a small display of video movies for hire - showing graphic pictures of half-naked persons, violence, etc., and encouraging a diminution of family values.

We believed that the opportunity existed for Christian Bookstores to hire videos that



encouraged healthy
moral and family values.

We set about
developing a criterion
defining what was
acceptable and what was
not.

We then found it almost
impossible to obtain
videos that matched our
criterion. So we set about
making our own.

With borrowed buildings

on a disused caravan park at the lakeside village of Eraring, NSW, we built a cluster of TV and audio recording studios.



We trained volunteers and started the production of documentary, storyboard and

music video and audio recordings.



One of the Eraring Studios



**Volunteer James at one of the
Eraring Studio edit suites**

Morisset

In 1987 we moved into a new multimedia facility based at Morisset, NSW.



**The Morisset
duplication suite**



**Lionel at the
Morisset edit suite**



**Automated camera dolly
built by Lionel Hartley**

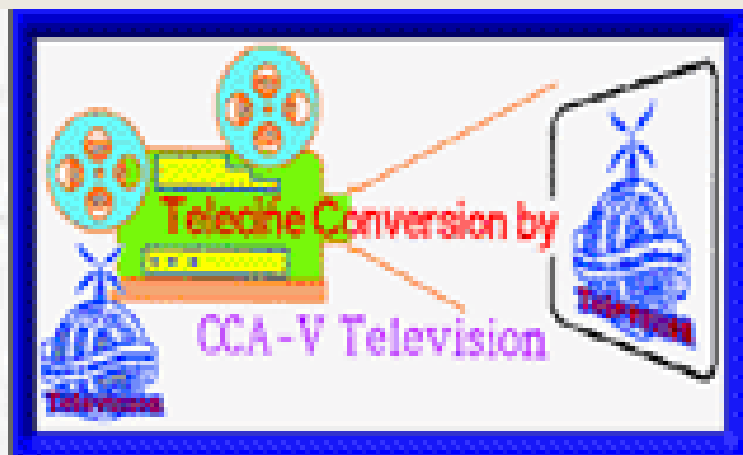
Over the next few years the output from the studios was prolific, with an active team of skilled volunteers.



Some of these volunteers worked during the day at a nearby Broadcast TV Studio (NBN Television, Newcastle).

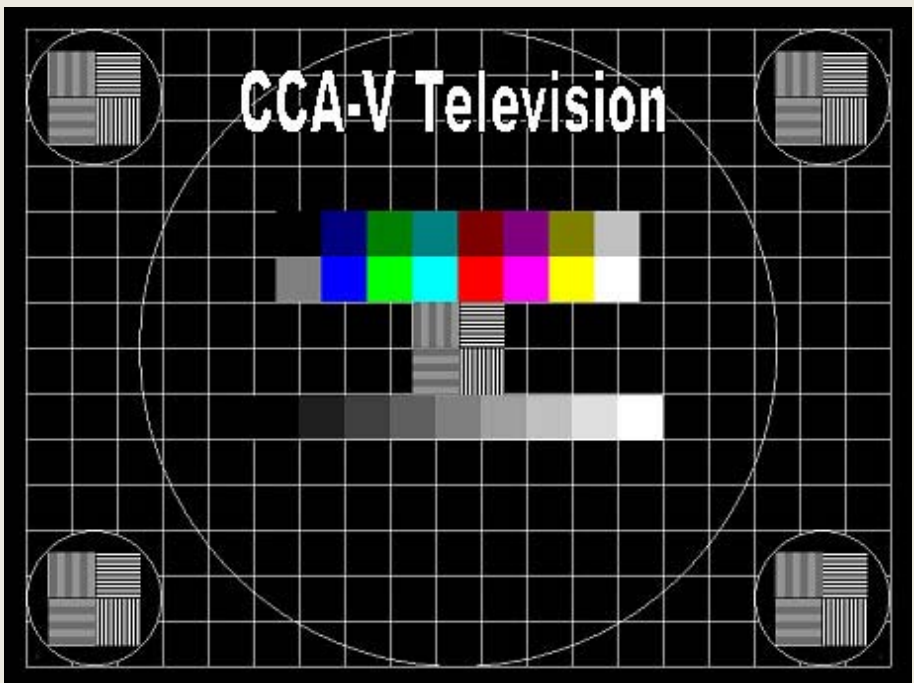
We also set up facilities for PAL to NTSC and

telecine conversion and had an ongoing contract with a number of film makers and importers to convert movie films to video.



A large amount of professional broadcast equipment was either

donated or loaned raising
,the standard to that on a
par with broadcast
television and radio.



**CCA-V-Television
Authorized Test Pattern**


Expansion

Through a chain of branch libraries and a library subsidy scheme, CCA-V was instrumental in establishing Christian Video Libraries in Christian Bookstores across Australia and New Zealand, and also

one each in Suva (Fiji) and Malawi (South Africa).

CCA-V also founded the *Christian Media Standards Institute* to provide a censorship scheme specific to Christian media.



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We also set up an outdoor summer film and television recording studio and presentation stage at Red Range in New South Wales for filming programs such as Carols by Candlelight and county music performances.

Change

At 2:00 am on November 14, 1991 an electrical fault ignited a massive fire which completely destroyed our entire production facility at Morisset, along with almost all of the irreplacable Recording

Masters.

Our management team, headed by CCA-V founder Dr Lionel Hartley, looked back over our tremendous successes through the years and decided that we had fulfilled our original aim - having 'wholesome video' libraries in Christian Bookstores - and we chose not to re-build.

Audio & Radio

The audio department of Christian and Cultural Audio-visuals suffered two major setbacks.

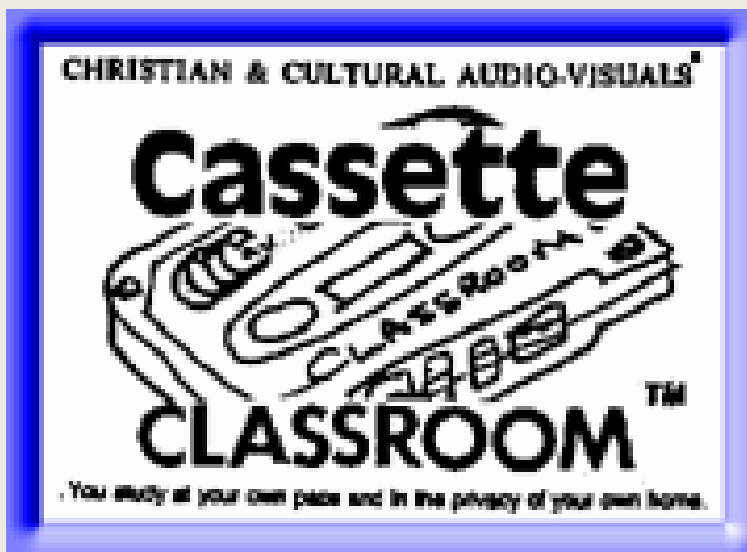
One was a shed fire at Eraring in 1989 before the studio was built where much equipment was stored, including an

eight-foot cube sound-proof booth. All were totally destroyed.


The second was the studio fire in Morisset in 1991 (mentioned in the previous chapter) which destroyed our radio training studio and production facility and this put an end to audio production under the CCA-V branding.

Unlike the CCA-V

Television and Video studios, who lost virtually all their valuable mastertapes, the Cassette Classroom™ audio masters were stored off-premises.



So in 1998 the licensing

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for production was
passed on to Red Range
Radio for a phoenix
reformation

Red Range Radio

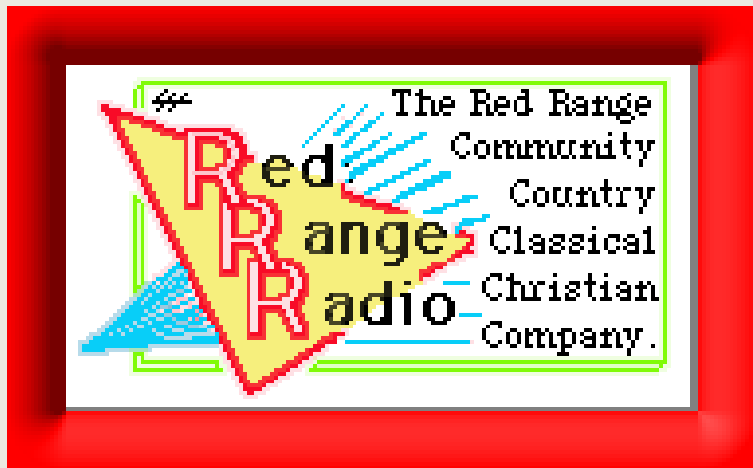
Red Range Radio was a summer recording facility based at Red Range, in the Brother Mountains, east of Glen Innes, New South Wales, with facilities for recording, dubbing and format transfer of both audio

and video products.


Red Range Radio was unable to broadcast (see reasons below) but had the full range of radio studio facilities.

We also shared an outdoor summer film and television recording studio and presentation stage at Red Range with Christian & Cultural Audio-Visuals, and had our own winter edit


facilities located at
Murwillumbah in North
New South Wales.



Red Range Radio was
set up in 1998 as a
privately owned
'community' narrow-cast
station on 88.5 FM and
ran a number of test



broadcasts but the licence application, although initially provisionally approved, was refused by the Australian Broadcasting Authority because (quote) *'a transmitter in such a strategic mountain location would interfere with local television channels in neighbouring Glen Innes and Grafton'*.



As a full complement of both analogue and digital equipment had been obtained, this was put to use in the production (and post-production) of material for radio and television and for distribution on cassette, CDs, DATs, DVDs, and videos etc.

The facilities also include open-reel tape decks and vinyl record

turntables for the blending of old and new technologies.

The transmitter, antenna and one of the mixing desks was donated to a budding community radio station in Inverell, NSW.

Red Range Radio was finally closed down when the technology became out-dated and the property was sold in 2020.

