

## ASRA Award 2012



Figure 1

**Bruce Leonard - “For outstanding contribution to the documentation and dissemination of Australian radio heritage.”**

Bruce Leonard’s commitment to the sound archiving community has seen him contribute his time and talents in many different roles; and has led to him achieving substantial results in terms of raised awareness and interest in Australia’s radio heritage.

As an ASRA board member for a decade up to 2006 Bruce provided keen insight into opportunities for community engagement and has been an enthusiastic advocate for the private collector who make up much of ASRA’s core constituency.

Bruce played a central role in the “Once Upon a Wireless” project, a very important initiative to capture the stories of Australia’s stars from the golden age of radio. As Chairman of Once Upon a Wireless Limited, the company set up to oversee the project, Bruce took ultimate responsibility for the financial

and contractual obligations of “Once Upon a Wireless”. As an interviewer Bruce captured the stories of many key radio personalities including Amber May Cecil, Lynne Murphy, Dinah Shearing, and Michael Pate. Bruce noted that the interviews had the side benefit of providing a morale boost to the interviewees, many of whom had sensed a great loss of self-worth with the introduction of Television. More than 350 interviews were ultimately captured in this project.

As a consultant for the National Film and Sound Archive, Bruce was the driving force behind the development of CD products including “Christmas with Mrs ‘Obbs”, “Hi Ho Everybody”, “Ask Me Another” and “Radio After Dark”. These publications helped raise awareness of our radio heritage with a new audience and enabled interested listeners to relive the golden age of radio.

Following on from the success of these CDs, Bruce produced the long running radio series “Theatre of the Mind” featuring episodes and excerpts from radio serials along with historical information about the shows and stars presented in the series. Bruce produced over 350 episodes of “Theatre of the Mind” and they were broadcast across the network of Community radio stations in Australia. Bruce also presented the program on 2GB with Brian Wilshire.

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## Figures

1. Matthew Davies (ASRA President) and Bruce Leonard at the Australia Youth Hotel, Sydney, 20 September 2012, photograph by Melinda Barrie