

Sub no 70128

ID no 717

FAX to: 03-9653-2305 PRODUCTIVITY COMMISSION -Urgent: Nicholas Berger,
FROM: D.Wentworth-Walsh, Editor, THE ONLOOKER I N L, Estab.30/4/89-'89
(office 0407510721) Quarterly : International Standard Serial No. ISSN 1038-183X/

April 22, 2002 RADIO COMMUNICATIONS HEARINGS -MELBOURNE
WRITTEN SUBMISSION instead of

Memo: to Nicholas Berger,

4+1(nf.) = SPP

: Thank you for agreeing to let me fax a written submission , as due to reaction from April 19th medical treatment for Deep Vein Thrombosis (right leg) and earlier attendance to Peter MacCallum Cancer Hospital, I am 'hors de combat' (I trust my French is correct!) for a few days, longer. I have arranged to remain in Melbourne, indefinitely, for publishing and health reasons.

As stated, in 1999, I participated in the Prod.,Commission's Broadcasting Inquiry where I expressed concern about the role of the Australian Broadcasting Authority (ABA) . I was and remain critical of that body. During the recent Federal Election an ALP candidate advised he read my criticism of the ABA the Internet . The politician said he was 'checking on ' myself . (I then retrieved a copy (see encl.).

*I refer to theABA, in this approx.2,000 RADIOCOMMUNICATONS Submission.

THE ONLOOKER will publish an 'overview' of the RADIO COMMUNICATIONS Draft Report on April 30 . It is our intention to revert to a Monthly publication (as the Newsletter was initially for 11 years) until my severe illness. However, we expect to resume on May 30 , our monthly publication because of demand. Naturally, we shall forward THE ONLOOKER I N L to you, gratis. It is a non-profit publication.

Sincerely,

D. Wentworth-Walsh

D. Wentworth-Walsh, Ed.,

(nee Wentworth-Addison)

April 22, 2002

All queries 0407510721

SUBMISSION. RADIOCOMMUNICATIONS PUBLIC HEARINGS MELB.,
attention: Mr Nicholas Berger Radiocommunications Inquiry, FAX 0396532305

from: D. Wentworth-Walsh, FAW National Editor, THE ONLOOKER I. N. L.,
Begins:

The Productivity Commission has again produced a provocative, lengthy tome which could cause the much-maligned 'chattering' class to stutter!

The acid-test for this reader was whether the ultimate management of SPECTRUM in 'broadcasting service bands' would become commonplace or exclusive.

The word 'Communicate' is derived from Latin *communic/communis* = COMMON. Bluntly, Communication is about sharing COMMON intelligence.

COMMUNICATION goes further, "To impart to another or others; to bestow or confer for joint possession, generally or always something intangible, as intelligence, news opinion, or disease:

COMMUNICATION when expressed* 'as in 'to communicate', the word expands to 'sharing' with other participants.

On pp226 RADIO COMMUNICATIONS - Institutional Arrangements, there is a strong possibility that SPECTRUM MANAGEMENT in broadcasting services bands could provide 'communis' intelligence to the benefit of many. One learned with relief, for the first time, since the previous 1999 Prod. Commission's Broadcasting Inquiry Report (to which The Onlooker INL contributed), of a strong recommendation to extinguish the inflated authority of the Australian Broadcasting Authority (ABA).

The ABA is a 'toothless tiger'. As for the Australian Broadcasting Tribunal (ABT) it is a client of the P.R. company, originally EWA, then International Public Relations, more recently, IPR Shandwick. We quote from IPR WORLD-WIDE (their caps) IPR/ Shandwick, the world's largest independent public relations company with 85 principal offices in 18 countries throughout the Asia Pacific, North America and Europe. (Note: It details all offices and affiliates).

Under the heading: "GOVERNMENT RELATIONS" IPR SHANDWICK (now headed by Mike Smith former News Editor of The Age newspaper,) is the following: "Assistance in both Federal and State Government fields including: 'early warning system of reporting and counselling -...where possible before authorities make irrevocable decisions on matters of client concern or interest..."

Nothing wrong? But let's read on from IPR's "Government Relations" statement: But before you do, consider the exclusive 'treatment' gained by such well-heeled and better-informed (or should one write 'better-armed' opponents to status quo change? QUOTE FROM IPR SHANDWICK: "WHOEVER SAID THAT "A politician is only as good as his team of advisers " wasn't far wrong. And, "IPR boasts: "It is apparent to us business and industry would greatly benefit " of the ways advisers and assistants (to Govt) help initiate policies...and translate political concepts into reality...(quote continues) this is a national guide (read: insider) to all Ministerial and Shadow Ministerial advisers and assistants at Federal and State level...". IPR Ministerial Directory. "Contact, introductions and liaison with leading parliamentarians and with Ministers' senior personal and public service advisers.. IPR also publishes an 'insider' guide to Govt., see Encl A. Page 3

EWA/

Page 3....SUBMISSION FROM THE ONLOOKER INL TO RADIOCOM.,

the 'preferences' of media personalities and their 'weaknesses' . This writer, wrote and narrated an ABC National talk ("Mumbling") on the list of 'bought/ and/exploited journalists by public relations companies. Why the title,"Mumbling"? Because they were often, on the job, when the 'pr requests' came through so they (the reporters/es., 'mumbled' their compliance et seq., Two New Wave type journals actually registered a company called Mumbling with a firm of tax Accts. in Melb.,!!

Quote: from IPR Shandwick's GOVERNMENT RELATIONS:

"Representation, including the preparation , and if required, presentation of submissions to governments and other authorities -including Federal agencies such as Foreign Investment Review Board (FIRB) The Industries Assistance Commission, (IAC) the Trade Practices Commission (TPC) and THE AUSTRALIAN BROADCASTING TRIBUNAL.

Why this is relevant to your RADIOCOMMUNICATION.

I do not have sufficient space to list 'damage control' cases by IPR Shandwick which would be relevant to the RADIOCOMMUNICATIONS HEARINGS however I can quote from the IPR leaflet , under the bland heading "Research" "In part (but not quoted out-of - context) : IPR designs "attitude studies" (IPR quote marks..Ed.,TOINL) .."to establish the facts and implement the required changes..."

Note: I have witnessed some examples of IPR's attitude studies: These include posting "Letters to the Editors" by staff of IPR and related organisations, using staffers' names (usually clerical) but better still, using names of relatives of staffers and posting Letters to the E., from the appropriately placed post officers.

HOWEVER, LETTERS TO THE ED., ARE SECONDARY TO THE PHONE INS TO SHOCK JOCKS ... this is part of Radiocommunications, so don't sneer! You can have people phoning in who are being paid to 'boost an opinion'.

Now, for the final recommendations from THE ONLOOKER I N L

There is a growing, huge (I use the word 'huge' advisedly backlash coming towards the media (and centralised Govt., agencies) from the rural areas. The 'stuff them' (ie., the Government and related agencies, is borne of the economic despair of 'keeping up' with what Regional youth and their parents see, listen and read about Corporate Consumption of luxury items , high-rise living (and related spending sprees) and worse, no access or money for tertiary education.

The failure rate in our secondary regional schools in the subject of English was, in 2000,, 85 per cent for boys and slightly less for girls! These were pupils in State Secondary Schools and this was published in The Age survey at that time (AVAIL from The AGE research).

The youth feel isolated, which they are, they are in some regions so anti- adult they organised their own quite humorous rebellion (if they're intelligent). Others more aggressively, become vocal One-Nation supporters and oppose migrants.

As for Spectrum Radio, they (the youth in our regional areas) have little interest and disbelieve Govt., promises; they often run their own 'support networks'

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Final page Submission to RADIOCOMMUNICATIONS HEARINGS MELB.,
FROM THE ONLOOKER I N L

In some areas, there are NO libraries at all..a mobile van appears twice a week for a couple of hours; there are one or two community radio stations; there are NO useful (read : Informative newspapers) the regional papers depend a lot for their advtg., revenue from the very people who are older. greedier, an don't give a GST damn about 'raiocommunications' let alone Spectrum..

Yet it is in these regions, cut off from the mainstream , whose people need more communicative opportunities and skill.

One knows about mobile phones - and the young often have them as if it's a prestigious
toy but the cost is high.

Incidentally, interesting development in that area. The SPATIAL mobile phone and radio communicator - all in on..Yes, Spatial .. You just mouth- your - message phonetically and silently...and it comes out 'translated' on to the receiver's phone text.

NO sound...

Thanks for the opportunity...Best wishes,



D.M.C. Wentworth-Walsh