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Subject: submission on broadcasting

2 Issues p9

1 the fundamental tenet of the policy should still be to harness the power of broadcasting to do--good rather than--bad.

2 Broadcasting is still first a vital service for the community as a whole, it is secondary an industry, It is there to serve the people as citizens before selling to them as consumers. It is more controlled than other industries because of its power to influence people.

3 2.1 changing nature of...

- new technology
- more intense competition, market values dominant
- broadcasting concern mainly with ratings, therefore push mass appeal entertainment
- negative influence on society "Toxic diet of violence under fire" CHICAGO TRIBUNE see COURIER MAIL May 8,1999

4 " Judged by the number of channels, consumer choice has improved considerably" p9

i judged by channel content the consumer has less choice (there might be many more restaurants but if they are all fast food places there is no increase in choice)

ii people are less able to exercise a choice if they have been conditioned to accept what is available at this time

iii greater choice is withheld from the poorer and less well educated sections of the community, they cannot afford the new technology or judge the quality of programs

iv globalisation has normally been more of the same

v internet mass appeal low quality offerings?

2.2 the public interest and objectives of policy

1 the public interest for the new technology is still to enrich the Australian people, and to assist those least able to help themselves, as box 1

2 industry has not adequately addressed problems, for its main objectives are profits and increasing market share. People are treat as consumers not as citizens with rights

3 public policy should concentrate on achieving ideas as much as on solving problems

4 the LIST is adequate but in practice more attention should be given to-

- education and information and less to entertainment
- higher quality especially news, information and education programs
- community standards and effects, and less to programs intended to shock and excite