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To: broadcasting@pc.gov.au
Subject: continuation of submission...11 May email and post

2.2 Social dimensions of the public interest

- 1 the existing framework has not provided for quality coverage of matters of significance. Reporting and analysis is often inadequate and superficial, even misleading.
see Media Watch, most weeks including 10 May 1999
- 2 regulation has not successfully allowed for plurality or prevented concentration of power. Powerful interest groups can also receive too much coverage.
- 3 there is insufficient news coverage and diversity
- 4 regulation is appropriate but it is not achieving its objectives
- 5 social dimensions...
there have been negative effects on society, from broadcasting accumulating over time, also from the new technology
-they have contributed to the changing values, behaviour and life styles in the society, such as violent or anti social behaviour



Promoting Australian identity and culture p14

- 1 This is particularly important at this time with the move towards a republic and the powerful influence of globalisation and mass popular culture
- 2 Australia is a multicultural society made up of diverse groups, broadcasting should help people understand, respect, show tolerance and be sensitive to this diversity. It should seek to support a cohesive society and acknowledged Australian values and behaviour
- 3 just as important as Australian content, is the international, especially Asian, dimension. Australia is more dependent and influenced by external forces than ever before

Economic dimensions...

- 1 television channels etc, are a scarce resource, and belong to the society
- 2 broadcasting is not just an industry but an important influence in the society
- 3 the broadcasting industry is like the tobacco industry and will always follow its own interests first, it therefore must be regulated
- 4 regulation of multinational companies are more difficult, whether under taxation or public interest legislation

2.4 Regulation p16

- 1 principles have not been followed since the 1950s, and even less so in the 1990s
- 2 p17 influence over values, behaviour, lifestyles, understanding, sensitivity, tolerance, fairness and other factors

3 television has been, is the most influential with its pervasive significant presence in most homes, and its effect on the young and less well educated especially over a period of time

4 the " degree of influence " is still an appropriate criteria

5 The Act does not adequately address public interest in the media

6 it is difficult to measure the many different influences operating on the society, but their are renewed efforts being made after several violent incidents in various countries

Ownership, control and diversity p18

Lessons can be drawn from the loss to the UK by the drop in quality of the SUNDAY TIMES and THE TIMES of London, under a new owner interested only in sales and profit

Program standards p20

1 it is not only standards but what programs are screened at what time slots

2 as citizens and nationalists Australians want Australian content to be maintained

3 if cultural and social values were left only to the ABC and SBS million of Australians would lose quality broadcasting

4 governments should ensure the commercial and budgetary pressures on the ABC/SBS should not force them to dilute these values

5 Australain content in news, information and education more important than entertainment and sport

Content regulation p21

self regulation through Codes appears to have been inadequate as seen in the record of the past fifty year