

Promo-Radios (Aust.)

Joe L. Santana

Dear Sir/Madam

Following your recent findings, I would like to add my personal opinion to my original submission upon my observation on the following:

1. To really get competition and diversity on TV and Radio, other than the big commercial operators, ABC, SBS and TAB (The TAB buys most Open-Narrowcast Licences available) I understand that anyone presently broadcasting should continue to do so, come Digital, but it would be good if there was a way whereby the small operator could come in by allocating some special Narrowcast licences or some type of raffle, where big money does not buy all licences.
2. Maybe SBS can be sold to separate individuals and/or small interested firms and continue to provide current programs (narrowcast), but privately funded.
3. Maybe expand the Narrowcast licences concept to allocate licences in turn to a suitable interested person that wish to provide broadcasting services to areas not covered by commercial stations or in lieu of proposed community licences are taken using Gov. grants.

In resume, it would be beneficial for all the industry and the listener if more small suitable operators are given the opportunity to provide Radio and TV broadcasting services, allocating the licences in a way that big existing broadcasters are excluded from or not interested in applying for more than or some special narrowcast services that can be issued under some guidelines.

Yours sincerely,