

THE ONLOOKER INVESTIGATIVE NEWSLETTER - ISSN 1038-183X

Correspondence : PO Box 1162, Elgin St., Post Office, Carlton, 3053.
 Editorial inquiries direct to: Ed/Prop. D. Wentworth-Walsh, (FAW.,Vic).
 (Use full postal address pls.) ——— Messages 24hours: 04-07-51-0721



1200 hrs
 URGENT FAX from : 03-9-8274262 Sent 1225pm, Monday, December 12, 1999
 FROM: Editor, Dorothy Wentworth-Walsh, RE PRESENTATION 0915, Dec 13.
 FAX to PRODUCTIVITY COMMISSION - BROADCASTING INQUIRY
 FAX NO. 9-653-2305 - ATTENTION : Rick Johnson, Chief Co-Ordinator

Dear Rick Johnson: Request for Reader for my 10mins. Presentation tomorrow
 My one working lung has deteriorated causing severe, sudden respiratory problems.
 Peter MacCallum specialist advises 'avoidance of air-conditioned bldgs., vehicles etc.,
 If the above request is difficult, would you please incorporate my presentation
 as a 'submission' and send me a copy of your decision. I am very disappointed
 to have to relinquish the invitation to speak the Productivity Commission, Melb.,
 May I wish you and your staff a very restful, cheery Christmas,
 Sincerely, *Dorothy W-W*

PRESENTATION BEGINS:

HIGH DEFINITION TV OR STANDARD - DATA CAST - THE IMPACT, HERE.

I thank the Productivity Commission for the opportunity to canvass the 'raw
 reaction' of a cross-section of age groups, mostly literate from varying social and
 economic classes e/g/. people 40-60years and many alert youngsters including the
 wealthiest and the poorest. Our survey over 90days reaped their views on digital TV,
 whether high definition or standard and News Corporation's Data Cast/Base.
 The theme of our survey was the impact on the free-to-air TV audience. We found
 for example, the older the viewer, the less comfortable was their reaction to any
 change involving hi-tech; familiarity and the addition of VCR et seq., were generally
 considered quite sufficient for TV-viewing. Resentment among the over-35years'
 viewer was predominantly against the decreasing availability of FREE sports-TV.
 All resented having 'snippets' of major cricket/rugby/etc., and most feared that
 Australian Rules games would also end up 'in Rupert Murdoch's Pay-TV backyard'.
 'THEY PROMISED WE WOULD ALWAYS HAVE OUR SPORTS TV' was the
 essence of complaints. We had allegations of Corporate 'takeover' of sport.
 MALE REACTION was stronger against the cost of High Definition TV (allegedly
 as much as \$25,000 and Standard Definition @ \$4,500 was luke-warm. While
 few of our surveyed group understood what Murdoch's Data Base structure would
 add to the enjoyment of the present range of Internet interests available.
 We noted across all age and economic views, irritation with the lack of explanatory
 technical matter available in easy-to-absorb form. The general consensus was that
 more you read, the more confusing it all was... Many had a "who needs it" attitude.
 There was a noticeable anti-tech reaction to High definition among some young
 executives. "We get enough hi-tech on the job, besides, the Internet caters for us..."
 We confronted younger viewers with upmarket' fashion magazines which featured
 (e.g., VOGUE ANNUAL) where the new modes are 'refugee styles'. Expressions of
 "We feel insecure" were several times stated: Fashion and Art, are reliable social
 indicators often of unhappy portents for the future.

(page 2>>>.

Page 2 PRESENTATION December 13, 1999 BROADCASTING INQUIRY

We have not yet reached the stage of Winston , getting out of his Orwellian bed, and sidling against his bedroom wall to escape the ever-watching eye of his 1984 television supervisor. But it is this fear of being overtaken by technology , the expense of changeover - even possible early obsolescence which troubles a growing section of articulate Australians.

The remainder of or 'have-nots' (such as the South Sydney Rugby club supporters deprived of one and possibly their only 'social and sporting venue') may yet take to the streets as dissidents did in Seattle, recently, to protest against World Trade globalisation.

As for our younger, economically-mobile group, their reaction was 'if it's new and better, and we can get it on plastic (credit card), why not? If I don't buy , then they go broke, don't they?' Youngsters in good jobs, share accommodation and their group-income affords them the luxury of items such as High -Def.,TV..

*One recommendation from this journal to the Productivity Commission is for High Definition TV to be promoted and made accessible, through a hire-fee, to schools, tertiary institutions, metropolitan and regional libraries, even families whose income prohibits purchase.

___ Finally, , I wish to comment briefly on the future role of the Australian Broadcasting Authority. It is , the ABA, long overdue for a complete overhaul if not, disbanding. Its present ethos of being the broadcasting industry's self-governing is a nonsense!

For over a decade, many journalists were aware of the ineptitude of the ABA in its 'quango' type activities. We have studied also the impact of IPR-SHANDWICK, the omnipotent public relations group whose culture of 'damage control' has debased the media in the view of the general public. IPR-SHANDWICK's prospectus features the ABT under the heading "Government Relations". WE QUOTE , "An' early warning' system of reporting an counselling where possible before authorities make irrevocable decisions on matters of client concern or interest. Contact, introductions, and liaison with leading parliamentarians and with Ministers' senior personnel and public service advisers. Representation including the preparing...presentation of submissions to governments and other authorities including Federal agencies (such as) the Foreign Investment Review Board, the Industries Assistance Commission, the Trade Practices Commission and THE AUSTRALIAN BROADCASTING TRIBUNAL (our caps). Naturally, the ABA falls under the scrutiny of IPR-SHANDWICK whose clients once (and probably still does) include Radio2UE. IPR-SHANDWICK has no problem with conflict-of-interest public relations accounts as this writer learned, , as a Manager of a Division of Eric White Associates (the fore- runner of IPR). The same Laurie Kerr (now retired Chairman of IPR-Shandwick) was , then, managing-director of EWA and issued my career reference.

CRISIS MANAGEMENT is featured in IPR -SHANDWICK 's prospectus "IPR is technically skilled in assisting clients in sudden crisis situations." Services are many and fees are high. The Mexican banker fugitive Carlos Cabal pays \$500,000 a month to IPR-SHANDWICK and gets a former-editor of The Age as his IPR-SHANDWICK consultant and , this wealthy fugitive communicates from a Web-site in his cell.

(ends)

[Handwritten signature]
[Handwritten signature]
 (F.A.Wick)
 Editor
 12/12/99