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Thursday 4/7/74
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NEW SOUTH WALES MIGRANT TASK FORCE

BROADCASTING SUB. COMMITTEE

FOURTH MEETING

MINUTES

Held Training Room,
2nd Floor,
Australian Government Centre,
Sydney.

2.00 P.M.
14 Jun 1974.

List of Members :

Mr. B. Freedman	Director - Information	Chairman
Mr. J. Calomeris,		
Mr. W. Schauble,		
Mrs. F. Arena,		
Mrs. L. Gustin,		
Mr. C. Zahar,		
Mrs. J. Zammit.		

Apologies :

Mr. T. Lovric.

The meeting of the 14/6/1974 was convened to formulate some thoughts on public broadcasting in relation to the deployment of the new A.M. and F.M. frequencies available.

The Chairman advised members that the Department of the Media would be holding a conference on Public Radio Broadcasting on Wednesday and Thursday, 3rd and 4th July and had expressed a wish to hear the voice of ethnic groups through the Broadcasting Sub. Committee

The Department of the Media suggested that the paper prepared for presentation at the Conference should encompass the following points :-

- a) The Committee's concept of public broadcasting in Australia.
- b) Whether it was anticipated that needs would be met by a multi-purpose station or whether an entire station would be necessary.
- c) Proposed funding arrangements.
- d) Provision of technical equipment.
- e) Type and hours of service that would be provided.
- f) Licensing arrangements.

The Chairman felt that, as a result of the Conference, the Department of The Media would be considering :-

- a) Whether there should be an exclusive ethnic outlet.
- b) Arrangements whereby programmes could be run on a commercial basis, where possible, and partial subsidy in other cases.

Members saw Public Broadcasting as a facility which should cater for interested groups and felt, for this reason that a station should be devoted to the interests of that group.

It had been suggested previously that presentation could readily be divided into three segments

6 a.m. - 9 a.m. Possibly heavily sponsored,
9 a.m. - 6 p.m. Groups requiring space otherwise possible
subsidy for programmes during this period,
6 p.m. - 9 p.m. Peak listening period. Also heavily sponsored.

Mr. Freedman suggested that time might be allocated on the basis of size and need of the community.

Mr. Zahar was very much opposed to any suggestion of subsidy to minority groups wishing to have space at peak times and unable to attract sponsors.

Mr. Schauble did not agree with Mr. Zahar that the period between 9 a.m. and 4 p.m. was most unattractive to sponsors.

Mr. Schauble was of the opinion that the listening audience during the day could be greater than what this Sub. Committee believed.

Mrs. Zammit said that the time between 10 p.m. and midnight was also unacceptable for sponsored programmes and felt that minority groups should not be offered completely unsuitable times.

Mr. Freedman said that he could not envisage a totally commercial enterprise.

Mr. Zahar asked what subsidy from the Government seemed likely.

Mr. Freedman said that this was not clear at this stage.

It seemed that they were willing to provide a channel and maybe some equipment.

Of course, any indication from ethnic groups that they could maintain a high proportion of commercial programmes, ensuring revenue would make the case for an exclusive ethnic outlet the more acceptable, to the Government, in these early stages of discussion.

Possible sources of revenue and likely sponsors for day-time programmes were then discussed.

Members felt that there would be scope for advertisers during this period and felt that a multi-cultural programme directed towards the migrant woman and the consumer at home could prove economically viable.

Programmes and advertisements could be offered in some four key languages, thus ensuring a reasonably larger listening audience.

Members did not specify any particular arrangement for allocation of a licence but discussed two proposals put forward by Mr. Zahar

- a) that a commercial licence be sought by a proprietary limited company established by ethnic groups with 51% interest held by the ethnic group company and 49% held by the Government;
- b) that a public company be registered with ethnic groups and the Government holding voting shares and the balance of shares being sold on the stock market.

Members then discussed the thoughts presented to the meeting by Mr. Zahar on programme control and management.

The Chairman said that Mr. Zahar's suggestions would be incorporated in the paper which he would prepare for the Conference with the Department of the Media.

Although the Sub. Committee agreed that it was not competent to make specific recommendations on many of the technical aspects involved, it felt that the main object at this stage was to be able to put forward to the Department of the Media a strong case for the facility of an ethnic radio station.

The meeting concluded at 4.50 p.m.

Members agreed to meet on Monday 1 July 1974 at 10.00 a.m.