

Name,..... MAMMA LENA'S ORGANIZATION (Cav. Lena Gustin M.B.E.)
Address 102 South Terrace Bankstown NSW 2200 Tel. 703217.

QUESTION 1

The following options for a permanent structure for ethnic broadcasting have been discussed. Which of these would you prefer and why?

- (a) An organisation wholly financed and operated by the Government.
- (b) A government organisation partially financed by the government with support from the ethnic communities both financially and through voluntary participation in the operation of the stations.
- + (c) A government-owned organisation wholly financed by advertising revenue but supported initially by government loans or guarantees.
- (d) Non-profit community organisation(s) wholly financed by community subscriptions, sponsorships, limited advertising or some combination of these.
- (e) Commercial stations operated by privately-owned companies.

QUESTION 1

Option (C) is our preference as a permanent structure for ethnic Broadcasting.

Reasons for advancing this recommendation are :

- 1) For more than 20 years the commercial viability of Ethnic broadcasting has been demonstrated successfully in Australia. We have been closely concerned with its operation during that period. The first Ethnic programmes in this country were created by the Sydney commercial station 2CH and became so popular that the bulk of the station's night programmes were devoted exclusively to Ethnic feature. As well as attracting a large listening audience, these programmes enjoyed substantial commercial support and provided a major share of the station's income.
- 2) Ethnic broadcasting is capable of paying its own way and should not be a drain on Government resources. But revenue-producing programmes require broadcasters to demonstrate a high degree of professionalism, thus attracting creative skills and technical competence, which are usually lacking in amateur presentations and voluntary efforts.
- 3) There is abundant evidence that the major ethnic communities are quite capable of organising and supporting high quality commercial programmes. Moreover, they are proud that their commercial self-sufficiency should allow them to make a contribution to improving the amenities available to migrant communities.
- 4) Regarding prospective support from the major communities, we estimate that the Italian programmes alone should contribute advertising revenue of approx. \$ 250,000 per annum, and Greek programmes a similar amount. These figures are based on actual business statistics pertaining to Station 2KY, Sydney.

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QUESTION 2

In the event of the government deciding that ethnic broadcasting should be financed completely or partially by contributions from the ethnic communities, to what extent would you or your organisation be prepared to contribute funds in one or other of the following ways?

- (a) Regular subscriptions.
 - (b) Sponsorships.
 - (c) Once-only donations.
 - (d) Loans (with or without interest).
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QUESTION 3

The government feels that there should be ethnic community participation in the running and programming of the stations.

- (a) What form of ethnic community participation would you recommend in the overall direction and control of ethnic broadcasting? It would be helpful if you could relate your comments to the various organisational options specified in question 1.
- (b) To what extent would you or your organisation be prepared to provide voluntary support to ethnic broadcasting? (For example, assistance in compiling community news, preparation of tape recordings of music and interviews, announcing.)

QUESTION 3 (a)

The following suggestions are based on experience at Station 2CH, which pioneered Ethnic broadcasting in Australia and set a pattern that was approved by the Australian Broadcasting Control Board, as well as being adopted by stations in other States:-

- 1) The day-to-day direction of an ethnic radio station should be vested in an Australian -born manager, who has a sympathy with and a wide understanding of ethnic affairs. It is most essential that this manager should not be identified with the political aspirations of any national group.
- 2) An ethnic station's air time should be allotted to communities on a pro rata basis according to their numerical strength within the service area of the stations. Beside giving the major national groups a greater diversity of programming, this would tend to maximise the station's income, because the larger migrant communities are undeniably more sophisticated in commercial matters. Excess revenue from this area could be applied to providing programmes for minor national groups.
- 3) The station should operate on a code of programme standards along the general lines of the existing for bilingual programmes laid down by the standards AUSTRALIAN BROADCASTING CONTROL BOARD.
- 4) Commercial advertising, including sponsored sessions and spot participation to be sold in accordance with an approved rate card.

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QUESTION 4

Ethnic radio is presently operating in Sydney and Melbourne. To what extent should it ultimately be extended to other parts of Australia and how would you recommend that this be done?

QUESTION 4

The fact that bilingual commercial radio programmes are still popular features in several States suggests that there may be social pressures for the wider dissemination of ethnic broadcasting beyond Sydney and Melbourne.

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QUESTION 5

Other comments.

QUESTION 5

The major ethnic groups with which we are associated have a keen understanding of the financial demands of ethnic broadcasting.

They consider that the Government should not be expected to make a continuing expenditure on this service, unless those who benefit are prepared to make some contribution.

From long experience in this area, they consider that advertising revenue is the logical method of offsetting the establishment and running costs of an ethnic broadcasting service provided by the Government.

We are at the Committee's disposal if further information is required.

The Committee is probably aware that that Mr. Philip Geeves could give valuable advice on this matter. Formerly programme director of 2CH, Mr. GEEVES organised the first major lineup of ethnic programmes on Australian radio. He knows several modern languages.