

Mr. K. Sievers

IN CONFIDENCE

MIGRANT TASK FORCE NEW SOUTH WALES

BROADCASTING SUB. COMMITTEE

SECOND MEETING

MINUTES

14 / 6 / 74
2 P.M.

Floor 10 Room 4

Held Room 4,
10th Floor,
Australian Government Centre,

SYDNEY.

14 February 1974

2.00 P.M.

MIGRANT TASK FORCE COMMITTEE OF N.S.W.

BROADCASTING SUB. COMMITTEE

M I N U T E S

<u>Item No.</u>	<u>Subject</u>
1.	List of Members.
2.	Confirmation of the Minutes of the First Meeting.
3.	Business arising from the Minutes.
4.	Address by Mr. A. Wyndham Director - Radio 2 and 3.
5.	Report by Chairman - Mr. B. Freedman on the hearing of the F.M. Inquiry.
6.	Other Business
7.	Date of Next Meeting.

Agenda Item No. 1

List of Members :

Mr. B. Freedman
Director-Information Chairman

Mr. J. Calomeris

Mr. W. Schauble

Mrs. F. Arena

Mrs. L. Gustin

Mrs. J. Zammit

Mr. I. Lovric

Mr. A. Wyndham - Director
Radio 2 and 3.

Agenda Item No. 2

Confirmation of the Minutes of the
First Meeting :

With minor necessary amendments the minutes were
adopted.

Agenda Item No. 3

Business Arising from the Minutes.

Agenda Item No. 4

Address by Mr. A. Wyndham - Director
Radio 2 and 3.

Speaking of the A.B.C.'s attitude towards foreign
language broadcasting Mr. Wyndham confirmed the opinions expressed by
Sir Robert Madgwick, the Chairman to Senator McClelland, Minister
for the Media.

Mr. Wyndham said that, whilst recognising its obligation
the A.B.C. had a diverse range of interests to cater for and would be
hard pressed to extend its present services.

Mrs. Zammit asked whether the A.B.C. might be able to
provide some programmes, at least for minority groups until the
advent of F.M.

Agenda Item No.4

Address/ Mr. A. Wyndham (contd.)

Mrs. Zammit felt that particularly the Maltese and Yugoslav communities were in need of consideration.

Mr. Wyndham said that the A.B.C. was very sympathetic to migrants' problems.

The primary concern, he said, was to assist migrants' integration in the early stage and not merely offer entertainment.

Mr. Wyndham said that the A.B.C. had become very aware of the disadvantages of directing programmes to segregated audiences.

It was a fact, he said that those groups to whom programmes were directed were the ones who showed least interest.

The A.B.C. had realised this when assessing the audience for its programme "Contact", Mr. Wyndham said.

The form of this programme concentrated on migrants but it would quite probably not reach them.

Mr. Wyndham said that it has been estimated that as few as 15% of migrants in fact listened to the A.B.C.

Mrs. Arena suggested that the format of the programme was not appealing to either group of viewers.

It was quite unsuitable for newly arrived migrants she said.

Mr. Wyndham acknowledged the fact that the programme did not reach migrants.

For this reason it was being addressed to Australian audiences in the hope of educating them and making them aware of cultural differences, Mr. Wyndham explained.

He agreed that the programme should be made more attractive to the casual listener but added that two or three of the twelve programmes had made an impact and this, to the A.B.C., was satisfactory.

Mrs. Arena agreed that it would be impossible to cover the two aspects associated with bi-lingual programmes - namely to educate Australians and to entertain migrants in the one programme.

For this reason, she felt it useless to direct bi-lingual programmes to Australian audiences.

Mr. Schauble disagreed with this theory.

He maintained that the commanding audience was the Australian audience.

Presentation was the answer, he said.

Mr. Wyndham said that the A.B.C. faced certain problems.

Agenda Item No.4

Address/Mr. A. Wyndham (contd.)

With only two channels it was one of the most deprived national Broadcasting organisations.

The obligation to broadcast Parliament was a heavy commitment.

Broadcasts for schools and extended sporting broadcasts were added responsibilities, he explained.

Mr. Calomeris said that, in his belief, the fact that Australia was a multi-lingual, pluralist society has not yet been digested by the A.B.C.

He said that the time slot of 6.15 a.m. for Learning English was quite unsuitable and seemed like a poor attempt to satisfy ethnics.

Mr. Calomeris said that he did not wonder at the poor response to programmes from those groups to which such programmes were directed.

These very groups had many sources of information, Mr. Calomeris said. This was not so for the migrant.

Mr. Calomeris felt that a migrant adviser should be appointed to the Broadcasting Control Board.

There should be more participation by the migrants and currently members of the Board were not able to choose for them, he said.

Mr. Wyndham said that "Contact" was produced in association with migrant groups.

The A.B.C. also had advisers for "specialist" programmes, he added.

Mr. Schauble pointed out that the 25% migrant population had some rights as voters.

Mr. Wyndham said it was a question of practicability rather than rights.

Mr. Schauble said that in Germany, where a certain arrogance, particularly toward Middle Eastern countries, had existed, programmes for guest-workers were broadcast.

Mr. Wyndham said that the A.B.C. felt that it was attempting to meet the need and felt that the type of help envisaged by members of the Broadcasting Sub. Committee would not be forthcoming.

Mr. Wyndham asked how many ethnic groups there were and who should evaluate priorities.

After all, he said many of the smaller groups were the needier.

Mr. Freedman said that he had identified some twenty six groups.

Mr. Wyndham commented that the A.B.C. was unattractive to migrant listeners. They preferred to listen to the music of commercial stations he said.

Agenda Item No. 4

Address/Mr. A. Wyndham (contd.)

Mr. Wyndham advised the Committee that the A.B.C. had made a request for four of the proposed stations on the F.M. band.

The A.B.C. currently had two channels, compared with the B.B.C.'s eight (including AM, FM and Locals).

Summarising, Mr. Wyndham confirmed, with sympathy, what had been learned from Senator McClelland - he hoped that FM would present possibilities.

He also said that of the four FM channels, that the A.B.C. hoped to acquire it was possible that one could be devoted to migrants' programmes.

Mr. Wyndham said that the A.B.C., in its submission, has acknowledged that the new facility of the FM band be directed to those groups geographically and ethnically isolated.

Mr. Freedman requested a copy of the A.B.C.'s submission to the Inquiry.

Mr. Wyndham said he would attempt to obtain a copy for him.

Mr. Wyndham concluded that when the FM Inquiry made its report in March it may well reveal the possibility of further frequencies on the AM band.

Mr. Freedman, on behalf of members, thanked Mr. Wyndham for his attendance and assistance.

Agenda Item No. 5

F. M. INQUIRY :

Mr. Freedman represented the Broadcasting Sub. Committee at the hearing of the Inquiry into F.M. Broadcasting at 9.45 a.m. on 14.2.1974.

Mr. Freedman said that the Commissioners did not question any of the statements made in the submission, and this had afforded him the opportunity to raise one or two new issues.

Figures from the 1971 census giving a breakdown of the overseas born population seemed to have made an impact on the Commissioners and Professor Renwick had, in fact, requested further details, Mr. Freedman said.

The Commissioners had asked, whether Mr. Freedman imagined that stations broadcasting within a ten mile radius would be sufficient.

Mr. Freedman said that stations, along the lines of the B.B.C. locals, broadcasting within a close range and therefore in tune to the needs of the people, would be desirable - but the limited area of ten miles would not be practical for Sydney or Melbourne. Mr. Freedman had spoken of the range of ethnic programmes offered in the United States.

Of the total 5,000 radio stations some 396 broadcast foreign-language segments totalling 1,230 $\frac{1}{2}$ hours of airtime, he had explained.

Mr. Freedman said that at the Inquiry he had not spoken of the situation in Canada where the problem was similar to Australia.

At this stage Mrs. Arena, on behalf of the Sub. Committee moved a vote of thanks to Mr. Freedman for the assistance he has given the Sub. Committee.

Agenda Item No. 6

Other Business :

General discussion about the possibilities for more stations on the A.M. band ensued.

Members agreed that a very strong case for stations could be made, but realised that any decision depended largely on the attitude of the P.M.G.

Mr. Freedman said that there were some amendments to radio/broadcasting legislation pending and thought it might be wise to defer discussion until then.

Agenda Item No. 7

Date of Next Meeting :

Members agreed that a date for the next meeting would be decided upon after the National Conference of Task Forces to be held on 21/22 February.