

STATE ETHNIC BROADCASTING ADVISORY COMMITTEE (NSW)

FIRST REPORT

Incorporating the period May 1978 - October 1979

STATE ETHNIC BROADCASTING ADVISORY COMMITTEE
NEW SOUTH WALES

13 December, 1979

The Hon Ian Macphee, MP
Minister for Immigration and Ethnic Affairs

The Hon A.A. Staley, MP
Minister for Post and Telecommunications

Sir Arvi Parbo
Chairman, National Ethnic Broadcasting
Advisory Council

Dr G.A. Sklovsky
Chairman, Special Broadcasting Service

5 ELIZABETH STREET,
SYDNEY N.S.W.
TEL: (02) 232 7622

ALL CORRESPONDENCE TO:
SECRETARY
SEBAC (N.S.W.)
G.P.O. BOX 21
SYDNEY 2001
TELEX: AA21895

Dear Sirs

The enclosed report, which reflects eighteen months of intense activity by my Committee, is more of a record of historical value than a set of itemised recommendations most of which have, in any case, already been implemented. For this reason we trust that this report, although drafted for your advice, will be released publicly so as to provide background information on the workings of SEBAC in dealing with the various problems connected to the development of Ethnic Radio and Ethnic Television.

With personal regards

JSN
PINO BOSI
Chairman
SEBAC (NSW)

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1. MEMBERSHIP

Mr Pino Bosi
(Chairman)

Journalist and Broadcaster since 1955; Founder and Past Editor, "Settegiorni"; Past Assistant Editor, "La Fiamma"; Past NSW Editor, "Il Globo"; European Commentator TCN-9, 1965; Former Feature Writer ("Daily Mirror" and "Australian"); Scriptwriter for ABC; Commenced Italian programs (commercial radio) in 1958; author and playwright; Editor, "NEWSED" (a multicultural educational publication); Elected Representative of Australia's Italians to an International Consultative Body to the Italian Government on Cultural and Migration Matters 1972-77; Honorary Member of several Italian Organisations; Foundation Vice Chairman and current Associate Member, Ethnic Communities Council of NSW; Founder and Convenor of "Radio Italo Australiana" (RIA); Original Member of Sydney Committee for Radio 2EA, 1975; Convenor and Founder of the Association of Ethnic Broadcasters and Co-ordinators; Past Secretary, Central Committee, Co As It; Acting Co-ordinator, Italian Language Program, Radio 2EA.

Very Rev. N. Mansour MBE
(Vice Chairman)

Diocese Vicar of the Antiochian Orthodox Church; Member, Migrant Settlement Council; Executive Member, Ethnic Communities Council of NSW; Past Vice President and Convenor, Welfare Committee of the Australian Lebanese Association; Vice Chairman, Australian Lebanese Immigration Committee; Member, Arabic Speaking Health Welfare Education Group; Member, English Vacation Courses for Migrants Committee; Lebanese Broadcaster 2KY for 8 years; Contributor-founder of Arabic Program, 2EA, 1975.

Mr I.A. Birzulis

Solicitor, Active in Latvian Community; Executive Member and former Vice Chairman, Ethnic Communities Council of NSW; Member, NSW Consultative Council on Ethnic Affairs; Member, Migrant Advisory Committee to Minister for Education.

Mr P.G. Darro

Accountant; Treasurer, Assyrian Australian Association; Treasurer, Ninevāh Club; Founder and Past Principal, Assyrian Ethnic School; Executive Member, Ethnic Communities Council of NSW; Broadcaster, Assyrian Language Program, 2EA.

Mrs H. Eizenberg

Speech Pathologist - Audiologist; Former Broadcaster, CBC Montreal; Chairman, Committee "Radio Francophonie"; Co-ordinator French Language Program, 2EA.

Mr R.E. Gonzalez

Administration Clerk; Member, NSW Consultative Council on Ethnic Affairs; Vice President, Australian Chile Society; Vice President, Association of Chilean Professionals in Australia; Vice Principal, St. Francis Xavier Spanish Language School; Member, NSW Federation of Ethnic Schools.

Mrs L. Gustin MBE

Italian Broadcaster for 23 years; Italian Broadcaster, 2KY; Member, National Women's Advisory Council; President, Sorella Radio Welfare Fund; Past President, National Association of Migrant Families; Past Member, Co As It.

Mr A. Hee

Civil Engineer; Foundation Secretary, Australian Chinese Community Association; Vice President elect, Sydney Chinese School.

Mr U. Honold

Film Director, Radio Journalist, Media Consultant, SBS; Ex-Station Manager, 2EA; Foundation Co-ordinator, German Language Program, 2EA; Member, Ethnic Communities Council of NSW; Member, Australian Cinematographer's Society.

Mr V.A. Lusic

Journalist SBS; Past Committee Member, Jadran-Hajduk Club; Past Executive Member, Ethnic Communities Council of NSW.

Mrs O. Katchan

Psychology Lecturer; Past President, National Council of Ladies Auxiliaries of the Ukrainian Autocephalic Orthodox Church in Australia and New Zealand; Member, Academic Advisory Board of the Ukrainian Studies Foundation in Australia; Member, Shevtchenko Scientific Society, Canberra Branch; Member, Byelorussian Broadcasting Committee.

Mr G. Messaris

Journalist; Member, Cephalonian Brotherhood; Broadcaster, Greek Language Program, 2EA.

Mr S. Pejsachowicz

Company Director; Past Treasurer and current Deputy, NSW Jewish Board of Deputies, Past President and current Executive Member, Jewish Folk Centre; Hon. Treasurer, Waislitz-Zimmerman Memorial Fund for Yiddish Literature; Executive Member, Ethnic Communities Council of NSW; Co-ordinator Jewish Languages Program, 2EA.

Very Rev. Archimandrite S. Pappas
MBE

Vicar-General, Greek Orthodox Archdiocese of Australia; Director, Greek Welfare Centre; Past Member, Executive of the Good Neighbour Council.

Mr R.J. Treister MBE

Engineer; President, Polish Association in NSW; President, Polish Cultural Association; Vice President and Australian Delegate, Polish Hungarian Federation; Member, World Veteran Federation Australia; Executive Member, Ethnic Communities Council of NSW.

NOTE:

The original Committee appointed in November 1977 consisted of 19 members. The following members have since resigned for personal or other reasons:

Mr G. Kennedy

Resigned for personal reasons.

Mr S. Kerkyasharian

Resigned September 1979 following his appointment as Assistant Director, NSW, SBS.

Mr J. Seisun

Resigned because of difficulty of travelling to meetings from Wollongong.

Mr I.D. Vickovich

Resigned because of extended overseas absence.

Mr N. Blazow (Secretary)

Senior Project Officer, Secretariat, SBS

II

TERMS OF REFERENCE

1. To advise the Special Broadcasting Service, through the National Ethnic Broadcasting Advisory Council, on the needs, interests and responses of ethnic communities in the State to ethnic broadcasting.
2. To develop on-going consultations with ethnic organisations and provide a focal point for all matters relating to ethnic broadcasting in the State.
3. To advise the Special Broadcasting Service, through the National Ethnic Broadcasting Advisory Council, on the extent to which the broadcasting time available and the scope, standard and content of ethnic radio programs reflect the needs and interests of the ethnic communities concerned, and similarly to inform the Ministers for Immigration and Ethnic Affairs and Post and Telecommunications.
4. To observe the operation of State ethnic broadcasting stations and when, in the opinion of the Committee, it is desirable or necessary to do so, to recommend change in the Criteria for Ethnic Broadcasting to the National Ethnic Broadcasting Advisory Council.
5. To inform the National Ethnic Broadcasting Advisory Council of operational matters which may have policy implications or relevance to ethnic broadcasting in other States.
6. To make recommendations to station management and as necessary through NEBAC to the Special Broadcasting Service on programming, within the general budget for various language groups and related program matters.
7. To make an annual report on ethnic broadcasting in the State to the National Ethnic Broadcasting Advisory Council.

III CHAIRMAN'S STATEMENT

Preamble

When I accepted the chairmanship of SEBAC I was fully aware of how sensitive the Committee's role would be. To advise on the correct interpretation of the moods and wishes of the various communities, and to be held responsible by critics for what other bodies would or would not do with our advice, was like being the proverbial ham in the sandwich.

This difficulty was compounded by a number of other factors. SEBAC, unlike NEBAC, had no secretariat back-up. It also had no resources of its own for research. SEBAC members didn't even receive sitting fees. Indeed not one cent has been disbursed to Committee members for travelling, parking or other incidental expenses incurred in attending 27 Committee meetings and an almost equal number of meetings of Working Groups over the past 18 months.

Two Fields of Operation

SEBAC has two main areas of operation. On the one hand it observes whether ethnic broadcasting is being conducted in accordance with the SBS's broadcasting guidelines. On the other hand it tries to identify weaknesses or irregularities and offer advice aimed at rectifying them.

In approaching its task the Committee accepted as its fundamental premise that ethnic broadcasting was a medium for the self expression, linguistically and culturally, of ethnic communities and individuals in Australia, not of overseas communities, nations or governments. The uniqueness of ethnic radio is that it is a radio service for Australians whose first language is one other than English.

Our task has been no academic pursuit. Outside critics, fairly and unfairly, justifiably and unjustifiably, for the good of the community or for their own personal reasons, were constantly knocking on all doors with complaints of the most serious as well as of the most frivolous nature. And most complaints, whether addressed to the various Ministers, SBS, NEBAC, or other persons or bodies, eventually landed on SEBAC's borrowed desk.

Operational Difficulties

When SEBAC first attempted to sort out the mountain of correspondence it discovered another obstacle. Since complaints often referred to co-ordinators and broadcasters it found itself crossing the path of the SBS, which felt that SEBAC's direct approach could interfere with the relationship between itself as "employer" and the co-ordinators and broadcasters as its "employees". A considerable amount of time had to be expended to find an equitable solution for all concerned. The eventual solution satisfactory as it might be has proved to be a lengthy process.

SEBAC'S Role

My colleagues and I knew from the very first that people occupying public position must expect a certain degree of criticism, some of it fair and some of it unfair.

Much of the criticism directed at SEBAC stemmed from incorrect interpretations of SEBAC's role. SEBAC was not set up as a Tribunal. It didn't wish to be one. It didn't purport to be one, even though a lot of 2EA critics wanted it to preside over a series of personal confrontations between "accusers" and "accused".

However, at first, little could be done to rectify such misconceptions because:

- (i) SEBAC's 19 members had to develop into a working team before they could tackle problems and identify the practical parameters of the guidelines for ethnic broadcasting;
- (ii) SEBAC had to establish its own position vis-a-vis the SBS, Station Management, NEBAC and co-ordinators and broadcasters;
- (iii) SEBAC had to establish what were bona fide criticisms and what criticisms were the result of personal grudges or ambitions or ulterior motives.

Sources of Criticism

SEBAC found that the two areas generating the most intense antagonism to ethnic radio were the ethnic press and political groupings.

The ethnic press generally felt threatened by a possible competitor. It feared it could lose a considerable number of readers. This, of course, has in the end proved untrue. If anything, ethnic radio has generated greater interest in news and information.

As to the political groupings, they were either ethnic in origin and membership, or were ethnic in membership but attached to some political party. They were people on the outside who wanted to get in. Some of them because they felt they had a personal contribution to make. Others because they resented the non political handling of programs.

Slowness of Decisions on Ethnic Broadcasting

But apart from the above factors, there was also another reason for the early difficulties of ethnic broadcasting. This was the slowness with which temporary solutions were modified or confirmed. This left hanging in mid-air all sorts of possibilities and hopes. However, we are now on the eve of events that will consolidate the situation, and provide an up-graded structure for ethnic broadcasting.

A Move Outward

Following this initial period of consolidation, for the SBS and ethnic radio, SEBAC is keen to develop a more outward looking approach. It hopes to establish more effective consultations with ethnic communities and their representative bodies. However, to do this the Committee will need a secretariat with the necessary back-up resources.

SEBAC'S Composition

The diversity of skills and ethnic background of the nineteen Committee members, and the various degrees of involvement, or non involvement, in ethnic radio, have proved an invaluable combination of factors. The individual standing of the members in their communities, their personal capacities, their eagerness to serve, their painstaking care in the acquisition of relevant information, their willingness to spend long evenings in the analysis of a variety of problems, have given this body a great deal of expertise in the field of ethnic broadcasting.

Secretary

Finally, on behalf of the Committee, I wish to thank Mr Nicholas Blazow for his administrative support as Secretary, SEBAC (NSW). His experience and knowledge have enabled the Committee to progress with its work with greater efficacy than would have otherwise been the case.

PINO BOSI
Chairman

IV OPERATION OF COMMITTEE

SEBAC (NSW) was appointed by the Minister for Immigration and Ethnic Affairs, the Hon. M.J.R. MacKellar MP, in November 1977, from nominations received from members of ethnic communities. The original Committee comprised 19 members from 17 communities and with a wide diversity of backgrounds.

The Committee was established to advise the Special Broadcasting Service, through the National Ethnic Broadcasting Advisory Council, the Minister for Immigration and Ethnic Affairs and the Minister for Post and Telecommunications on the extent to which the broadcasting time available and the scope, standard and content of ethnic radio programs reflected the needs and interests of the ethnic communities concerned. The Committee was also required to develop ongoing consultations with ethnic organisations and provide a focal point for all matters relating to ethnic broadcasting in NSW. The Committee's full terms of reference have been included above.

Being only an advisory body SEBAC (NSW) has no executive or administrative functions; it can only make recommendations to relevant authorities.

Following the appointment of a Chairman on 22 March 1978 the Committee held its first meeting on 4 May 1978. The Committee met once a week in the first month, once a fortnight for most of 1978 and once a month in 1979. In addition the Committee established ad hoc Working Groups from time to time to consider questions of particular difficulty, complexity or urgency. A list of the dates of all Committee meetings can be found in Appendix A.

Meetings have usually been held in the evenings at the SBS's offices. Members work on an entirely honorary basis and are not paid sitting fees, allowances or expenses. The Committee has no resources, travel or research money, or secretariat of its own.

The lack of effective secretariat support in 1978 and early 1979 hampered the Committee's ability to respond quickly to the large volume of correspondence directed to it - particularly on the rescheduling of Radio 2EA programs.

In May 1979 the SBS offered the part time assistance of one of its senior officers, Mr Nicholas Blazow, to act as Secretary for the Committee in accordance with guidelines agreed to by the two bodies. These guidelines included provision for assistance with typing, postage and copying.

This support has gone a long way to resolving some of the Committee's earlier administrative difficulties. However for reasons which will become apparent later the Committee feels that it will need a full-time secretariat and other support services if it is to carry out its designated role effectively. This will particularly affect the degree to which it is able to institute a system of ongoing consultations with ethnic communities.

V. RESOLUTIONS AND RECOMMENDATIONS

The following is a list of the Committee's resolutions and recommendations in date order:

1. That SEBAC recommends to the SBS that following the changeover of broadcasting studios all 2EA repeat programs become original programs, on a gradual basis, except for the weekend, and without prejudice to the future re-allocation of programs (12/5/78).
2. That all 2EA co-ordinators be sent a questionnaire seeking times and days preferred for broadcasting, and reasons for their preferences in order to assist with the rescheduling of programs (12/5/78).
3. That SEBAC begin drafting detailed guidelines for co-ordinators as soon as practicable but that, in the meantime, the following broad principles be recommended:
 - (i) Though community involvement is to be encouraged this does not mean "giving everybody a go" - ethnic broadcasting is not "access radio";
 - (ii) Co-ordinators should have full control and responsibility over the material broadcast and the broadcasters, but broadcasters should have a right of appeal to station management;
 - (iii) Neither co-ordinators nor broadcasters should hold life tenure over their positions;
 - (iv) The agreed period of time for co-ordinators should be 3 years;
 - (v) There should only be one co-ordinator per language group;
 - (vi) Co-ordinators should reside within the territory covered by their broadcasts as, according to the guidelines, they must relate to management, broadcasters and the community (25/5/78).
4. That following representations from the Filipino Community they be granted a Filipino language program on 2EA (25/5/78).
5. That SEBAC recommends to the SBS that a meeting place for broadcasters (to discuss programming matters, scripts etc prior to recording) be made available as a matter of urgency (Resolution followed SEBAC's inspection of 2EA facilities) (9/6/78).
6. That SEBAC recommends to the SBS that parking facilities be provided for 2EA co-ordinators and broadcasters or, alternatively, that reimbursement of travelling expenses be offered (Resolution followed SEBAC's inspection of 2EA facilities) (9/6/78).
7. That "English Programs" are useful as a "bridge" between various cultures and the wider community as long as they do not take air time away from "ethnic" programs. That the following broad principles be accepted:

- (i) SEBAC generally favours utilising whatever time is available for experimental English programs;
 - (ii) That these programs make as much use as possible of members of ethnic communities as speakers;
 - (iii) That "ethnic" programs have priority;
 - (iv) That content and presentation have a distinct "ethnic" flavour (9/6/78).
8. That in principle SEBAC supports a religious presence in programs when this reflects the culture of that group (23/6/78).
 9. That letters be sent to a number of co-ordinators seeking information or advice with regard to complaints made against them or their broadcasters by individuals, associations, or groups of associations, so as to enable SEBAC to assess the situation with as much objectivity as possible before communicating the situation to NEBAC, the SBS or the Office of the Executive Director and/or the Minister (23/6/78).
 10. That the original "letters of complaint" be kept confidential and not be sent to the "accused" parties but they simply be informed of the substance of the criticism (23/6/78).
 11. That a letter from the SBS dated 3/7/78 to the effect that "there should be no direct communication between SEBAC and 2EA/3EA station management, co-ordinators and broadcasters.." and that "all matters should be communicated through the Office of the Executive Director" seemed to be in conflict with SEBAC's terms of reference (7/7/78).
 12. That the Chairman request the Minister for Immigration and Ethnic Affairs and the Minister for Post and Telecommunications to clarify the terms of reference for SEBAC as they appear to be in conflict with a letter from the SBS dated 3/7/78 (7/7/78).
 13. That SEBAC defer its analysis of "complaints" while awaiting the Ministers' reply but that it continue its work on other matters (7/7/78).
 14. That Committee members are concerned with possible restrictions on their freedom to communicate effectively with 2EA station management, co-ordinators and broadcasters and uncertain what role they should play in dealing with matters they were expected to handle (7/7/78).
 15. That SEBAC recommends to 2EA station management that notices be sent to broadcasters occasionally reminding them of the need to broadcast the existence of government agencies, for example Migrant Resource Centres, which may be of assistance to ethnic communities (7/7/78).
 16. That the payment of \$45 for the "outside" reader of the English language programs, though not an exorbitant amount of money, was "inequitable" when compared to the \$55 paid for the total production of an "ethnic" program involving a co-ordinator and often many broadcasters (21/7/78).
 17. That the meeting between the Chairmen and the Deputy Chairmen of SEBAC's and NEBAC with members of the SBS (as suggested by the SBS), about "lines of communication" be approved following receipt of a reply from the Minister for Immigration regarding SEBAC's terms of reference (21/7/78).

18. That SEBAC recommends to the SBS that an additional source of news be sought because of the inadequate provision of relevant news through the existing wire service (21/7/78).
19. That SEBAC recommends to the SBS that news bulletins in community languages be provided through the existing teleprinter as a complementary source of information, as well as overseas newspapers and magazines, some of which should be subscribed to (21/7/78).
20. That SEBAC recommends to the SBS that short wave news bulletins from overseas sources be recorded on cassette (21/7/78).
21. That other possibilities such as a "talk-back" radio facility and a second frequency for ethnic radio be explored (21/7/78).
22. That the SBS be asked to provide a proper Minutes Secretary as the Committee has been losing valuable time during each session just correcting minutes (28/7/78).
23. That, in spite of the failure of the necessary statistical information to reach the Committee, the operation of rescheduling be started without prejudice to the fact that one frequency was not sufficient to accommodate all in a satisfactory fashion (28/7/78).
24. That SEBAC strongly recommends to the appropriate authorities that immediate action is required to extend 2EA's coverage by:
 - (i) increasing the power of the existing transmitter;
 - (ii) providing additional radio stations;
 - (iii) using relay and/or translator stations in rural areas.

This would ensure full coverage of the State and thereby maximise the benefit gained from the expenditure of public moneys and the community effort involved in ethnic broadcasting (28/7/78).
25. That in the light of the SBS's wishes that SEBAC not communicate directly with co-ordinators and broadcasters against whom complaints have been made, the following procedure be adopted for the handling of all such complaints:
 - (i) the complaints to be forwarded to the SBS through the Executive Director with a request for additional information;
 - (ii) following an SBS response, the matter to be re-considered by SEBAC who would then make an appropriate recommendation to the SBS (24/8/78).
26. That the SBS be asked to consider the use of additional news services for Ethnic Radio, including services in languages other than English (31/8/78).
27. That the SBS be asked whether it had any plans to change the status of co-ordinators and broadcasters on Ethnic Radio (31/8/78).

28. That a Working Group be established to examine the possibility of a preliminary rescheduling of 2EA programs so as to benefit the small language groups who presently do not have any broadcasts in prime time (31/8/78).
29. That SEBAC accept on a trial basis the SBS's proposed Review Form for the handling of complaints (22/9/78).
30. That SEBAC adopt the Report and Recommendations of the Working Group on the re-allocation of 2EA programs (22/9/78).
31. That a Working Group be established to consider the problem of language programs with multicultural audiences (22/9/78).
32. That all future 2EA re-scheduling proposals be forwarded to the National Ethnic Broadcasting Advisory Council for approval before being submitted to the SBS (16/10/78).
33. That consideration of the recommendations of the Working Group on Co-ordinators and Producers be deferred pending the release of the SBS's Discussion Paper on the Re-organisation of Broadcasting Groups (13/10/78).
34. That SEBAC recommends to the SBS that a training course be instituted for 2EA broadcasters (16/10/78).
35. That SEBAC, if requested by SBS, report on operational problems associated with 2EA (16/10/78).
36. That SEBAC investigate such matters as the impact of ethnic radio programs on communities and the reactions of ethnic communities to those programs, and report to the SBS (16/10/78).
37. That the following matters be raised with the SBS in discussions about the future provision of secretariat assistance:
 - .. that the correspondence file be accessible to members at all times and be presented at each meeting;
 - .. that copies of press releases be made available to all members;
 - .. that the secretariat monitor and submit to SEBAC all relevant information including press clippings;
 - .. that the secretariat be asked to prepare draft letters and papers;
 - .. that the Secretariat prepare a list of all SEBAC resolutions and recommendations (27/10/78).
38. That a Working Group be set up to report to the full Committee on the paper on ethnic television recently released by the Federation of Australian Commercial Television Stations (27/10/78).

39. That a Task Force be established to make recommendations on the SBS's Discussion Paper on the Restructuring of Broadcasting Groups (27/10/78).
40. That in the light of the proposed restructuring of broadcasting groups at 2EA, SEBAC recommends to the SBS that no new broadcasters be appointed (except when natural vacancies occur) until the new arrangements are formalised (3/11/78).
41. That, following advice from NEBAC, all rescheduling proposals be forwarded directly to the SBS (8/12/78).
42. That every effort be made to obtain whatever demographic information is available to provide a basis for a new rescheduling proposal (8/12/78).
43. That a letter be sent to the Executive Director, SBS, thanking him for the use of his office for SEBAC meetings and expressing the Committee's gratitude for all the understanding and goodwill extended to SEBAC in the past year (8/12/78).
44. That a Working Group be established to draw up draft guidelines for the provision of secretariat support for SEBAC (8/12/78).
45. That SEBAC's second re-scheduling proposal for 2EA programs be submitted to the SBS meeting on 4/1/79 (2/1/79).
46. That the SBS be asked to present SEBAC's Third Rescheduling Proposal to a meeting of Co-ordinators to allow bilateral arrangements to be made between Co-ordinators of language programs (22/2/79).
47. That SEBAC recommends to the SBS that broadcasters be encouraged to co-operate with each other in the broadcast of important events, of religious or other nature, on relevant dates (22/2/79).
48. That SEBAC has an immediate need of secretariat assistance and that, in the event of the SBS not being able to provide that assistance, the SBS be asked to support SEBAC in an application to the Minister for Immigration and Ethnic Affairs for a grant under the Galbally Recommendations to finance a secretariat (1/3/79).
49. That SEBAC develop a system that will allow on-going consultations with ethnic communities (1/3/79).
50. That SEBAC (NSW) develop a system of increased communications with NEBAC and SEBAC (Victoria) (1/3/79).
51. That a Fifth 2EA rescheduling proposal be drawn up and submitted to the SBS for consideration (6/4/79).
52. That, as far as possible, Co-ordinators accommodate any reasonable requests by religious sub-groups within their communities on occasions of special religious significance (25/5/79).

53. That with certain amendments SEBAC's Fifth Re-scheduling Proposal be referred to the SBS for consideration (25/5/79).
54. That the SBS be advised that should any minor problems be raised by co-ordinators and broadcasters in the implementation of the new 2EA program schedule, SEBAC would be prepared to consider minor adjustments as long as they were within the guidelines established for the rescheduling proposal and did not involve the addition or deletion of program time (1/6/79).
55. That following a request from the SBS an extraordinary meeting of SEBAC be held on 12 June 1979 to consider members' reactions to the experimental ethnic television service (1/6/79).
56. That, in response to a request from the Office of Women's Affairs in relation to the broadcasting needs of migrant women, the SBS be asked to seek a brief report from all co-ordinators as to what special needs they had identified amongst women in their communities; how they catered for those needs; if they weren't able to cater for those needs, to identify any reasons why they have been unable to do so. That a SEBAC Working Group be established to consider these reports once they are available together with any other relevant Government research. That SEBAC notes that ethnic radio has the highest proportion of women, including the highest proportion of women in charge, of any industry or medium; that these women are migrants and are aware of the problems within their communities (1/6/79).
57. That diplomats, consular officials and employees of foreign embassies and consulates; or, in general, any representatives, officials (honorary or otherwise) or employees of foreign governments should not be co-ordinators or broadcasters on ethnic radio. Such persons should only be allowed to appear as guests subject to their official status being announced to listeners (1/6/79).
58. That a Report be prepared combining the Committee's reactions as a whole to the Experimental Ethnic Television Service, together with individual members' comments, and be referred to the SBS meeting the following day (12/6/79).
59. That in regard to the current vacancies on SEBAC, the Minister for Immigration and Ethnic Affairs be asked to give consideration to appointing a person who was conversant and experienced in the needs of community groups who had only recently arrived in Australia (12/8/79).
60. That SEBAC's policy paper on "Broadcasting for Cultural Sub-Groups" be referred to the SBS for consideration (7/9/79).
61. That SEBAC institute a system whereby people meet with the Committee to discuss matters of mutual concern (7/9/79).
62. That SEBAC hold a press conference in conjunction with the release of its Annual Report (4/10/79).

63. That an announcement be made that SEBAC will be holding meetings with interested groups, including public meetings, to discuss matters of mutual interest (4/10/79).
64. That SEBAC recommend to SBS that additional audience research was needed to survey communities not covered by previous McNair Anderson surveys (4/10/79).

VI RESCHEDULING OF RADIO 2EA PROGRAMS

One of the Committee's earliest and perhaps most difficult tasks was the rescheduling of Radio 2EA programs.

In 1975, when Radio 2EA first commenced on an experimental basis, only 7 languages were broadcast. By mid 1978 this had increased to over 35 languages. In addition there were a number of representations from smaller communities for new language programs.

Over the years additional programs had simply been inserted in gaps in the program schedule with the result that many of the newer language programs, particularly programs catering for smaller communities, did not have access to prime time.

In asking SEBAC (NSW) to advise on the rescheduling of 2EA programs the SBS set out the following broad guidelines:

- (i) each language group was to be given at least one hour per week;
- (ii) each language group was to be given at least one hour in "prime time";
- (iii) as far as possible, the horizontal alignment of programs over a week's schedule was to be maintained, particularly for the major language groups.

In May 1978 the Committee sent a questionnaire to all 2EA co-ordinators seeking their preferred choice for time of day and day of the week. The Committee subsequently used this information as the basis for its determination of "prime time". The results showed a clear preference for evening and weekend time slots. Consequently for the purposes of the rescheduling proposal the Committee took prime time to be 5-10 pm Monday to Thursday, 5-11 pm Friday, 12 noon-11 pm Saturday and 9am-10pm Sunday.

In re-allocating program times the Committee took account of community size and special broadcasting needs. Languages were allocated more program time than they might otherwise have received on the basis of size if there was a clear case of a greater need of broadcast hours. In examining special needs the Committee took into consideration a wide range of matters including information and cultural needs. It gave positive consideration to:

- .. communities with a large proportion of newly arrived migrants (e.g. Vietnamese, Arabic);
- .. communities with migrants coming from countries with very different cultural traditions to those of Australia (e.g. Turkish);
- .. communities without a national homeland, or without an independent national homeland, with which they enjoy continuing cultural ties (e.g. Assyrian, Ukrainian).

Because of the shortage of broadcast hours the Committee gave a negative weighting to the two largest communities - the Greek and Italian communities - with the result that they received fewer hours than they would have received on the basis of size alone.

As a matter of principle the Committee decided that, in the absence of any other comparative and authoritative set of figures on the size of ethnic communities, it had no option but to rely wherever possible on figures obtained from the 1976 Census. The Committee was aware of the difficulties in using figures based on country of birth, but felt it had little option in the matter. The Census figures had the positive advantage that they were based on a uniform methodology and therefore could be used to establish the comparative size of groups. The Committee was greatly disappointed that the 1976 Census figures on languages spoken at home was not available as they would have been invaluable in estimating the real size of language communities.

In addition to the above factors, the Committee gave consideration to the following broad principles:

- (i) that broadcasters' preferences be considered wherever possible;
- (ii) that no language occupy two prime time hours on the one day;
- (iii) that community language programs have preference over English programs.

The Committee produced a number of rescheduling proposals over a period of many months. Changes were made to the proposals following extensive consultations with the SBS and SBS officers. Copies of the Committee's Reports are included as Appendix B and Appendix C.

The final rescheduling proposal (the fifth produced by the Committee) was forwarded to the SBS on 11 June 1979 and was adopted. It came into effect on Monday, 16 July 1979.

Copies of the old and new program schedules are included as Appendix D and Appendix E respectively. A table comparing the program hours for each language under both schedules is included as Appendix F. It should be noted that under the old schedule all programs had been of one hour duration. In an attempt to find more prime time program slots the Committee was forced to reduce some of these programs to 3/4 hour.

Under the old schedule there had been a large number of repeat programs. The Committee strongly recommended that these be abolished and be replaced by all original programming.

The Committee believes that the new schedule is much fairer than the old one, particularly for the smaller communities. However it is aware that there are still a number of difficulties that need to be resolved. The Committee believes that a solution to these problems will not be finally found until a second frequency is allocated to ethnic broadcasting.

VII SECOND FREQUENCY FOR SYDNEY

Fairly early in its deliberations on program rescheduling the Committee became convinced that a second frequency for ethnic broadcasting was essential to enable all languages to gain access to popular time slots on an equitable basis. The Committee received similar representations on 22 December 1978 from the Ethnic Communities Council of NSW.

The basic difficulty arises from the need to share a limited number of hours amongst a very large number of languages. Radio 2EA currently broadcasts in 44 languages for 126 hours per week (6 am - 12 midnight, seven days a week). One cannot make adjustments to the times of one particular language group without at the same time making corresponding adjustments to the times of other language groups.

If the broadcast time on 2EA were to be divided evenly amongst all languages this would still only provide an average of approximately 3 hours per language.

However all language groups wish their programs to be broadcast in prime time - that is, at times when most members of the community can listen to them. If we take this as being evening hours and weekends (see previous section) then we only have a total of approximately 50 hours of prime time per week. This provides an average of one hour per language broadcast. This greatly limits the sort of service that can be provided by language groups.

The Committee believes that the following factors will make the problem even worse:

- (i) the expected demand from unserved groups for new language programs (e.g. to service the growing Lao, Kampuchean, Malaysian and Indonesian communities amongst others;
- (ii) the indications that some language groups covering a number of related languages may wish to split into their constituent languages (e.g. Scandinavian, Pacific Islanders);
- (iii) the expected demand for more English programming of a multicultural character;
- (iv) indications that the 3/4 hour program slots are creating programming difficulties for the major language groups.

We believe that these problems will only be resolved by the introduction of a second frequency for ethnic broadcasting. A second frequency would double the number of prime time hours available for distribution amongst language groups. By reducing the number of programs in "poor" listening times and redistributing them in better slots Government expenditure could be minimised. The Committee believes that a second frequency could be introduced for a relatively low cost when compared to overall expenditure - little more in fact than the cost of the additional transmission facilities required.

VIII COMPLAINTS AGAINST 2EA CO-ORDINATORS AND BROADCASTERS

One of the more difficult matters faced by the Committee has been complaints against specific co-ordinators and broadcasters on Radio 2EA - for example, for breaches of guidelines, poor quality and so on. Many such complaints are directed to SEBAC (NSW).

While the Committee analyses these complaints as best it can there are particular difficulties in dealing with them as speedily and as expeditiously as some of the complainants may wish.

Under its terms of reference SEBAC (NSW) is only an advisory body and can not deal with such matters itself. It can only refer the matter to the relevant authority, in this case the SBS, with an appropriate recommendation. It is then up to the SBS to act on the matter should it wish to do so.

In July 1978 the SBS made it clear that it did not wish SEBAC (NSW) to communicate directly with co-ordinators and broadcasters against whom such complaints had been made. It requested that all complaints be referred to the Office of the Executive Director.

SEBAC (NSW) respects the wishes of the SBS in this matter. However it notes that this procedure is somewhat lengthy and involved. Accordingly it feels that it is unreasonable for complainants to expect a speedy response on such matters from the Committee.

IX RE-ORGANISATION OF 2EA/3EA BROADCASTING GROUPS

In October 1978 the SBS released a discussion paper on its proposals for restructuring broadcasting groups providing language programs on Radio 2EA and 3EA. The Committee formally considered the paper and forwarded its own views to the SBS on 24 November 1978. A copy of this paper is included as Appendix G.

In summary, the Committee felt that, as presented, the SBS's proposals could undermine the authority of the co-ordinators of language programs. It felt that co-ordinators should be placed on the same basis as Executive Producers. It also felt that the station's operations should be placed on a more professional basis.

A revised policy paper was issued by the SBS in February 1979 following its consideration of all submissions received.

X CULTURAL SUB-GROUPS

The Committee is aware that there is continuing frustration in the community with a number of 2EA language programs where there are clearly identifiable cultural sub-groups. This is a particularly difficult problem.

Most of 2EA's programs are organised on the basis of language. However while most languages are specific to one homeland country, there are some which are spoken in a number of countries with different cultural traditions and interests. The latter group of language programs have clearly identifiable cultural sub-groups amongst their listeners.

The Committee has considered the matter in some depth and has recently submitted a policy paper to the SBS on the subject. A copy of the paper is included as Appendix H. It felt that cultural sub-groups could be distinguished by a variety of factors: different religious beliefs; different national boundaries; different cultural traditions; linguistic variations and so on. Before identifying such sub-groups it felt that more than one factor needed to be present and that the sub-groups should be of reasonable size.

SEBAC (NSW) recommended to the SBS that such cultural sub-groups be identified and that individual members of broadcasting teams be nominated to be directly responsible for ensuring that their information and entertainment needs were being met. It also recommended that there be a notional distribution of broadcasting time to service these sub-groups. However, co-ordinators were to retain overall responsibility and control of all programs.

XI ETHNIC TELEVISION

The Committee's terms of reference cover ethnic radio but do not extend to ethnic television. SEBAC (NSW) has had no involvement with ethnic television or the Experimental Ethnic Television Service except as follows.

In October 1978 the Federation of Australian Commercial Television Stations (FACTS) released a study paper calling on the Government to postpone the introduction of ethnic television through the Special Broadcasting Service. The Committee's response, rejecting many of FACTS's premises and conclusions is attached as Appendix I.

In May of this year the SBS asked SEBAC (NSW) for its reactions to the initial programs of the Experimental Ethnic Television Service. A Report collating general Committee comments together with individual members reactions was prepared and submitted to the SBS on 13 and 15 June 1979. (At the time the Report was assembled only seven programs had been screened). Subsequently the Committee agreed to the SBS's request to refer the Report to the Ethnic Television Review Panel.

The Report is too extensive to be dealt with here but it is reproduced in full at Appendix J. General Committee views covered:

- .. the relationship between ethnic television and ethnic radio;
- .. the involvement of ethnic communities;
- .. the need for a clear set of objectives;
- .. the use of discussion panels;
- .. political, controversial or sensitive program items;
- .. previewing committees;
- .. advance notice of program items;
- .. language usage.

It should be added that the Committee was concerned to read in the press that Mr F. Galbally's Interim Report to the Prime Minister on the Experimental Ethnic Television Service included criticisms of SEBAC as well as other bodies. It was particularly concerned that at no stage did Mr Galbally or the Ethnic Television Review Panel seek to discuss the matter with the Committee or give the Committee an opportunity to respond to that criticism. To this day the Committee is not sure of the basis of the criticism as it has never received a copy of the Report. It also notes in passing that a number of the points apparently made in Mr Galbally's Interim Report in regard to the Experimental Ethnic Television Service had been made earlier by SEBAC (NSW) in its Report to the SBS which was referred to the Ethnic Television Review Panel by that body.

XII CONSULTATION WITH ETHNIC COMMUNITIES

One of the key functions of SEBAC is to act as a focus for ethnic communities' views on ethnic broadcasting. The Committee believes this to be very important to developing interaction between ethnic communities and ethnic broadcasters.

Although members have extensive informal contacts within ethnic communities the Committee is keen to develop more formal contacts with community organisations. To date it has been hampered by the lack of a full time secretariat and the resources needed to organise such a program. However it is committed to expanding its activities in this area.

The Committee has already commenced inviting interested parties to its meetings to discuss matters of mutual concern. In addition it plans to go out into the community to meet with interested groups and organisations, to hold seminars and so on. The Committee believes that additional resources will be essential for it to effectively implement these proposals.

MEETINGS OF SEBAC (NSW)

4 May 1978	2 January 1979
12 May 1978	22 February 1979
19 May 1978	1 March 1979
25 May 1978	6 April 1979
9 June 1978	25 May 1979
23 June 1978	1 June 1979
7 July 1978	12 June 1979
21 July 1978	5 July 1979
28 July 1978	2 August 1979
24 August 1978	7 September 1979
31 August 1978	4 October 1979
22 September 1978	
16 October 1978	
3 November 1978	
9 November 1978	
8 December 1978	

NOTE: In addition to the above regular meetings of the whole Committee there was an almost equal number of meetings of various Working Groups of the Committee.

RESCHEDULING OF 2EA PROGRAMSPREAMBLE

The rationale behind the rescheduling, which took into account the requirement to give at least 1 hour to each language group in prime time, is based on a combination of community size and needs. The gamut of needs extends from the field of information to that of culture. The size of each community is expressed as a percentage of the total number of overseas-born Australian residents from non-English speaking countries (based on updated figures from the 1976 Census).

The lack of statistical information from the 1976 Census in relation to the first language spoken at home has in many cases prevented SEBAC from ascertaining with accuracy the original "nationality". In a number of overseas countries, for example, large communities though locally born have different ethnic backgrounds. With other groups, such as the Assyrians and Armenians, there is no original "country" to speak of. With regard to the Jewish community, this group could only be identified according to religion.

All in all, on the basis of the available statistical data, it is impossible to present an accurate picture of the ethnic background of the Australian population. The Arabic group is considered monolingual but is multicultural as well as multinational. The same applies to the French group. As to the groups from Yugoslavia, there are no official records giving the breakdown of the four ethnic groups making up what was previously known as the "Yugoslav" contingent.

Although all European languages are covered (except for Albanian and Bulgarian), the picture is somewhat different with regard to Asian languages. There is a very large number of Malaysians (12,076), for example, apparently uncatered for. Another 11 Asian groups are also completely unserved. The largest of these, after the Malaysian group, is the Indonesian (4063). There also exist a few pockets of Africans (4134), apart from South Africa, not catered for.

In any event, the rescheduling has demonstrated, without a shadow of doubt, that it is impossible to satisfy the legitimate aspirations of the various communities to go on air at times when their listeners can tune in.

In complying with the request to give every group at least one hour, and this during prime time, the large groups such as the Italians, the Greeks, the Arabs, the Germans etc. are now no longer in a position to broadcast at the same time across the board. Their days and times are disjointed. This, it is feared, will cause strong reactions. These groups will feel dispossessed as they have learnt to depend on a fixed time of day across the board. The type of service which they will now receive will be considered inferior even if it is to consist of all original hours.

Only a second frequency will make it possible to rectify the situation and provide air time on an equitable basis for all those who are urgently asking for an extension of their present time allocation. (May SEBAC ask, incidentally, what will happen to the present frequency when 2EA is allocated the new one in June this year?)

One more point of a general nature: SEBAC was forced to upset so considerably the "historic" pattern of broadcasting times that, in order for co-ordinators to maintain some semblance of the same service to their respective communities (we are speaking especially of the major language groups), these changes cannot be implemented until programs go all original. If rescheduling does not go together with all original programs, the major proportion of the listening audience will feel that it has been cheated.

We cannot stress enough that SBS consider this question very carefully. Since the small groups have been satisfied at the expense of the large ones, this ought at least to be compensated by the introduction of all original hours.

SEBAC (NSW)
4 January 1979

THE DETAILS

<u>Language</u>	<u>Community Size (as %)</u>
ITALIAN	16.8
GREEK	12.5 (including Cyprus)
ARABIC	11.1
Lebanon 7.8%	
Egypt 3.0%	
Syria, Jordan	
Saudi, Kuwait	
Yemen 0.5%	
GERMAN	9 (including Austrians and Swiss)
Austria 2%	
SPANISH	6.3
Spain 1.5%	
Chile 1.9%	
Uruguay 1.5%	
Argentina 1.0%	
Peru +	
Ecuador +	
Colombia +	
Mexico +	
Venezuela 0.4%	
CHINESE LANGUAGES (2)	5 (approximately)
MALTESE	5
JEWISH	5
DUTCH	5
TURKISH	3.3 (including Cyprus)
POLISH	3.3
HUNGARIAN	3.0
FRENCH	2 (including Mauritius (1/3) and Swiss)
INDIAN LANGUAGES (4)	2
PORTUGUESE	1.4 (including Brazil and Timor)

<u>Language</u>		<u>Community Size (as %)</u>
FILIPINO		1.4
RUSSIAN		1.2
LATVIAN		
SCANDINAVIAN LANGUAGES		
Denmark		
Sweden		
Norway		
UKRAINIAN		
CZECH		
SLOVAK		
FINNISH		
ESTONIAN		
LITHUANIAN		
ASSYRIAN		
ARMENIAN		
ROMANIAN		
VIETNAMESE		
BYELORUSSIAN		
CROATIAN	40%)	----- 12.5
)	
MACEDONIAN	30%)	
)	
SERBIAN	20%)	
)	
SLOVENIAN	10%)	

NB. PERCENTAGES UNDER 1% HAVE NOT BEEN INDICATED THOUGH FIGURES ARE AVAILABLE

EXPLANATORY NOTES

The following points were raised during the debate on the preceding table and need to be emphasised:

- (a) In the Arabic group the number of Lebanese exceeds any other group by far. It is almost three times that of the Egyptians. In accordance with a previous recommendation, SEBAC expects that the co-ordinator have a cultural advisor and that provision be made so that the apportioned "Lebanese" programs be presented according to Lebanese idiomatic usage.
- (b) In the case of the previously defined "Yugoslav" groups, no Australian statistics are available. The figures cited would seem to be correct in relation to the four language-cultural groupings.
- (c) In the case of the Turks, quite apart from historic reasons, though their number is not large, the element of need (both culturally and in the field of information) is rather marked.
- (d) The Vietnamese were considered to be the most needy at the present time. The hours allocated to them take into account the expected arrival of more Vietnamese.
- (e) The Arabic group would have claim to a greater number of hours but it was felt the jump was already rather big, and they would probably require a little time to make the necessary adjustments production wise. More hours would have to be allocated to them eventually.
- (f) Concern was also expressed for languages which are not spoken in any specific country (e.g. Assyrian), or cultures which are existant in politically restricted countries (e.g. Ukrainian), or scattered populations (e.g. Armenian).
- (f) Programs in other languages are going to be required in the immediate future to satisfy groups (see next page) which are presently totally uncatered for.
- (g) Swiss residents (approximately 2,500) were considered to be serviced by broadcasts in German (mainly), French and Italian. However it was felt that some programs in English, or even in the respective languages, might occasionally be produced with Switzerland as the theme.

UNSERVICED GROUPS

Malaysian	12,076
Singaporean	4,466
Indonesian	4,063
Sri Lankan	3,393
Japanese	3,072
Korean	906
Burmese	873
Pakistani	641
Laotian	257
Cambodian	187
Bangladeshian	161
Thai	138
Other Asian	684
Bulgarian	465
Albanian	210
Other European	3,415
Kenya, Malawi, Rhodesia Tanzania, Uganda, Zambia	1,913
Other African	2,221

ADDITIONAL REPORT ON THE
RESCHEDULING OF ZEA PROGRAMS

This schedule is to be read in conjunction with the previous report. The major difference between this schedule and the previous one consists in our attempt (following SBS advice) to keep "major" language groups scheduled across the board. On paper we have succeeded, but I doubt if the implementation of this schedule can be painless with regard to the major language groups.

The basic approach to finding a sufficiently large number of slots was to reduce "major" language programs to 45 minutes. Having done this we proceeded to arbitrarily place Turkish, Italian, Greek and the Slav languages at available times (having taken into account the need to give each language at least one hour of prime time). As a result there was only one good time slot in prime time, in the evening, for the major language groups - between 6.30 - 7.15 pm. The other slots were 4.00 - 4.45 pm; 4.45 - 5.30 pm; and, finally, 10.15 - 11.00 pm.

Question is: How can we pick a language out of those four and give it the "good" time slot seven days a week and give all others the "bad" time slots? On what basis? By which criterion?

The only equitable solution was for the major language groups to alternate their time slots across the boards. But this would revert back to the original proposal which was contrary to the principle that a language group be given the same time slot across the board.

Having further noted that the 45 minute program has been accepted by most as reasonable in preference to a smaller number of 60 minute programs (on condition that they be paid as 60 minute programs) and that provision has been made for one Korean hour and one Island prime time), we cannot but underline once again that IT IS IMPOSSIBLE TO SATISFY THE PRESENT, LET ALONE FUTURE, REQUIREMENTS OF THE COMMUNITIES WITH ONE FREQUENCY.

My Committee has spent umpteen hours trying to come up with some equitable arrangement: we don't seem able to make it. If we satisfy the requirements of the major language groups, we must deal unjustly with the large number of smaller language groups. If we deal justly with them, we most certainly deprive the major language groups of what they have come to consider their "daily bread".

SEBAC (NSW)
19 February 1979

OLD 2EA PROGRAM SCHEDULE

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6-7	GREEK	GREEK	GREEK	GREEK	GREEK	GREEK	GREEK
7-8	SLOVENIAN	MACEDONIAN	CROATIAN	SERBIAN	SLOVENIAN	MACEDONIAN	CROATIAN
8-9	ITALIAN	ITALIAN	ITALIAN	ITALIAN	ITALIAN	ITALIAN	ITALIAN
9-10	HUNGARIAN	SLOVAK/ CZECH	POLISH	INDIAN	LATVIAN	HUNGARIAN	DUTCH
10-11	GERMAN	ARMENIAN/ ASSYRIAN	RUSSIAN	PORTUGUESE	GERMAN	RUSSIAN	JEWISH
11-12	TURKISH	TURKISH	TURKISH	TURKISH	TURKISH	TURKISH	TURKISH
12-1	SPANISH	MALTESE	SPANISH	MALTESE	SPANISH	MALTESE	MALTESE
1-2	SLOVAK/ CZECH	ESTONIAN/ LITHUANIAN	INDIAN	LATVIAN	UKRAINIAN	ARABIC	GERMAN
2-3	DUTCH	SYDNEY TODAY /BYELOUSSIAN	LITHUANIAN /ESTONIAN	SUNLIT ISLAND	ROMANIAN/ FILIPINO	GERMAN	POLISH
3-4	JEWISH	CHINESE	FRENCH	CHINESE	FINNISH	SPANISH	ARABIC
4-5	ARMENIAN/ ASSYRIAN	FRENCH	PORTUGUESE	UKRAINIAN	VIETNAMESE	SPANISH	ARABIC
5-6	TURKISH	TURKISH	TURKISH	TURKISH	TURKISH	TURKISH	TURKISH
6-7	ITALIAN	ITALIAN	ITALIAN	ITALIAN	ITALIAN	ITALIAN	ITALIAN
7-8	MACEDONIAN	CROATIAN	SERBIAN	SLOVENIAN	MACEDONIAN	CROATIAN	SERBIAN
8-9	GREEK	GREEK	GREEK	GREEK	GREEK	GREEK	GREEK
9-10	SPANISH	MALTESE	SPANISH	MALTESE	SPANISH	MALTESE	ARABIC
10-11	CHINESE	RUSSIAN	CHINESE	GERMAN	GERMAN	GERMAN	GERMAN
11-12	MUSICAL HERITAGE	NIGHT TALK	INTER- CONTINENTAL JAZZ REVIEW	SPECIAL PROGRAM	FRIDAY ESTR	WORLD PANORAMA	SPORTS PROGRAM

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
AM 06.00-06.45	GREEK	GREEK	GREEK	GREEK	GREEK	GREEK	GREEK
06.45-07.30	ARABIC	ARABIC	ARABIC	ARABIC	ARABIC	ARABIC	ARABIC
07.30-08.15	CROATIAN	MACEDONIAN	CROATIAN	SERBIAN	MACEDONIAN	CROATIAN	SLOVENIAN
08.15-09.00	ITALIAN	ITALIAN	ITALIAN	ITALIAN	ITALIAN	ITALIAN	ITALIAN
09.00-10.00	ASSYRIAN	POLISH	POLISH	ARMENIAN	TURKISH	HUNGARIAN	DUTCH
10.00-11.00	GERMAN	MALTESE	GERMAN	PORTUGUESE	GERMAN	LITHUANIAN	HEBREW
11.00-12.00	DUTCH	UKRAINIAN	RUSSIAN	HUNGARIAN	INDIAN	GERMAN	UKRAINIAN
PM 12.00-13.00	SPANISH	MALTESE	SPANISH	MALTESE	SPANISH	MALTESE	MALTESE
13.00-14.00	ENGLISH	ENGLISH	ENGLISH	ENGLISH	ENGLISH	SPANISH	GERMAN
14.00-15.00	INDIAN	FRENCH	VIETNAMESE	SPANISH	HEBREW	RUSSIAN	POLISH
15.00-16.00	ARABIC	CHINESE	CHINESE	ARABIC	RUSSIAN	ENGLISH (CHILDREN'S)	ARABIC
16.00-17.00	VIETNAMESE	KOREAN	SCANDINAVIAN	DUTCH	ISLANDERS	LATVIAN	FRENCH
17.00-17.45	TURKISH	TURKISH	TURKISH	TURKISH	TURKISH	TURKISH	TURKISH
17.45-18.30	ITALIAN	ITALIAN	ITALIAN	ITALIAN	ITALIAN	ITALIAN	ITALIAN
18.30-19.15	GREEK	GREEK	GREEK	GREEK	GREEK	GREEK	GREEK
19.15-20.15	CHINESE	ARMENIAN	HEBREW	CHINESE	ASSYRIAN	ROMANIAN	INDIAN
20.15-21.15	PORTUGUESE	BYELORUSSIAN	GERMAN	SLOVAK	FILIPINO	FINNISH	CZECH
21.15-22.15	HUNGARIAN	SPANISH	SPANISH	UKRAINIAN	VIETNAMESE	ESTONIAN	SPANISH
22.15-23.00	SERBIAN	SLOVENIAN	MACEDONIAN	CROATIAN	SERBIAN	MACEDONIAN	CROATIAN
23.00-24.00	ENGLISH	SERBIAN	LATVIAN	FRENCH	ARABIC	GERMAN	ENGLISH

COMPARISON OF ZEA PROGRAM SCHEDULES

<u>Language</u>	<u>Old</u>	<u>Schedule</u>	<u>New</u>	<u>Schedule</u>	<u>Change</u>
Greek	14	hours	10½	hours	-3½ hours
Italian	14		10½		-3½
Turkish	14		6½		-7 ¾
German	8		7		-1
Spanish	8		8		nil
Maltese	7		5		-2
Croatian	4		3 ¾		-½
Macedonian	4		3		-1
Chinese	4		4		nil
Arabic	4		9½		+5½
Slovenian	3		1½		-1½
Serbian	3		3½		+½
Russian	3		3		nil
Hungarian	2		3		+1
Polish	2		3		+1
Indian Sub-Cont.	2		3		+1
Latvian	2		2		nil
Dutch	2		3		+1
Jewish	2		3		+1
French	2		3		+1
Ukrainian	2		3		+1
Portuguese	2		2		nil
Czech	1		1		nil
Slovak	1		1		nil
Armenian	1		2		+1
Assyrian	1		2		+1

<u>Language</u>	<u>Old</u>	<u>Schedule</u>	<u>New</u>	<u>Schedule</u>	<u>Change</u>
Estonian		1		1	nil
Lithuanian		1		1	nil
Vietnamese		1		3	+2
Finnish		1		1	nil
Byelorussian		$\frac{1}{2}$		1	$+\frac{1}{2}$
Rumanian		$\frac{1}{2}$		1	$+\frac{1}{2}$
Filipino		$\frac{1}{2}$		1	$+\frac{1}{2}$
Scandinavian		-		1	+1
Korean		-		1	+1
Pacific Islanders		-		1	+1

ANALYSIS OF THE SBS DISCUSSION PAPER"THE RE-ORGANISATION OF THE STRUCTURE OF BROADCASTING GROUPS, 2EA AND 3EA"General Impressions

In analysing the discussion paper prepared by the Special Broadcasting Service as a first step towards the re-organisation of broadcasting groups, SEBAC (NSW) has taken the view that the proposed changes (as presented) would be likely to lead management into great difficulties without offering any compensating benefit for the communities.

Removing the co-ordinator from an active management role to a purely advisory one could, in many instances, be destructive of the efficiency, keenness, dedication and team spirit that has been built over the past three years.

The distribution of control, as envisaged, is more than likely to create factions within the various communities, while destroying continuity in programming.

For these reasons, SEBAC feels that SBS, rather than implementing an across-the-board re-organisation, would be better advised to evaluate the performance of each team in terms of the objectives that have already been defined for Ethnic Radio. Remedial action should then be taken in accordance with needs. Only in this way would the transition be accomplished with minimal conflict and danger.

In the discussion paper the SBS states it hopes to achieve a more responsive, open and dynamic system of operation; a greater degree of community participation. It talks of accountability to ethnic communities and society at large; of the need to raise standards of broadcast; of the need to establish a Review Committee. Fine. But if the SBS hopes to achieve all this by bringing over 200 broadcasters under its direct control, and by relegating co-ordinators to advisory roles, it has presented no rationale in support of this proposed approach. SEBAC sees the likelihood of an increased degree of debate, or even confrontation, between broadcasters and co-ordinators over the vaguer boundaries of responsibility.

SEBAC appreciates the concern of the Special Broadcasting Service with regard to public accountability, standards, publisher's responsibility, but it cannot help feeling that a bureaucratic solution cannot solve with a single stroke problems of a creative nature, of cultural differentiation, of relationships between individuals and communities, and between communities and communities. If anything, there is a need for a more real form of consultation between SBS and the communities through their natural instrumentalities, the SEBACs, which ought to be part of the decision making process if they are to serve the purpose for which they were established.

On the other hand, it was noted that any existing deficiencies have been squarely attributed to co-ordinators and broadcasters. No mention is made, even in passing, of the fact that the organisation of the radio station's structure might be faulty and requiring remedial action. From the many reports received, and from the direct experience of some members of SEBAC (NSW), it would seem as if a high degree of ad hocery is also pervading the running of the station.

The Details

On page 3, the SBS states it wishes to achieve a "...widening of community participation..." but fails to explain what it means by such a generalisation. Does it mean that the SBS would like to see on-air participation by a greater number of groups or individuals who have or claim to have something to say and the right to say it? This would be tantamount to advocating access radio which, as we understand, Ethnic Radio is not. The Government was mindful of the danger of fanning political conflicts within some communities (as experienced when 3ZZ was in operation in Melbourne) when drafting the legislation governing Ethnic Radio.

Does the SBS therefore mean it wishes all community groups to be able to publicise their activities? If so, we recommend verification of who does and who doesn't provide air time for community affairs.

Or does it mean that more people from the community (each representing various interest groups) ought to be interviewed or asked for opinions? Again, it's a simple matter of verification and rectification where needed.

If, on the contrary, it means that the SBS would like to see more people involved professionally, it ought to be reminded that at this very moment there are more people involved in the production of most programs than even recommended in the paper.

Selection of "Broadcasters" and "Co-ordinators"

The selection of broadcasters is the first item under discussion. SEBAC (NSW) found it ought to have followed not preceded the discussion on co-ordinators. Whether the role of co-ordinator be that of advisor (in a general sense), producer (in a professional sense), or a combination of both, the Committee feels they are and must remain the hinges of the operation. Thus it is proposed that co-ordinators be discussed before broadcasters.

In the Discussion Paper, co-ordinators are nominally presented as "a major link between their respective communities, management and broadcasters". But, in redefining their role, the SBS states they would be expected to "advise" management and broadcasters on administrative matters and to "consult" with broadcasters on matters of program format, cultural input, religious input, sporting interests, community announcements, ethnic flavour and balance. Does this mean that, after the co-ordinators have offered their "consultation", each broadcaster decides for himself?

Following on from this, by way of logic (even if it represents a digression according to the sequence of the paper) we come to the statement that "final control over the areas of news, current affairs, community and welfare information, would be the responsibility of the station management". Not only does "station management" need to be defined a little more precisely, but it must be explained if it will be up to the various broadcasters (independently producing their news bulletins or current affairs programs or welfare information) to present copy for the approval of station management. If so, in what language? To whom in particular? How long before broadcasting time? All of this seems highly unsatisfactory and rather messy. It is also impractical.

For these reasons SEBAC (NSW) feels very strongly that:

- (a) Co-ordinators be considered the Executive Producers of all programs produced by their language groups, and that they be sided (when required) by a cultural advisor for each distinct cultural group existing within that linguistic context (eg Arabic comprises such diverse national groups as the Lebanese, the Egyptians, the Syrians, the Sudanese and others; French is spoken in France, Belgium, Canada, Mauritius etc.), if such groups are sufficiently differentiated or numerically consistent.
- (b) Co-ordinators accept final responsibility for all that is contained in the programs produced under their direction and that they be answerable to the SBS.

SEBAC accepts the principle that the position of co-ordinator be advertised. It also accepts that the tenure be limited to one year. But it recommends that co-ordinators not be asked to step down unless new applicants provide convincing proof of professional skills and/or community backing. It is felt a situation could arise when an existing co-ordinator, slighted by the request to step down without due cause, might not re-present his/her candidature, possibly leaving the SBS with less competent substitutes.

In any event, SEBAC would want to see an element of "community choice" in the appointment of co-ordinators in as much as, irrespective of any other consideration, it is the community for which the services are being provided. They would obviously wish co-ordinators to be attuned to their expectations, whatever they might be. SEBAC also agrees that the co-ordinator may be a broadcaster, though this need not necessarily be the case. It also agrees that co-ordinators should receive a fee.

Broadcasters

For reasons which are obviously not just semantic, SEBAC feels rather perplexed by the lack of professional precision in the definition of "broadcasters" (as well as "program officers"). It is not understood why Ethnic Radio, which should hopefully be moving towards a structure similar to that of any other station, should not define the role of these "broadcasters" as producers, assistant producers, copywriters, translators, announcers, news-readers, researchers and commentators.

It would seem, on the contrary, that the discussion paper favours a system by which various broadcasters and their collaborators are allotted a certain number of programs in the course of which they continue operating in various capacities, according to need or convenience.

SEBAC recommends the allocation of all programs, as a whole, to a group. This would guarantee a rational distribution of subject matter while ensuring continuity. It would also result in the creation of radio teams in which the various skills would become more specialised in the interest of professionalism.

It is quite obvious that, because of the limited number of hours allotted to each group, financial considerations (on the side of SBS as well as that of the "broadcasters") would favour people with more than one skill. But this need not necessarily be so. Furthermore, there is an enormous difference between programs run on a daily basis and those run periodically. There is also an enormous difference between the type of format required for old established audiences (heavily culturally-oriented) and newly established communities (heavy on information and news).

The selection of broadcasters, according to SEBAC, ought to include the co-ordinator as part of the "auditioning" committee.

The committee should comprise 2 members of the SBS, 1 expert in the specific skill, 1 expert in the relevant language and culture, 1 member of SEBAC and the co-ordinator.

Minimum Numbers of "Broadcasters"

SEBAC does not object to the proposed "minimum" but finds it difficult to read such terms as "reasonable number of participants within practical limits". What are they and who determines them? Requirements vary from program to program. Is there a "maximum"?

As indicated before, most groups have a larger number of contributors than recommended by the SBS. We reiterate the advice that they be professionally differentiated so as to constitute a team. As to the number, this should be left to the co-ordinator/producer.

Spouses and Relatives

With regard to the clause about spouses and close relatives, SEBAC finds that the paper does not specify whether they, in being counted as one unit, would also receive payment as if they were one person. If this is the case then it would not only be in breach of non-discriminatory practice, but also of established equity procedures. The Committee believes that if a person is found capable of providing the required skills he or she is entitled to such reward and time entitlement as is available to others.

Program Officers

As indicated above, the objection regarding the generalised definition of "broadcasters" also applies to program officers. It would be conducive to a better understanding of roles, and to a more effective operational procedure, if program officers were re-employed in specific roles more in tune with normal radio station practice.

SEBAC also finds it objectionable that program officers automatically be considered candidates for the role of producers of "English" programs since they were not employed on the basis of specific skills in that field.

The absence of a Station Manager was noted. This makes operational procedures and responsibility rather fractured, unreliable and inconsistent.

As to the role of program officers in "ethnic" broadcasting, SEBAC feels that, in principle, they ought not to be involved. However in this transitional period consideration could be given on the basis of past performance.

Conclusion

In conclusion, SEBAC wishes to underline the SBS's own stated intention to bring about changes only "where necessary" and recommends that the final decision be based on practical requirements rather than bureaucratic expediency.

In addition a consensus was reached on the advisability of a training scheme for broadcasters.

Post Scriptum

In the course of the proceedings, a document was tabled dealing with the cost of production in the United States of one broadcast hour with a bilingual content. It amounted to \$1,400, of which \$800 represented the cost of translations. Without wishing to make direct comparisons SEBAC feels that the SBS ought to look at the whole question of payment to broadcasters with a more just and realistic approach than at present. Any demand for improved performance must be accompanied by adequate financial reward. The amount of money allocated at present for each hour broadcast (\$55) would not cover the cost of translating the news bulletin at official Government rates.

SEBAC (NSW)
November, 1978

BROADCASTING FOR CULTURAL SUB-GROUPSIntroduction

SEBAC (NSW) is becoming increasingly aware of the need to examine more closely the way in which programs cater for the various cultural groups within the one language group - that is, situations where the program is mono-lingual but has a multicultural or multinational audience, or situations where there is a geographical identification covering a group of languages.

In the Committee's view these cultural "sub-groups" are distinguished by a number of factors: religion; different national boundaries; differences in the use of language etc. In identifying such sub-groups the Committee felt that more than one of these factors should be present and that the community should be of reasonable size.

SEBAC (NSW) is already aware of the pressure within the Arabic speaking communities for the Arabic program to be more responsive to the needs of different cultural sub-groups. The Committee also identified the following programs as ones that need to cater for different cultural sub-groups;

Arabic	Jewish
Chinese	Scandinavian
French	Indian Sub-Continent
German	Assyrian
Spanish	Pacific Islanders

(It noted that some of these programs already catered for sub-groups.)

Proposal

In the past SEBAC considered the desirability of adding "cultural advisors" to broadcasting teams to ensure that the needs of cultural sub-groups were met. However, it was agreed that there could be difficulties with this approach as the cultural advisors would not necessarily be responsible for compiling or directly contributing to programs nor would they be accountable to the listening audience. This could lead to an untenable situation. In addition it would be difficult to assess the effectiveness of the cultural advisors, and further their presence could undermine the authority of the co-ordinators.

SEBAC would rather recommend a different approach. Firstly, the various cultural sub-groups within a particular program should be identified. Secondly, particular individuals, either broadcasters or contributors, should be nominated to be directly responsible for ensuring that the information and entertainment needs of these sub-groups are met. The co-ordinator would retain overall responsibility and control of the program. It may be desirable to formalise this approach by engaging "specialised broadcasters" with primary responsibility for the particular cultural sub-groups. In this way responsibility and accountability would be more clearly defined.

To avoid contention a notional proportion of total broadcast time should be allocated for sub-group broadcasting, with the proportion reflecting the size and needs of the group in relation to the overall size of the community.

SEBAC (NSW)

September 1979

COMMENTS ON THE MEDIA RELEASE BY THE FEDERATION OF AUSTRALIAN COMMERCIAL
TELEVISION STATIONS

The Federation of Australian Commercial Television Stations (FACTS) has called on the Government to postpone the introduction of Ethnic Television. It has described the introduction of such services as "precipitous" and "without consideration of alternative methods". It has stated that "very little research into the actual needs of Ethnic Groups appears to have been commissioned". It has spoken about the risk of "perpetuating segregation instead of fostering assimilation and integration". It has expressed fear of a "commercial involvement".

Let us deal with these immediate statements of FACTS before tackling the other issues raised in the paper.

The description as "precipitous" of an action taken 22 years after the introduction of television (migrants were arriving at an annual rate of almost 200,000, twenty years ago) would seem to reveal that Australian commercial television stations never considered, even academically, the need for a special kind of service for the two million adult residents whose first language was not English. To state that alternative methods are not being considered confirms the above. OTHERWISE THEY WOULD HAVE PROVIDED SOME EXPERIMENTAL FORM OF SPECIALISED PROGRAMMING FOR "ETHNIC COMMUNITIES" INSTEAD OF TALKING ABOUT ALTERNATIVES.

The Commercial Television Stations further claim that little research has been commissioned to discover what the needs of the communities really are. Again, it seems as if FACTS wishes to underline its total ignorance of the most incredible demographic and sociological phenomenon that has occurred in Australia. In one office alone there is a petition with 20,000 signatures asking for some soccer matches to be screened other than from Great Britain. Even such a simple and basic request (devoid of great technical problems or costs) has been completely ignored.

An equally ignorant approach is at the basis of FACTS's reference to "segregation" as against "assimilation and integration". We are not quite sure where the spokesman of FACTS has been living over the past 20 years not to know that assimilation as a concept has been buried, that integration means respecting other people's characteristics, and that the broadcast or telecast of programs in languages other than English has a broadening not restricting effect on the minds of people.

But even if it were an impediment to integration, which it isn't, psychiatrists would still recommend it because it is a safety valve for the mental and emotional health of a great number of people. We are now in fact approaching a time when the early post-war immigrants (and we are talking in terms of hundreds of thousands) are getting on in years. In the "older" communities, some 30 years of residence in Australia have advanced the age of the original immigrants into the 50-90 bracket. This means that there is a growing number of pensioners, many widowed, some invalid. A large number of them are forced to live in relative isolation, children and grandchildren having moved away, and monetary restrictions often having made it necessary to move into a small unit in a strange neighbourhood. Such enforced seclusion and withdrawal from society together with the age-related symptoms of regression into the past result in feelings of loneliness and

often despair. Radio and Television programs can play an enormously important role, providing moral support and comfort, particularly since reminiscence serves an important function in the elderly and is integral to this level of one's life. In helping them relive their past, such programs help the elderly to maintain their sense of self-esteem.

Many of them experience at this stage of their lives a desire to go back "home" even though they may not have thought about it for many "active" years. This desire to return "home" can be better satisfied by exposure to the "old culture", "images from home", "sounds from home", than by an actual return. This is because Australia is where home is now, except that it lacks some cultural connotations whose absence is increasingly obvious. If these people were to go back (since the question of money has been raised) the loss to Australia in sheer exportation of life savings would be enormous.

The commercial stations, now seemingly concerned with linguistic ghettos, have never actually produced or broadcast any single program which would give credence to their sense of social responsibility toward those who in fact were forced by them to live in ghettos built around them by the lack of any care or understanding of their linguistic and cultural problems. One is inexorably driven to conclude that this "concern" of FACTS could be related to the possible "commercial involvement" in ethnic television.

Yet even on this score FACTS fails to assess actualities. The amount of new advertising revenue stimulated by ethnic television could on its own justify the presence of a new television network.

In its attempt to prove why Ethnic Television should be postponed, FACTS states that 64.2% of the total Australian population watches more than 13.5 hours of television a week but that the percentage of Southern Europeans (the largest ethnic group apart from the Anglo-Saxon) watching television is even higher - 71.8%. FACTS comes to the conclusion that this proves there is no need for specialized television since they are already enjoying television as it is now.

We will accept those figures as quoted but will offer a different interpretation. Firstly, it's mainly the children who turn the TV set on, this is especially so in an "ethnic" household where the adults don't know English well enough. Often enough the adults are busy doing something else, receiving visitors and indulging in adult-talk-in-a-foreign-language (not quite the right cup of tea for their children), and the children find the TV set a pleasant escape. Their parents have no control over such occurrences for the reason cited above. Secondly, people who don't understand English well are so desperate that they will try and get something out of the visual aspect of television anyway. How much they get out of it (both in regard to content and language) is greatly debatable.

Let us now consider the objection that the future generations of Australians may not be interested in "foreign" languages. Such a statement presumes that migration will cease and that interest in "foreign" languages will decline. If we were also to indulge in such crystal ball gazing we could say that since statistical projections anticipate a great decrease in the natural growth of the Australian population, FACTS should consider closing one of its stations and offering its vacated frequency to the SBS.

SEBAC also considers quite gratuitous FACTS's statement that some unnamed "leading educationalists" are concerned about the learning difficulties encountered by children in families where little or no English is spoken. The superficiality of this statement is abhorrent. SEBAC suggests that FACTS is merely trying to score a debating point. First of all, in most "advanced" countries (and that includes the United States, Canada) it has been found that the learning of a second language is actually enhanced by the improved knowledge of one's own original language. Secondly, how does FACTS explain the regular accusation of inadequacy, in literacy and numeracy, levelled at Australian students in general, irrespective of the language spoken at home?

The USA, Canada and other countries have in fact accepted the principle of television stations broadcasting in languages other than English.

Finally, FACTS should have to explain why hundreds of thousands of taxpayers, after eight, nine or ten hours of work in a factory, should try and squeeze their brains in order to get a laugh out of Benny Hill when they could so easily sit back, relax and enjoy Fernandel or Poppo, or Merlina Mercouri. FACTS should also have to explain why it should be considered offensive for someone to tune in and listen to poetry reading in Italian or German or French if that person is not interested in what happens in the Streets of San Francisco.

Commercial stations will have a hard time trying to convince us that by tuning into their channels we are being exposed to a process of "Australia-nisation". SEBAC suggests that it is more relevant for Australian children to be exposed to Ukrainian legends, Greek myths, Slavonic dancing and Asian cultures than to be exposed to the inanities of American suburbia or the violence of an urban American environment.

These are the real facts. If the commercial stations are afraid of losing a slice of the rich commercial cake all they have to do is smarten up and make sure that they don't miss the bus. Or don't they believe in competition?

SEBAC (NSW)
November 1978

EXPERIMENTAL ETHNIC TELEVISION SERVICE

In response to a request from the SBS for comment on the ethnic television experiment to date, SEBAC (NSW) held an extraordinary meeting on 12 June 1979 to discuss the matter. The following comments summarise the Committee's reactions to the experiment as a whole, as well as listing the individual responses of Committee members.

A. General Committee Comment

1. Relationship between Ethnic Television and Ethnic Radio

Ethnic television and ethnic radio should develop independently although in a complementary manner. Each medium should concentrate on what it can do best. Although some overlapping must and will occur, in the light of the limited funds available, the most rational solution is to utilise available funds in as diversified a manner as possible.

2. Target Audience

The Committee noted that the experimental ethnic television service was a multicultural service designed to appeal to the whole community. It was felt that such a service would provide programming about the cultural backgrounds of ethnic communities and their experiences in Australia in such a way as to appeal to a wide audience. Such programming should contribute to the integration of ethnic communities in Australia. A number of members felt that the service should concentrate on the needs of ethnic communities in Australia rather than simply rely on overseas program material from homeland countries.

3. Objectives

A number of Committee members felt that to properly assess the experimental ethnic television service a clear set of objectives was an essential pre-requisite.

4. Discussion Panels

The Committee felt that discussion panels should only be used to discuss program items when this was important to the understanding or further explanation of the items. In such cases the panels should be selected on the basis of their specific and relevant expertise, experience or knowledge. Meaningless chatter about program items served only to distract the viewers' attention from the items themselves.

It was felt that where explanation was required for a program this could best be done by a brief announcement before and after the item. Such announcements, particularly in the case of potentially controversial or sensitive items, should be prepared by persons from ethnic communities with an awareness of and sensitivity to the problems of those communities.

- Some members felt that where program items were to be discussed by a panel, this discussion should precede rather than follow the item.

5. Political, Controversial or Sensitive Program Items

A number of Committee members expressed strong reservations over two program items - the Russian film "Olympics in Moscow", and the Canadian film about a Chilean immigrant, "Steel Blues". They saw the first item as providing an unrealistic and rosy picture of Moscow and being predominantly a commercial promotion by the Russian Government. They saw the second item as being divisive and exacerbating tensions within the Chilean community in Australia.

The Committee felt that great care had to be taken to avoid divisive material or material that was politically partisan. Some members pointed to the fact that even words in a song could have political connotations. SEBAC would therefore recommend that:

- .. any program item made by a Government agency be identified as such and, where necessary, placed in a proper perspective;
- .. that previewing panels made up of members of ethnic communities with a knowledge of and sensitivity to the problems of those communities be established to pre-screen items.

6. Advance Notice of Program Items

Many members mentioned that they had received complaints from members of their communities about the lack of advance notice of program items relating to their particular communities. The following proposals were suggested as ways of remedying this situation:

- .. providing co-ordinators and broadcasters with as much advance notice of future programs as possible - particularly indicating when material relevant to specific communities was to be screened;
- .. at the commencement of the Sunday program providing viewers with information on what items were to be screened that morning;
- .. using a slide during the program, as with some commercial television news programs, indicating what items were still to come.

7. Duration of Items

Some members felt that long items should be avoided in order to maintain viewers' interest.

8. Language Usage

Members agreed with the use of English as a common language to bind the various items together and to make them understandable to the wider audience. However they also stressed the importance of the use of community languages and therefore felt that where relevant programs should be bilingual.

9. Local versus Overseas Content

Members felt that local production was important to provide exposure to local artists, to provide programming on matters relevant to ethnic Australians in Australia, to provide coverage of local ethnic events and to generally reflect the interests of ethnic Australians. Members mentioned that local production should not seek to imitate in a second or third-rate sort of way material which could be better produced overseas.

10. Interviewers, Interpreters, Translations

The Committee felt that great care had to be taken by interviewers and others to accurately reflect the answers made by interviewees in languages other than English. It noted that there had been many complaints made within the Arabic community about a particular program item. Apparently the translation of the interviewee's responses by the interviewer did not always accurately reflect what was said.

11. Experimentation

Members felt that there should be more experimentation within the program, particularly with the structure of the 3 hour program which basically seems to have remained the same from the beginning. Rather than treating the whole three hours as one unit, it could perhaps be divided into a number of either independent or inter-related sub-units. This could allow for greater experimentation within the program format. It was felt that a three hour program unit was fairly heavy going for viewers.

12. Involvement of Ethnic Communities

The Committee felt that ethnic television provides a very good means of filling the cultural void in the lives of many ethnic Australians and of acting as a bridge between ethnic communities and the community at large. It is important therefore that any ethnic television service be aware of and sensitive to the needs and problems of ethnic communities. This could be ensured by, where possible, maximising the participation of members of ethnic communities within the experimental service.

13. General

Members of the Committee also made the following general points:

- .. the Sunday morning timeslot was inconvenient for many people;
- .. they needed more time to properly assess the experiment.

B. Individual Comment by Committee Members

1. (i) There are some advantages in a 'smorgasbord-type' presentation, in that it is designed to attract a heterogeneous type of audience, and avoid compartmentalized viewing (ie switching off at the end of one's community's program).
- (ii) Allowances have to be made for the difficulty in finding program material which is both interesting and politically neutral.
- (iii) Sub-units of a three hour program unit should be constructed on subject-matter rather than on a cultural or linguistic basis. Otherwise the program is not likely to attract an audience outside a given community.
- (iv) There is no point in having a discussion panel to evaluate a program that has already been inflicted on its audience. Such 'discussions' should take place beforehand. Evaluations 'after-the-event' only prejudge the issue and make it very difficult for the viewers to offer their own unbiased opinion. A team of 'experts' influences the judgments made by viewers (sometimes subconsciously).
- (v) Many of the programs, particularly those offered in the Magazine segment, are excellent. Contributions made by migrants should be given all the publicity they so richly deserve. (The item "Weaving" was a very good example of this).
- (vi) The Soviet film promoting the Moscow Olympics should not have been screened. It was 'commercial' (in that its prime purpose was to attract visitors to the country) and as such it represented an abuse of viewing time intended for Australian communities.
- (vii) On the question of "commercialism", while this would be undesirable, the popular contra-argument about its disadvantages for small communities appears to be nothing but lip-service. As it is, small communities have not as yet had a share of television time, though commercial interests have not been injected.
- (viii) Programs must relate to community needs. There are some good Canadian programs on their Ukrainian, Latvian, Lithuanian communities which would be suitable for screening in Australia.
2. (i) Although ethnic television must consider as its audience the community at large, it must never forget its prime purpose - that is to provide specific services to Ethnic groups and communities. Only within this purpose must it consider the community at large.
- (ii) Ethnic television must not be allowed to become the platform of the tourist industry of any particular country or of any particular political ideology. For this reason it must never be allowed to become the tool of activists who perceive, understand and project the corresponding communities not as they really are but as they wish them to be.

- (iii) The identification of particular needs and methods by which this will be remedied must be done by people with strong motivation who have:
 - .. true knowledge of the particular group;
 - .. good background knowledge and insight into the particular group.
- (iv) To avoid exploitation of ethnic television against the real needs of the ethnic communities its commercialisation must be avoided at any cost. Almost all ethnic communities are subject to the development of monopolies in the Ethnic Press media.
- (v) Migrants have many needs which ethnic television help to alleviate. The screening of films in their particular language, culture etc. is of prime importance. At the same time they will appreciate better the present mood of Australia if, in their own language, they are encouraged to learn the history of their adopted country, particularly the period of early settlement. The indigenous people of Australia, the Aborigines, must also be included in this category.
- (vi) The migration history of each particular ethnic group must in time become the subject of ethnic television. Their present situation, further problems etc., is something which ethnic television must deal with in a documentary manner.
- (vii) The fact that ethnic television commands, by its very nature, a large audience is of great advantage which must be fully utilised. Screening therefore of many short and cross-ethnic segments will serve and satisfy this audience better. Large segments must be avoided.
- (viii) No specific time slots must be allocated to any ethnic group, but their numbers cannot be ignored altogether in program making and time allocation.
- (ix) The duration and the time allocated to the experimental service are unsuitable to say the least. A large number of interested people are deprived of the opportunity to enjoy the program and others are tempted to forsake other things to see it. Three hours is much too long for someone to sit and watch the program.
- (x) Consideration should be given to allocating prime time once a week for this purpose. By this manner the integration of the program into general programming will bring Australians of different cultural backgrounds closer and help them realise their common destiny and accept their diversity.
- (xi) Local and overseas news, and panel discussions, must gradually be introduced with discretion.

- (xii) If ethnic television is to function well and fulfill its purpose English and ethnic languages must be used where appropriate.
3. (i) The experimental ethnic television service appears to have been done in a somewhat rushed manner with the producers grabbing material from wherever they can.
 - (ii) There seems to have been a failure to develop a proper experimental format or to identify a target audience or set of objectives for the experimental service.
 - (iii) Political subjects in programs should be handled with care and sensitivity but should not be totally eliminated. However, communities should not be put in the position of having to counter overseas government propaganda.
 - (iv) Programming should concentrate on local material. Ethnicity are ethnicity in Australia not overseas. Communities should be able to present themselves without resorting to overseas material.
 4. (i) General community reaction to the experimental service has been good.
 - (ii) It is good that such a service exists.
 5. (i) Would question whether some of the programs give migrants the identity that they are seeking.
 - (ii) Programs about Australia are better placed on ordinary television than on an ethnic service.
 - (iii) There have been complaints from the Chinese community about the lack of Chinese programs.
 6. (i) Enjoyed the Portuguese item in Program 7 because of its emphasis on folkloric traditions. Migrants do not come to Australia to learn a new way of life - they already have one. Their traditions are what they bring to Australia and what they wish to show to the rest of the community.
 7. (i) There is a lack of local Sydney productions; overseas productions are good but don't relate to local conditions (e.g. problems faced by migrants).
 - (ii) Local productions could focus on the life of migrants in Australia, their problems, their entertainment etc.
 - (iii) The programs to date have not achieved their objective of bringing minorities and the majority together.
 - (iv) English sub-titles should be used in programs in community languages.
 - (v) The Greek singer who featured three times in one program did not reflect Greek traditional music. Her songs were offensive to members of the Greek community.
 - (vi) Format of the experimental service should not be continued in the permanent service.

8. (i) The experimental ethnic television service to date has not really been very experimental, it has been more of a test run to check on the suitability of people for the permanent service.
- (ii) Ethnic television should not feature language programs like ethnic radio, it should be multicultural in emphasis.
- (iii) English should be used as a cement to bind all the program items together.
- (iv) Sub-titles should be avoided.
- (v) Long items should be avoided.
- (vi) The use of local talent should be encouraged within the experimental service.
- (vii) Interviewers should avoid embellishing the responses of their interviewees, nor interpose themselves between the camera and interviewees.
- (viii) Notices in a shop in the Lebanese taxi-driver item had political connotations. Also the interviewer changed the interviewee's name in the sequence from "Ali" to "Alan".
9. (i) Panel discussions to date have been artificial and empty. They have not led anywhere or said anything.
- (ii) Commentaries on program items should be written by people from ethnic communities aware of and sensitive to the needs and problems of those communities.
10. (i) The Canadian film on a Chilean worker "Steel Blues" was completely objectionable.
- (ii) The Government's criteria for ethnic broadcasting include avoidance of political partisanship and this should apply to television.
11. (i) The purpose of ethnic television is to help Australians - particularly ethnic Australians. Ethnic television should be an extension of ethnic radio - no more, no less. It should assist by providing education, information and presenting the cultures of ethnic groups. It should concentrate on the ethnic communities in Australia.
12. (i) Programs should not divide communities by presenting extreme points of view.
- (ii) Ethnic television should be devoted to cultural programming and should not include political matter.