

century's most powerful persuaders - information and entertainment. At the same time he tells the fascinating parallel tale of the communications revolution which Murdoch knew how to exploit and which has made possible global influence on this scale and hastened the worldwide spread of western popular culture. William Shawcross has had access to Murdoch, his family and his aides in the furthest corners of the News empire. With a wealth of research he has produced a complex portrait of a twentieth-century phenomenon with unprecedented power in the global village.

CHINA TURNED ON: TELEVISION, REFORM, AND RESISTANCE

James Lull. - London: Routledge, 1991.

The years following the Cultural Revolution have seen the arrival of television as part of China's effort to 'modernise' and open up to the West. Endorsed by the Deng Xiaoping regime as a 'bridge' between government and the people, television became at once the official mouthpiece of the Communist

Party and the most popular form of entertainment for Chinese people living in the cities. But the authorities failed to realize the unmatched cultural power of television to inspire resistance to official ideologies, expectations, and lifestyles. The coming of television has intensified the fundamental contradictions of China's socialist society. Its presence in the homes of the urban Chinese has strikingly broadened the cultural and political awareness of its audience and has provoked the people, long treated as compliant recipients of state ideology, to imagine better ways of living as individuals, families, and as a nation. Set within the framework of China's political and economic environment in the modernization period, James Lull's analysis is based on ethnographic data collected in China before and after the Tiananmen Square disaster. He has interviewed leading Chinese television executives and nearly one hundred families in Beijing, Shanghai, Guangzhou, and Xian. Lull shows how Chinese television fosters opposition to the government through the work routines of

media professionals, the polysemy of television imagery, and the roles of critical, active audience members.

MY FRIEND ARNOLD'S GUIDE TO CAMCORDERS

Gareth Powell. - St Leonards NSW: Allen & Unwin, 1992.

My friend Arnold's Guide to Camcorders demystifies the jargon-filled world of the video camera - the camcorder. It makes it possible for the absolute beginner, even the mythical Arnold, to make videos that are viewable, interesting and professional in style and content. Gareth Powell, the computer and travel editor for the *Sydney Morning Herald*, offers advice on the best video camera to buy, how to take care of it and how it works. This is a funny yet factual look at the subject of camcorders, full of personal but apposite anecdotes. Step-by-step instructions are given in a series of letters to Arnold, the all-time dunce. This approach, so successful in the bestseller *My Friend Arnold's Book of Personal Computers* will enable all readers to use their camcorders and enjoy the result.



GUIDE FOR SERVICE PROVIDERS UNDER CLASS LICENCES - ATTACHMENTS

IN RESPONSE TO NUMEROUS REQUESTS FOR THESE FOUR ATTACHMENTS TO GUIDE FOR SERVICE PROVIDERS UNDER CLASS LICENCES, WE HAVE REPRODUCED COPIES OF THEM BELOW. THE GUIDE WAS INCLUDED IN ABA UPDATE No. 2.

ATTACHMENT A

EXCERPTS FROM SCHEDULE 2 TO THE BROADCASTING SERVICES ACT 1992

STANDARD CONDITIONS APPLICABLE TO CLASS LICENCES

PART 2 - SPECIAL CONDITIONS

Broadcasting of political or controversial material

3.(2) If, during an election period, a broadcaster broadcasts election matter, the broadcaster must give reasonable opportunities for the

broadcasting of election matter to all political parties contesting the election, being parties which were represented in either House of the Parliament for which the election is to be held at the time of its last meeting before the election period.

(3) This clause does not require a broadcaster to broadcast any matter free of charge.

Identification of certain political matter

4.(2) If a broadcaster broadcasts politi-

cal matter at the request of another person, the broadcaster must, immediately afterwards, cause the required particulars in relation to the matter to be announced in a form approved in writing by the ABA.

(3) A broadcaster must, in relation to political matter broadcast at the request of another person, keep a record of the name, address and occupation of the person or, if the person is a company, the name and the address of the principal office of the person for the re-

quired period and must give to the ABA any particulars of the record that the ABA, by written notice, requires.

- (4) For the purposes of this clause, a person authorises the broadcasting of political matter only if the person is responsible for approval of the content of the political matter and the decision to present it for broadcasting.

Records of matter broadcast

- 5.(2) If a broadcaster broadcasts matter relating to a political subject or current affairs, being matter that is in the form of news, an address, a statement, a commentary or a discussion, the broadcaster must cause a record of the matter to be made in a form approved in writing by the ABA.
- (3) Subject to this clause, a broadcaster must retain in his or her custody a record so made for a period of:
 - (a) 6 weeks from the date on which the matter was broadcast; or
 - (b) if a complaint has been made about the matter - for 60 days from the date on which the matter was broadcast;
 or for such longer period as the ABA, in special circumstances, directs in writing.
- (4) If a person considers that a record so made is admissible in evidence in proceedings instituted, or proposed to be instituted, in a court, being a record that is held under subclause (3), the person may give to the broadcaster a notice in writing informing the broadcaster that the record may be required for the purposes of the proceedings.
- (5) If such a notice is given to a broadcaster in respect of a record, the broadcaster must, subject to this clause, retain the record until the proceedings or the proposed proceedings to which the notice relates have been finally determined.
- (6) If the proceedings are not instituted within a period of 3 months after the notice is given to the broadcaster, subclause (5) ceases

to apply to the record at the end of that period.

- (7) The obligation imposed by this clause on a broadcaster to retain a record does not apply at any time when the record is in the custody of a court in connection with proceedings instituted in the court.
- (8) If the ABA is of the opinion that a matter of which a record has been made under this clause is of sufficient historic interest to justify its being permanently preserved, the ABA may direct in writing a person who has custody of the record to deliver it for safe keeping to a person or authority specified by the ABA, and the person to whom the direction is given must comply with the direction but is entitled to fair compensation.
- (9) A broadcaster must, without charge, make available to the ABA, upon request, any specified record made by the broadcaster under subclause (2) that has been retained by the broadcaster (whether or not the broadcaster is, at the time of the request, under an obligation to retain the record).

Advertisements relating to medicines

- 6.(2) A broadcaster must not broadcast an advertisement relating to a medicine unless the text of the proposed advertisement has been approved:
 - (a) by the Secretary to the Department of Community Services and Health under subclause (3); or
 - (b) by the Minister on appeal to the Minister under this clause.
- (3) A person may apply, in writing, to the Secretary to the Department of Community Services and Health for approval of the text of a proposed advertisement relating to a medicine.
- (4) If an application is made, the Secretary to the Department of Community Services and Health may, in writing, approve or disapprove the text.
- (5) The Secretary to the Department of Community Services and Health must give the applicant written

notice of the approval or disapproval.

- (6) If:
 - (a) an application is made under subclause (2); and
 - (b) the Secretary to the Department of Community Services and Health does not notify the applicant of the Secretary's approval or disapproval of the text within 60 days after the day on which the application was made;
 the Secretary is taken to have approved the text under subclause (3) at the end of that period.

PART 7 - SERVICES PROVIDED UNDER CLASS LICENCES

Conditions applicable to broadcasting services provided under class licences

- 11.(1) The following conditions apply to the provision by a person of a broadcasting service under a class licence:
 - (a) the person will not broadcast an advertisement or sponsorship announcement for, or for the use of, cigarettes, cigarette tobacco or any other tobacco product;
 - (b) the person will comply with program standards applicable under Part 9 of the Act;
 - (c) the person will not use the broadcasting service in the commission of an offence against another Act or a law of a State or Territory;
 - (d) the person will comply with the special conditions outlined in Schedule 2, Part 2, clauses 3, 4, 5 and 6 in relation to the broadcasting of political or controversial material, the identification of certain political matter, records of matter broadcast, and advertisements relating to medicines.
- (2) The provision by a person of a subscription broadcasting service or a subscription narrowcasting service under a class licence is also subject to the condition that subscription fees will continue to be the predominant source of revenue for the service.

ATTACHMENT B

PROGRAM STANDARDS APPLICABLE TO CLASS LICENCES

TELEVISION PROGRAM STANDARDS

The following program standards are applicable to class licences relating to television services (*subscription television narrowcasting services; open narrowcasting television services*).

GENERAL PROGRAM STANDARDS

- 2.(a) No program transmitted by a licensee may, when considered as a whole:
 - (i) simulate news or events in such a way as to mislead or alarm viewers;
 - (ii) depict the actual process of putting a subject into a hypnotic state;
 - (iii) be designed to induce a hypnotic state in viewers;
 - (iv) use or involve the process known as 'subliminal perception' or any other technique which attempts to convey information to the viewer by transmitting messages below or near the threshold of normal awareness.
- (b) A licensee may not transmit a program which:
 - (i) is likely to incite or perpetuate hatred against; or
 - (ii) gratuitously vilifies; any person or group on the basis of ethnicity, nationality, race, gender, sexual preference, religion or physical or mental disability.

NEWS PROGRAMS;

15. News programs (including news flashes) transmitted by a licensee must:
 - (a) present news accurately, fairly and impartially;
 - (b) clearly distinguish the reporting of factual material from commentary and analysis;
 - (c) not present news in such a manner as to create public panic or distress to viewers;
 - (d) not present advertising matter as if it were news.

INTERVIEWS AND TELEPHONE CONVERSATIONS;

17. A licensee must not transmit the words of an identifiable person unless:
 - (i) that person has been informed in advance that the words may be transmitted; or
 - (ii) in the case of words which have been recorded without the knowledge of the person, that person has subsequently, but prior to the transmission, indicated consent to the transmission of the words.

TELEVISION ADVERTISING CONDITIONS

Definitions

- 1.(a) The following definitions apply in these Television Advertising Conditions unless the contrary intention appears:

Advertisement means

- (i) matter which draws the attention of the public, or a segment thereof, to a product, service, person, organisation or line of conduct in a manner calculated to promote or oppose, directly or indirectly that product, service, person, organisation or line of conduct.
- (ii) for the purpose of these conditions the term advertisement does not include:

the transmission of matter of an advertising character as an accidental or incidental accompaniment of the transmission of other matter in circumstances in which the licensee does not receive payment or other valuable consideration for transmitting the advertising matter;

an announcement of 10 seconds duration or less of the name and business of a sponsor of a program at the beginning and end of that program, provided the program is not less than 15 minutes long;

community service announcements for which the

licensee does not receive payment or other valuable consideration for their transmission;

station identifications;

program promotions.

- (b) These Television Advertising Conditions apply notwithstanding any State Law which purports to impose an obligation on a licensee inconsistent with them.
 - (c) These conditions may be referred to by the abbreviation TAC. For example this is TAC 1(c).
2. All advertisements transmitted by a licensee must comply with these Television Advertising Conditions and the Television Program Standards so far as they are applicable.

CHILDREN AND ADVERTISING

- 5.(a) Special care and judgment must be exercised in respect of advertisements directed to children.
- (b) Without limiting the generality of paragraph (a), advertisements directed to children must comply with Children's Television Standards CTS 10, 17, 18, 19, 20 and 21.
- (c) During C periods (as defined in CTS 1(1)), the Children's Television Standards apply.
- (d) A licensee shall not broadcast advertisements during P periods (as defined in CTS 1(1)).

CHILDREN'S TELEVISION STANDARDS

(for 'Tribunal' please read 'Authority')

Definitions

- 1.(1) The following definitions apply in these children's television standards unless the contrary intention appears:

Australian Children's Drama (C drama) means a program which meets the requirements for Australian-produced children's television drama in CTS 11.

break means any broadcast which interrupts a program or comes between programs.

C band means the period of time as follows:

4.30pm to 8.30pm Monday to Friday 7.00am to 8.30pm Saturday, Sunday and school holidays.

C period means a period nominated by a licensee pursuant to CTS 3 (1) (e) during which a licensee shall broadcast C programs.

P band means the period of time as follows:

8.30am to 4.30pm Monday to Friday.

P period means a period nominated by a licensee pursuant to CTS 3 (1) (e) during which a licensee shall broadcast P programs.

C program means a program which meets the criteria of suitability for primary school children in CTS 2 and has been so classified by the Tribunal.

P program means a program which meets the criteria of suitability for preschool children in CTS 2 and in respect of any program broadcast on or after 1 January 1992 has been classified by the Tribunal as a P program.

children are people younger than 14 years of age;

Primary School Children are those who are in primary school.

Preschool Children are those who have not yet started primary school. a first release program in respect of a particular licensee is one which has not previously been broadcast in the licensee's service area.

licensee means the holder of a commercial television licence or a remote television licence.

notifying licensee means a licensee which furnishes schedules to the Tribunal in accordance with CTS 3(1)(e) on behalf of either itself or itself and other related licensees.

month means a calendar month, year means a calendar year starting on 1 January and ending on 31 December.

a **premium** is anything offered with or without additional cost that is intended to induce the purchase of an advertised product or service.

a **disclaimer** is a statement which attempts to limit or deny any legal liability which might otherwise fall

on the advertiser.

school holidays means the government primary school holidays in each service area.

- (2) The Children's Television Standards apply to all **P programs** and to all **C programs** broadcast during the C band and to all breaks immediately before, during and immediately after both **C** and **P programs**.
- (3) These standards apply to programs in a series as they do to single programs, except that for the purposes of classification a number of programs in a series may be treated as if they were one program.
- (4) The Television Program Standards (TPS) of the Tribunal apply in addition to these standards except where they are inconsistent. Those Television Program Standards are inoperative to the extent of any inconsistency with these standards.
- (5) These standards may be referred to by the abbreviation 'CTS'. For example, this is CTS 1 (5). Where appropriate, references to Television Program Standards (TPS) and Television Advertising Conditions (TAC) appear in italics.

[CTS 1(6) has been repealed]

CONTENT OF ADVERTISEMENTS

17. No advertisement may mislead or deceive children, and nothing in these standards shall be taken to limit the obligation imposed by this standard.

PRESSURE IN ADVERTISEMENTS

- 18.(1) A licensee may not broadcast any advertisement designed to put undue pressure on children to ask their parents or other people to purchase an advertised product or service.
- (2) No advertisements may state or imply:
 - (a) that a product or service makes children who own or enjoy it superior to their peers; or
 - (b) that a person who buys an advertised product or service for a child is more generous than a person who does not.

CLEAR PRESENTATION

- 19.(1) Advertisements must accurately represent the advertised product or service.
- (2) Claims made in advertisements must not be ambiguous.
- (3)(a) Advertisements in which children are depicted using products (including toys and games) must fairly represent the performance which a child of the age depicted can obtain from those products.
- (b) If the size of the product is not clear in a live action advertisement it must be made clear by reference to something which a child can readily recognise.
- (4) If accessories (for example batteries, transformers or doll's clothes) are needed to operate or enjoy a product depicted in an advertisement then:
 - (a) this must be able to be clearly understood by children;
 - (b) reference to price must clearly differentiate between the price of the product and the price of any accessories.
- (5) Prices, if mentioned, must be accurately presented in a way which can be clearly understood by children, and not minimised by words such as 'only' or 'just'.
- (6) An advertisement for a food product may not contain any misleading or incorrect information about the nutritional value of that product.

DISCLAIMERS AND PREMIUM OFFERS

- 20.(1) Any disclaimer must be presented conspicuously.
- (2) A premium offer should not stimulate any unreasonable expectation of the product or service advertised. If a premium is offered, then:
 - (a) any reference to the premium must be incidental to the main product or service advertised; and
 - (b) any conditions which must be met before obtaining the premium must be clearly presented.

COMPETITIONS

21. If competitions for children are referred to in programs or advertisements, a summary of the basic rules must be stated. Any statement about the chance of winning must be clear, fair and accurate.

RADIO PROGRAM STANDARDS

The following program standards are applicable to class licences relating to radio services (subscription radio broadcasting services; subscription radio narrowcasting services; open narrowcasting radio services)

Definitions

- 1.(a) The following definitions apply in these Radio Program Standards unless the contrary intention appears: **Licensee** means the holder of a public radio licence, commercial radio licence, supplementary radio licence, public broadcasting station licence, commercial broadcasting station licence or remote radio licence.

Time of origin means the time according to the time zone of the place from where the service originates within a licensee's service area.

Observance of radio program standards will be according to time of origin.

- (b) These standards may be referred to by the abbreviation RPS. For example, this is RPS 1(b).

PROHIBITED MATTER

2. A licensee may not transmit a program which may:
 - (a) incite, encourage or present for their own sake violence or brutality;
 - (b) simulate news or events in such a way as to mislead or alarm listeners;

- (c) present as desirable the misuse of alcoholic liquor; or
- (d) present as desirable the misuse of drugs or narcotics.

3. A licensee may not transmit a program which:
 - (a) is likely to incite or perpetuate hatred against; or
 - (b) gratuitously vilifies; any person or group on the basis of ethnicity, nationality, race, gender, sexual preference, religion or physical or mental disability.

NEWS PROGRAMS

5. News programs (including news flashes) transmitted by a licensee must:
 - (a) present news accurately;
 - (b) not present news in such a way as to create public panic, or unnecessary distress to listeners;
 - (c) distinguish news from comment.

INTERVIEWS AND TALK-BACK PROGRAMS

7. A licensee must not transmit the words of an identifiable person unless:
 - (a) that person has been informed in advance that the words may be transmitted; or
 - (b) in the case of words which have been recorded without the knowledge of the person, that person has subsequently, but prior to the transmission, indicated consent to the transmission of the words.

RADIO ADVERTISING CONDITIONS**Definitions**

- 1.(a) The following definitions apply to these Radio Advertising Conditions unless the contrary intention appears:

Licensee means

- (i) the holder of a commercial radio licence, supplementary radio licence, commercial broadcasting station licence or remote radio licence.

Advertisement means

- (i) matter which draws the attention of the public, or a segment thereof, to a product, service, person, organisation or line of conduct in a manner calculated to promote or oppose, directly or indirectly, that product, service, person, organisation or line of conduct.

- (ii) for the purposes of these conditions the term advertisement does not include:

the transmission of matter of an advertising character as an accidental or incidental accompaniment of the transmission of other matter in circumstances in which the licensee does not receive payment or other valuable consideration for transmitting the advertising matter; community service announcements for which the licensee does not receive payment or other valuable consideration for their transmission; station promotions; program promotions.

- (b) These conditions may be referred to by the abbreviation 'RAC'. For example, this is RAC 1(b).

GENERAL

2. Advertisements transmitted by a licensee must:
 - (a) not be presented as news programs or other programs;
 - (b) comply with the Radio Program Standards so far as they are applicable.

ATTACHMENT C

SECTION 123 OF THE BROADCASTING SERVICES ACT 1992

CODES OF PRACTICE

Section 123(1) of the *Broadcasting Services Act 1992* states that it is the intention of the Parliament that radio and television industry groups representing providers of subscription broadcasting, subscription narrowcasting and open narrowcasting services develop, in consultation with the ABA and taking account of any relevant research conducted by the ABA, codes of practice that are to be applicable to the broadcasting operations of each of those sections of the industry.

(2) Codes of practice developed for a section of the broadcasting industry may relate to:

- (a) preventing the broadcast of programs that, in accordance with community standards, are not suitable to be broadcast by that section of the industry; and
- (b) methods of ensuring that the protection of children from exposure to program material which may be harmful to them is a high priority; and
- (c) methods of classifying programs that reflect community standards;
- (d) promoting accuracy and fairness in news and current affairs programs;
- (e) preventing the broadcasting of programs that:
 - (i) simulate news or events in a way that misleads or alarms an audience; or
 - (ii) depict the actual process of

putting a person into a hypnotic state;

(iii) are designed to induce a hypnotic state in the audience; or

(iv) use or involve the process known as 'subliminal perception' or any other technique that attempts to convey information to the audience by broadcasting messages below or near the threshold of normal awareness; and

- (f) [not relevant to class licences]
 - (g) [not relevant to class licences]
 - (h) methods of:
 - (i) handling complaints from the public about program content or compliance with codes of practice; and
 - (ii) reporting to the ABA on complaints so made; and
 - (i) captioning of programs for the hearing impaired; and
 - (j) [not relevant to class licences]
 - (k) in the case of codes of practice developed by subscription broadcasting licensees - dealings with customers of the licensees including methods of billing, fault repair, privacy and credit management;
 - (l) such other matters relating to program content as are of concern to the community.
- (3) In developing codes of practice relating to matters referred to in paragraphs (2)(a) and (c), community attitudes to the following matters are to be taken into account:
- (a) the portrayal of programs of physical and psychological violence;

(b) the portrayal in programs of sexual conduct and nudity;

(c) the use in programs of offensive language;

(d) the portrayal in programs of the use of drugs, including alcohol and tobacco;

(e) the portrayal in programs of matter that is likely to incite or perpetuate hatred against, or vilifies, any person or group on the basis of ethnicity, nationality, race, gender, sexual preference, age, religion or physical or mental disability;

(f) such other matters relating to program content as are of concern to the community.

(4) If

(a) a group representing a particular section of the broadcasting industry develops a code of practice to be observed in the conduct of the broadcasting operations of that section of the industry; and

(b) the ABA is satisfied that:

- (i) the code of practice provides appropriate community safeguards for the matters covered by the code; and
- (ii) the code is endorsed by a majority of the providers of broadcasting services in that section of the industry; and
- (iii) members of the public have been given an adequate opportunity to comment on the code;

the ABA must include that code in the Register of codes of practice.

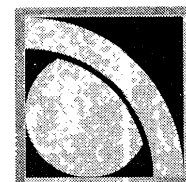
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Australian Broadcasting Authority

ATTACHMENT D

TRANSMITTER FEES APPLICABLE TO CLASS LICENCE SERVICES USING THE BROADCASTING SERVICES BANDS

A station that uses for transmission purposes:		Per Year
A.	an occupied bandwidth which is not more than 36 kHz; or a transmitter power not exceeding 1 watt	\$28
B.	an occupied bandwidth which is not more than 500 kHz; or a transmitter power greater than 1 watt, but not exceeding 10 watts	\$141
C.	an occupied bandwidth which is not more than 3,000 kHz; or a transmitter power greater than 10 watts, but not exceeding 100 watts	\$369
D.	an occupied bandwidth which is not more than 10,000 kHz; or a transmitter power greater than 100 watts, but not exceeding 1,000 watts	\$740
E.	an occupied bandwidth which is more than 10,000 kHz; or a transmitter power greater than 1,000 watts	\$1,466

Explanatory Notes:

For licences with a duration of less than 1 year use the following formula to calculate the appropriate fee:

Part year fee = Fee per year x Licence Duration (in days) / 365

Note - Minimum fees apply:

Licence type A : minimum fee = \$21

Licence types B-E : minimum fee = \$30

Fees are not required until the application for the transmitter licence is approved.



Head Office

Sydney Tandem House
76 Berry Street
North Sydney, NSW 2060
Tel: (02) 959 7811
(008) 22 6667
Fax: (02) 954 4328
(FaxStream)
DX 10528 North Sydney
Postal address:
PO Box 1308
North Sydney, NSW 2059

Canberra Level 5, Blue Building
Benjamin Offices
Chan Street
Belconnen, ACT 2617
Tel: (06) 256 2800
Fax: (06) 253 3277
Postal address:
PO Box 34
Belconnen, ACT 2616

Melbourne 14th Floor
Marland House
570 Bourke Street
Melbourne, Vic 3000
Tel: (03) 670 1777
Fax: (03) 670 4821
(FaxStream)

Brisbane 8th Floor
444 Queen Street
Brisbane, Qld 4000
Tel: (07) 832 4702
Fax: (07) 832 1623

Adelaide 3rd Floor
70 Light Square
Adelaide, SA 5000
Tel: (08) 231 1454
Fax: (08) 231 1452

Perth 10th Floor
251 Adelaide Terrace
Perth, WA 6000
Tel: (09) 325 7041
Fax: (09) 221 1631

State Broadcasting Engineers

NSW 8th Floor
Victoria Cross Building
60 Miller Street
North Sydney, NSW 2060
Tel: (02) 922 9131

Vic 3rd Floor, Building 3
6 Riverside Quay
South Melbourne, Vic 3205
Tel: (03) 685 3567

Qld 1st Floor
424 Upper Roma Street
Brisbane, Qld 4000
Tel: (07) 238 6353

SA 13th Floor
10-20 Pulteney Street
Adelaide, SA 5000
Tel: (08) 228 6852

WA 12th Floor
256 Adelaide Terrace
Perth, WA 6000
Tel: (09) 323 1747

Tas 4th Floor
3 Brooke Street
Hobart, Tas 7000
Tel: (002) 20 5274