

## NEW IN THE LIBRARY

**THE ABA LIBRARY ALLOWS PUBLIC ACCESS TO ITS COLLECTION FOR RESEARCH PURPOSES DURING NORMAL BUSINESS HOURS, HOWEVER BORROWING IS NOT PERMITTED. THE FOLLOWING TITLES HAVE BEEN SELECTED FROM THE RANGE OF NEW ADDITIONS TO THE LIBRARY. THESE ENTRIES ARE INDICATIVE OF THE SUBJECT MATTER, BUT ARE NOT INTENDED AS CRITICAL COMMENT OR REVIEW.**

### **NATIONAL AGENDA FOR WOMEN: IMPLEMENTATION REPORT**

Office of the Status of Women. Canberra Australian Government Publishing Service, 1992

The Government is committed to ensuring that its policies and programs operate to improve the status of women by providing economic security and independence, freedom from discrimination and equality of opportunity in all spheres of activity. It is committed to ensuring that women's needs are fully taken into account in the development and administration of government programs. This report provides an overview of the major initiatives taken in 1991-92 and the commitments announced in the 1992-93 Budget which further the objectives of the agenda.

### **ELEMENTS OF BROADCASTING ECONOMICS**

Bureau of Transport and Communications Economics. Canberra, Australian Government Publishing Service, 1993

Despite the enormous changes facing broadcasting in Australia including the new legislation and regulatory regime, the move to a market based system for the allocation of the radio frequency spectrum and the expected expansion of subscriber and other services, there has been little research carried out on the economics of broadcasting services in Australia. This report is part of the Bureau's program of research to study the operational performance of the industry and the effects of the substantial technological and structural changes facing it. It concentrates on the general economic aspects of broadcasting and the performance of commercial radio.

(a more detailed review is on p.8)

### **THE SECOND GENERATION: THE LESSONS OF SATELLITE TELEVISION IN WESTERN EUROPE**

Richard Collins. Oxford, Economic and Social Research Council, 1991. (PICT policy research papers, no. 12)

This paper traces developments in 'first', 'second' and 'third' generation satellites in Western Europe. Using evidence of viewing habits in Sweden, the Netherlands, West Germany and the UK and the experiences of second generation television program channels, Sky Television and Super Channel, it explores the reasons why the early promise of satellite television was not matched by its performance. Communication satellites have the potential to deliver more competition and choice in both telecommunications and broadcasting services. However, competition from terrestrial television for advertising revenue, licences to transmit programs and the attention of viewers, were major factors in the overall lack of success of satellite television to this date. Other factors included the cost of viewer access to satellite television and the superior resources terrestrial television companies had at their disposal for program making and acquisition.

### **THE AUSTRALIAN SMALL BUSINESS GUIDE**

Bob Sims and Sara Williams. Ringwood, Vic., Penguin Books, 1993

This book is based on a comprehensive guide for small business written for the UK market, revised and adapted for Australian conditions. This practical, comprehensive guide provides all the necessary steps to start and operate a successful business including how to: find that niche market; build and retain profits; collect debts and look after cash flow; understanding franchising as one route to success; attract and hold the

right employees. The book discusses the common errors to be avoided and shows how to build on strengths and talents to be successful, no matter what the economy is doing

### **GLAD ALL OVER: THE COUNTDOWN YEARS 1974-1987**

Peter Wilmoth. South Yarra, Vic., McPhee Gribble, 1993.

This book looks back at one of the wildest and most influential products of Australian television. Broadcast on the ABC, 'Countdown' was the first national program of its kind; a fascinating mixture of the would-be's and has-beens, the tasteless and the talented, the beautiful and the ugly, not to mention the truly indescribable, it became the musical backdrop for a generation of Australians.

### **MEDIA AND PUBLIC POLICY**

Edited by Robert J Spitzer. Westport, Connecticut, Praeger, 1993

Political scientists and media specialists accept the commonplace assumption that the mass media have a profound and direct impact on virtually every aspect of the political process, although there are few studies available which examine the relationship between media and policy. This book contains papers by 15 prominent scholars who focus analytic attention on the under examined connection between media and public policy making. Part I, which addresses theoretical perspectives, includes a chapter on media impact on the political 'status quo', and another on news making and policy making. Part II includes chapters on Federal Communications Commission (FCC) decisions, understanding public policy through news broadcasts, the role the media plays in economic development and agenda setting, and

media and the right to privacy. Part III discusses media and comparative foreign policy dimensions and includes a chapter on how AIDS reporters in several countries use the media to affect policy making.

#### **1993 NAB HDTV WORLD CONFERENCE PROCEEDINGS**

**Papers presented at the third NAB HDTV World Conference, Las Vegas April 19-22, 1993. Washington, National Association of Broadcasters, 1993**

Papers in these proceedings include papers focussing on the practical aspects of initiating high definition television (HDTV) services to consumers; broadcast transmission equipment for HDTV, studio production techniques and operations, and developments in consumer HDTV equipment. Also included is the full text of the report of the FCC Advisory Committee on Advanced Television Service; technical descriptions of the HDV technologies demonstrated at the NHK Advanced Technology Exhibit 1993 held at NAB'93 and four additional papers on HDTV-related subjects that were presented at the 47th Annual Broadcasting Engineering Conference.



#### **UPCOMING SEMINARS**

Three one-day seminars will be held at the Centre for Media & Telecommunications Law & Policy, The University of Melbourne Law School on 30, -31 October and 1 November.

**1 Australian Content: New Rules and Policies?** Saturday 31 October.

Speakers include Brian Johns, Chairman ABA and Debra Richards, Director Programs ABA.

**2 The Right to Investigate and Report** Sunday 31 October.

**3 Access to the Spectrum and the New Radiocommunications Act** Monday 1 November 1993.

For further information and registration, contact Ms Naomi Perkins, Manager, CMTLP.

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#### **LETTER TO THE EDITOR**

The statistics quoted in Senator Crowley's speech on the Portrayal of Women in the Media (printed in your issue 11) will undoubtedly be taken as authoritative, so I should point out one serious (if unwitting) error.

Senator Crowley quotes ABT-sponsored research which found that 30 per cent of women reported a preference for drama programs and only 10 per cent for sport. She then quotes figures from the same ABT research report which point to drama occupying only 10 per cent of peak viewing periods, while sport occupies 24 per cent.

These last two figures are quite wrong. The correct figures for 1990 - the year referred to in the ABT research report - are given in the ABT's *Broadcasting in Australia*, published in September 1991. They indicate that in prime time drama occupied 50.5 per cent of all programs and sport 7.3 per cent.

Clearly, had Senator Crowley had these figures, she would not have concluded that women's preferences were not currently satisfied, and that 'it is as if they are invisible'.

Yours sincerely

Tony Branigan

**General Manager**

**Federation of Australian**

**Commercial Television Stations**

#### **Response**

*Mr Branigan is correct that the figures quoted by Senator Crowley are not an accurate reflection of transmission time devoted to drama and sport. Senator Crowley quoted from a publication of the Australian Broadcasting Tribunal (ABT), Community Views on Broadcasting Regulation, published in 1990. On page 4 it states that for 1990 the average commercial station devoted 9.7 per cent of transmission time (between 6.00 a.m. and midnight) to drama and 24.1 per cent to sport. The correct figures for 1990 are 36.5 per cent of transmission time (between 6.00 a.m. and midnight) devoted to drama and 14.3 per cent to sport. The figures quoted by Mr Branigan for 1990 are for prime time (6.00 p.m. to 10.00 p.m.). The figures quoted in the ABT publication represent drama and sport as a percentage of Australian programs transmitted by commercial stations.*

