

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.

