

NEW IN THE LIBRARY

velops a suggested action plan based upon the conference contributions and working group discussions. A conclusion by the conference facilitator summarises the main themes of the conference.

GLOBALISATION AND NATIONAL CULTURE: STRUCTURE, REGULATION AND CONTENT IN THE ADVERTISING INDUSTRY IN AUSTRALIA: POLICY RESEARCH PAPER ; NO 24

Dr John Sinclair. - Melbourne: CIRCI, 1992.

Advertising is an industry which uses the media of social communication to link the producers of goods and services with their potential consumers. It is inherently cultural because in this process it gives visual and verbal form to social identities and ideals. The workings of the 'manufacturing/marketing/media complex', of which advertising is the most visible part, is outlined and the major corporate players identified. Part

icular attention is paid to evidence of globalisation, including the integration of Australia into the Asia-Pacific region, and also the effect which globalisation has upon advertising content. The debate over 'global brands' (international standardised) versus 'multidomestic' (specific national markets) strategies will be considered in the light of the recent inquiry by the Australian Broadcasting Tribunal into 'Foreign content in television advertisements'. Available evidence is evaluated concerning the impact of the new regulation, under which a proportion of foreign-made advertisements may now appear on television.

CAREER TRANSITIONS

Paul Stevens. - Sydney: The Centre for Worklife Counselling, 1990.

This book is intended for human resource professionals, career counsellors, trainers and managers who develop programs and policies affecting

people's careers. It incorporates the latest research findings in adult career development and the personal experiences of the author while engaged in counselling people and advising organisations. Part 1 describes the career transition journey - its complexities, its hazards, its misconceptions - as people search for a sense of self-worth in their occupational activities and life management. Part 2 shows how people can analyse their worklife assets and limitations, and establish and implement career development actions which are meaningful to them and those for whom they care. Part 3 is a guide for all involved in counselling others as they prepare for and make career decisions. Part 4 illustrates the value to an employer in helping employees manage their careers and assist them explore their work environment for opportunities which fit what they discover they want and, in turn, benefit those who pay them.



LICENCE GRANTS

A number of public, supplementary and remote radio licences which the Australian Broadcasting Tribunal had decided should be granted, had not been formally granted prior to the Tribunal's abolition on 4 October 1992.

Under the provisions of the *Broadcasting Services (Transitional Provisions and Consequential Amendments) Act 1992*, the ABA has now granted those licences to the following companies or corporations for the provision of the specified type of broadcasting services to the areas shown:

BROADCASTER IDENTIFIER	AREA	SUCCESSFUL APPLICANT
Public radio (for five year periods)		
ACT		
*	Canberra (RPH)	Print Handicapped Radio of ACT Inc.
NSW		
2CCR	Parramatta	Cumberland Media Association Inc.
2LVR	Forbes	Lachlan Valley Community Radio Inc.
2BLU	Katoomba	Blue Mountains Public Broadcasting Society Inc.
2MIA	Griffith	Griffith City Community FM Association Inc.
Vic		
3NOW	Inner North-West Suburbs, Melbourne	North West Community Radio Association Inc.
*	East Gippsland	Radio East Gippsland Inc.
Qld		
4AAA	Brisbane (Aboriginal)	Brisbane Indigenous Media Association Inc.
4KIG	Townsville (Aboriginal)	Townsville Aboriginal and Islander Media Association Ltd.

BROADCASTER IDENTIFIER	AREA	SUCCESSFUL APPLICANT
4RED *	Redcliffe/Pine Rivers Redlands Shire	Redcliffe Pine Rivers Community Radio Association Inc. Bayside Community Radio Association Inc.
SA		
5RAM 5THE	Adelaide (Christian) Millicent	Christian Radio Inc. Millicent Community Access Radio Inc.
WA		
6HCR *	Port Hedland Kununurra (Aboriginal)	Hedland Community Radio FM Inc. Kununurra Waringarri Aboriginal Corporation
Tas		
* NT 8KTR	Hobart (RPH) Katherine	Broadcast Services for the Handicapped Inc. Katherine Community Radio Inc.
Supplementary radio (for five year periods)		
* 2HIL 2ROX 2TTT 4RUM 4HOT 4MIC	Albury/Wodonga, NSW Broken Hill, NSW Kempsey, NSW Tamworth, NSW Bundaberg, Qld Cairns, Qld Mt. Isa, Qld	Radio Albury-Wodonga Ltd. Far West Radio Pty Ltd. Mid-Coast Broadcasters Pty Ltd. Tamworth Radio Development Co. Pty Ltd. Bundaberg Broadcasters Pty Ltd. Greater Cairns Radio Ltd. North Queensland Broadcasting Corporation Pty Ltd.
Remote radio (for seven year periods)		
4SUN 6SAT	North-East Zone Western Zone	Ausradio Pty Ltd. Trans-West FM Pty Ltd.

* Broadcaster identifier not yet approved



ABA GUIDELINES ON AUSTRALIAN DRAMA FOR PAY TV

The ABA has released draft guidelines on the new Australian drama requirement for pay TV for comment.

The guidelines are a service to the industry and will provide potential pay TV operators with information about the drama requirement while they are at the entry stage.

The *Broadcasting Services (Subscription Television Broadcasting) Amendment Act 1992*, which took effect on 1 December last year, requires a minimum of 10 per cent of program expenditure to be spent each year on new Australian drama programs for pay TV drama services.

The requirement applies to any pay TV licensee providing a service which is predominantly devoted to drama programs.

This requirement will ensure that the new pay TV industry contributes to the development of creative Australian local

product, by securing industry support for Australian drama programs. I expect pay TV will provide exciting opportunities for our production industry,' said ABA Chairman, Mr Brian Johns.

The 10 per cent minimum should be spent on programs which have not been broadcast on another television service, before being broadcast on pay TV.

'As a result pay TV should be more than a secondary market for free-to-air Australian drama programs. Programs can be produced in conjunction with free-to-air broadcasters, but to meet the condition they must be transmitted first on pay TV,' said Mr Johns.

Information provided in the guidelines includes: the definition of new Australian drama, the purchase and sale of program rights, the basis on which program expenditure figures should be calculated.

The ABA anticipates the pay TV industry will develop a range of practices in acquiring and broadcasting program material. The guidelines consider issues which may emerge as the industry develops.

The draft guidelines follow the passage through Parliament of pay TV legislation on 27 November last year (see below). They also coincide with the tender process of MDS (multi-point distribution service) frequencies and the auctioning of satellite pay TV service licences this year.

PAY TV

Pay TV is any form of television service for which the subscriber makes a direct payment to the service provider for access to the service. Under the Broadcasting Services Act three types of pay TV are to be licensed: