



must be noted that the results are not representative of all children aged five to twelve years in Australia and cannot be generalised to a wider population. That is, the results cannot be generalised beyond the children who participated in this research but instead, can be seen to provide a descriptive account of the views of 117 children from various parts of Australia. This work establishes patterns and themes in how children think and talk about television.

A comprehensive literature review and a consultation stage were included in the study. The consultation stage comprised interviews with 23 stakeholders including children's script writers, producers, directors, network representatives, children's book authors and child development experts.

### ABA research

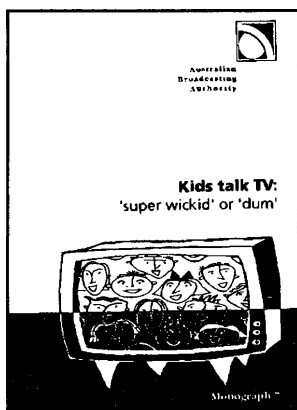
This monograph presents the second stage of the ABA's research project relating to children and television. It provides a counterpart to the initial stage conducted in 1993 which involved a comprehensive study of the views of 1602 primary school children aged eight to twelve years in NSW on the subject of what concerns them on television. The first study was presented in *'Cool' or 'gross' Children's attitudes to violence, kissing and swearing on television*, released in 1994.

One of the purposes of broadcasting regulation, as stated in the *Broadcasting Services Act 1992* is 'to ensure that providers of broadcasting services place a high priority on the protection of children from exposure to program material which may be harmful to them'.

Research into community at-

titudes to program issues provides information about the way broadcasters are meeting this obligation. The ABA believes that research must also include the child's perspective about their broadcasting needs. Hence the priority the ABA has placed on research into children's attitudes towards television.

This research also informs the ABA in developing policy in relation to television for children. This includes determining standards for children's programs on commercial television to ensure that there is programming made especially for them and assessing compliance with those standards, and monitoring whether the commercial television code of practice is working to protect children from potentially harmful programming material. The research results are widely disseminated to assist program makers and broadcasters to understand and serve the interests of children.



*Kids Talk TV: 'super wickid' or 'dum'* completes the ABA's two stage study into children's attitudes to television and is available from the ABA, RRP \$20.

The ABA released the first stage, *'Cool' or 'gross' Children's attitudes to violence, kissing and swearing on television*, in 1994, RRP \$9.95. Both studies available: \$25.

## The ABA allocates new commercial radio licence for Riverland region of South Australia.

# New commercial radio licence for Riverland

The ABA has allocated a second commercial radio licence to 5AU Broadcasters Pty Ltd, licensee of commercial radio service 5RM Renmark.

The ABA has also decided to make channels available for a new community radio service and two new open narrowcasting radio services in the Riverland region of South Australia. In addition, the ABA has reserved spectrum for SBS, ABC and national/community television channels and two new national radio services in the Riverland.

Although sufficient vacant channels exist to provide one or more extra commercial television services in the Riverland, the ABA has not made channels available as there is insufficient interest from entrepreneurs in providing such services.

### Radio

The new commercial radio service, 5RIV, will broadcast on FM 93.1 MHz from Loxton with a translator on FM 97.1 MHz at Morgan.

This new FM licence should

result in a distinctly different service in the Riverland market,' said Mr Peter Webb, ABA Chairman. 'The service will cover most of the populated areas in the Riverland and will increase the choice of radio services available to local listeners.'

The ABA will also make two new medium coverage open narrowcasting radio licences and one medium coverage community radio licence available in the Riverland.

'We haven't made any other radio licences available for the Riverland as there was little demand and the market has a limited ability to generate advertising revenue,' Mr Webb said.

### Television

The ABA has reserved channels for the existing ABC television service, a high power SBS television service, the existing commercial television service and a national/community television service in the Riverland, including channels at Waikerie, Pinnaroo and Lameroo for all these services.

The ABA has also reserved high power UHF channels for the national (ABC) and com-



mercial Riverland Television Service Limited (RTS) television services. The ABC and RTS must vacate the VHF channels (3 and 5A respectively), which they presently occupy, by 30 June 2006.

### Licences allocation

The new community licence will be allocated via a merit-based process while open narrowcasting licences will be auctioned via a price-based process.

'The ABA may decide to auction the open narrowcasting radio licences for the Riverland at the same time as licences for other regions of Australia in a single exercise,' Mr Webb said.

### Licence area plans

The licence area plan (LAP) for the Riverland shows the number and characteristics of all national, commercial, community, and open narrowcasting radio and television services to be made available using the broadcasting services bands of the radiofrequency spectrum.

These are the parts of the spectrum used by AM and FM radio services and VHF and UHF television services.

The characteristics of each service include the service's licence area, carrier frequency, nominal transmitter site and technical conditions, including maximum effective radiated power in all directions.

'National broadcasting services' refer to free-to-air ABC or SBS services or to Parliamentary broadcasts. 'Commercial broadcasting services' are privately owned free-to-air services operated for a profit. 'Community broadcasting services' are free-to-air services provided for community purposes by non-profit groups. 'Open

narrowcasting broadcasting services' are free-to-air services whose reception is limited in some way.

The release of the licence area plan follows extensive public consultation including a public meeting at Berri, as well as release of draft plans and discussion papers explaining the ABA's reasons for its proposals.

A call for written comment on the draft plan resulted in a number of submissions for the Riverland, which the ABA has considered in preparing the plan.

### Interest in providing TV services

Southern Television Corporation Ltd, WIN Television NSW Pty Ltd and Telecasters Australia Ltd initially expressed interest in providing new commercial television services in the Riverland. However they subsequently withdrew their expressions of interest.

Riverland Television Service Limited (RTS), the licensee of the existing commercial television service in the Riverland indicated in a submission that it does not believe the market could sustain an additional service provider.

Establishing an additional high power commercial television service would require a multi-million dollar investment by backers capable of sustaining possibly several years of operating losses. This capacity was not evident.

The ABA wrote to all interested broadcasters on 17 February 1995 asking them to indicate whether they were still interested in providing a second service. Sunshine Broadcasting Network Limited (SBN) was the only broadcaster to express an interest (albeit a qualified one) in providing an additional commercial television service to the area. SBN's

expression of interest was conditional on a second television service licence being available in solus markets including Griffith, Spencer Gulf, Broken Hill, Mildura and Mount Gambier. The ABA has already decided not to make a second commercial television licence available for allocation in Spencer Gulf, Broken Hill or Mt Gambier.

### Options for commercial TV

When required, the ABA will consider options for improving commercial television services in the Riverland area. The ABA will review the licence area plan for television services in the Riverland if strong entrepreneurial interest in providing a second service emerges in the future. The ABA will also consider providing channels to commercial licensees which operate outside the Riverland licence area for re-transmission of their services into the region.

### Channel 5A

Channel 5A is used for television broadcasting at a number of locations throughout Australia, including the Riverland. Use of this channel for television broadcasting is unique to Australia. The frequency range occupied by this channel has been designated internationally for use by defence, meteorological services and Low Earth Orbit (LEO) satellite systems. As a result, this channel is unsuitable for broadcasting services in the Riverland.

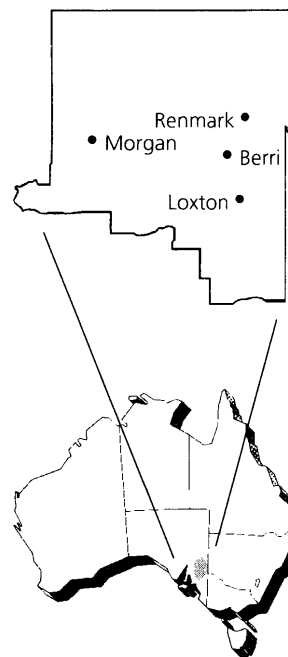
The ABA has made a UHF channel (channel 36) available for use by RTS, the licensee of the existing commercial television service, to enable it to commence simulcasting at any time.

The ABC television service currently operating on VHF

channel 3 will also be required to move to UHF within the same time frame. UHF channel 33 has been made available for its use.

### The ABA planning process

The finalisation of a licence area plan completes stage three of the planning process. The first stage was completed in September 1993 with the release of the ABA's priorities for planning services across Australia. Stage two was completed with the publication of the frequency allotment plan in August 1994, setting out the number of radio and television channels in particular areas of Australia.



Copies of the ABA's LAP (which includes decisions, reasons and records of advice received) can be viewed at the Loxton, Berri, Renmark and Waikerie libraries, or can be obtained from the ABA by telephoning Freecall 1 800 810 241.