



From Samoa to the ABA

Kisa Kupa, assistant chief executive officer of the Ministry of Communications and Information Technology, Samoa, visited the ABA in October to see broadcasting policy and regulation in action.

The Ministry has been given a mandate to develop broadcasting policy for Samoa and Ms Kupa is charged with developing a draft policy by June 2005. The draft is likely to contain options for the government of Samoa to consider, and may include questions such as: why regulate in Samoa: the population is (relative to Australia) small (about 177,000) as is the industry (one public radio and television station, two pay TV services (via cable), one commercial and three Christian radio services, one of which is combined with Christian television).

While in Sydney, Ms Kupa has held discussions with ABA senior managers on how the broadcasting is regulated in Australia, and has also visited the ABC and SBS.

Ms Kupa said the Policy Division of the Ministry is interested in developing a reference group on broadcasting policy, which would include the broadcasters, thereby giving the broadcasters a voice as well as responsibility in policy development. Audience participation and its contribution to broadcasting regulation is also of interest, as is the ABA's audience research program which it uses to keep in touch with community standards.

While the national broadcaster is able to achieve 100 per cent coverage, the costs of television

program production in particular is a limiting factor in Samoa. Television is regarded by the government as a good means of informing the public about its activities. Samoan children can tune in to popular Australian children's television programs such as *The Wiggles* and *Hi Five*. Pay TV, with channels devoted to sport, news and film, has quite low diffusion.



Kisa Kupa (right) during her visit to the ABA, with Lesley Osborne, manager ABA Policy and Research section

C and P programs

Programs granted C and P classification between 22 September 21 October 2004. Producers interested in submitting programs for classification should contact the ABA on (02) 9334 7700.

Program	Episodes	Program style	Program type	Country of origin	New/renewal	Class.	Decision date	Applicant
<i>Foreign Exchange</i> (series 1)	1 – 26	Live action	Drama – Series	Australia	New	CD	30.9.04	Southern Star Entertainment Pty Ltd
<i>Holly's Heroes</i> (series 1)	17 – 26	Live action	Drama – Series	Australia	New	CD	30.9.04	Tosi Westside Pty Ltd
<i>The Christmas Orange</i>	1	Animation	Drama – Other	Canada	New	CD	11.10.04	Nine Network Australia Pty Ltd

C – children's program, CD – C drama, P – preschool, PRC – provisional C, PRP – provisional P Class. – Classification