

ACMA hosts public forum on commercial radio standards

A group of nine panellists discussed the review of the commercial radio standards at the Museum of Sydney in May.

The public forum was held to promote broad discussion of issues under consideration in the review and was webcast to a wide audience via the ACMA's website. The event proved to be a highlight of the consultation period for the issues paper and research for the review, which was released by the ACMA for public comment on 23 February 2010. The period for comment closed on 14 May 2010.

People across the country were invited to listen to the panel of experts and join in the discussion. The panel shared a wide-ranging discussion of key issues in the review and took questions from audience members at the venue and via Twitter.

Broadcaster and journalist Philip Clark moderated the discussion with the following panel of experts:

- > Angela Clark, founder of Streetcorner.com.au and former CEO, Macquarie Radio Network
- > Steve Ahern, Managing Director, Ahern Media & Training, radio trainer and author of the textbook *Making Radio*
- > Peter FitzSimons, prominent journalist and broadcaster
- > Gawen Rudder, Manager, Business Services and Advice, The Communications Council

- > Andrew Condon, national board member, Sponsorship Australasia and Managing Director, M&C Saatchi Sport and Entertainment
- > Jane Caro, author, broadcaster, lecturer at University of Western Sydney and Creative Director, Jara Consulting
- > Catharine Lumby, Professor of Journalism and Director, Journalism and Media Research Centre, University of New South Wales
- > Lesley Hitchens, Professor of Law and Associate Dean (Research), University of Technology, Sydney
- > Michael Fraser, Professor of Law and Director of the Communications Law Centre, University of Technology, Sydney.

The panel discussed its views on key issues in the review, including the need for regulation, the scope of any regulation and how any regulation should be put into operation. There was discussion of key trends in commercial radio, advertising and sponsorship as well as the public interest role of current affairs programs and their importance to Australian citizens.

Since 10 May, hundreds of Australians have viewed the on-demand recording of the webcast, which will be available on the ACMA website for the duration of the review.

Next steps in the commercial radio standards review

The issues paper and research formed the first key consultation point for the review. In the third quarter of 2010, the ACMA expects to release an options paper and will call for submissions on any specific options for regulation that have emerged from the ACMA's research and consultation on the issues paper. ☎

For more information on the review or to access the webcast of the public forum, visit the ACMA website at www.acma.gov.au (go to For the public: Content & advertising > Broadcasting: Broadcasting content regulation > Radio content regulation > Commercial radio standards > Review of commercial radio standards).



Panellists included, from left, Angela Clark, Philip Clark, Steve Ahern, Catherine Lumby, Andrew Condon, Lesley Hitchens and Peter FitzSimons.



Panellists discussed current affairs, sponsorship and advertising regulation on commercial radio at the public forum, which was held at the Museum of Sydney.



Broadcaster and journalist Philip Clark moderating the panel discussion at the public forum.