

## CU'S Blueprint for Change

# How Broadcasters Might Get the Message

1. SBS screens a local sitcom featuring a family of Australian Vietnamese, which attracts record ratings. The Seven Network buys the rights to a second series.
2. A series of commercials for a beverage features people from a range of ethnic communities, drinking the beverage with identifiably Lebanese/Italian/Chinese/Indian/Greek/Vietnamese meals. Sales of the item skyrocket.
3. Channel 10, running out of American first-run movies, schedules a subtitled Italian comedy film on Sunday night and outrates all competing programs.
4. *Sixty Minutes* shows a segment about an Aboriginal family living in a middle-class suburb with a nice house and a car. No-one is a drunk, both parents work outside the home, the two children are at university, yet the family experiences prejudice and discrimination from their white neighbours. Over 50,000 viewers respond to a post-program phone poll, and over 90 per cent express shame and disgust about the neighbours' behaviour.
5. Ethnic Communities Councils around Australia mount a co-ordinated boycott of a food item which uses a blatantly stereotyped 'ethnic' image in its TV advertising, and sales of the product plummet.
6. 2GB puts Ernie Dingo into its morning time slot and his program outrates 2UE's Alan Jones.
7. In an innovative attempt to raise its news ratings, Ten poaches Mary Kostakidis from SBS. It becomes the top rating news within six months.
8. A new youth-oriented TV soap, set in an inner-city school, is written by two former teachers who have taught in such a school, and all its characters except one token Anglo are from non-English speaking backgrounds. Initially relegated to a graveyard timeslot, it becomes enormously popular and moves to prime time. Its lead actors - an Asian girl and an Aboriginal boy - become the Kylie and Jason of the 1990s.
9. In 1993, coverage of the European sport *bocce* becomes cult viewing on SBS, and the commercial stations compete fiercely for the 1994 season rights.
10. A commercial radio station employs a newsreader with a noticeable non-English accent. No-one complains and the ratings do not fall.
11. Pay TV begins, and services targeted to the larger ethnic communities are enormously successful in attracting subscribers. Network viewing audiences decrease sharply and advertisers switch to other media.
12. A major Italian car company cancels all its advertising on one TV network after the network runs a sensationalised current affairs segment perpetuating the stereotype of Italians as Mafiosi; following suit, a major Hong Kong electronics manufacturer pulls out its ads after the same program features a similar item on Triads. □



"Different Colours One People" - Social Change Media