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the future of community, not-for-profit television and related issues. While the book concentrates on television, there is much food for thought here about the philosophy and long term direction of community-based broadcasting.

Jeff Cook's introductory overview poses and attempts to answer the question Why Another Television?

The service would include a provision for broadcasting of a 'behind the scenes' look at local, state and federal government, and the creation of a significant space for Aboriginal peoples, non-English speaking background peoples, film and video producers, and gay and lesbian groups. This would present a varied and dynamic station that might just give the local free-to-air services a run for their money. Fund-

ing for the service will come, not primarily from government, but from sponsorship and subscriptions, and the provision of specialised educational, health and community information services to the niche markets that community groups have been servicing for decades.

Cook sets the development and implementation of the concept in a historical perspective and brings it up to the present, with the awarding of what he calls 'semi permanent' licences (less optimistic people would say 'temporary') for community television.

There is an impressive range of contributors on issues central to the future of community television, including past experience, representation and access, regulatory issues, promotions, financing and sponsorship, education and overseas experiences.

In a section on experiences in community and independent film, video

and TV, Deb Michels and Tom Zubrycki are particularly interesting, casting light on current developments within the historical continuum which began with community access centres in the 1970s.

Martha Mollison's account of her experience in the US access and educational television system, accompanied by short case studies, is a valuable reference. She sounds a sensible and realistic note about what is required for the success of community television: wishy-washy objectives, hearts in the right place and waffly rhetoric are not enough, she says.

Greg Hoy's wrap-up is a futuristic, slightly tongue-in-cheek view of Sydney and its television in 1999. He sees a network of 15 community TV studios connected by fibre-optic cable, 20,000 subscribers, a 10 per cent audience share.

Pie in the sky? We'll have to wait and see..... □

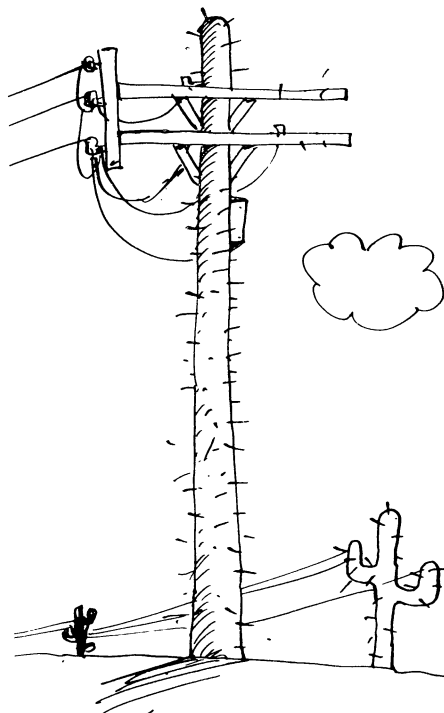
Govt Wins from T'Coms Competition

The Federal Government is putting its money where its mouth is on telecommunications competition by using a private company, AAP Telecommunications (AAPT), to supply a long distance voice service developed specifically for Commonwealth users.

The service, titled OneGovernment, recognises the Government as one corporate customer and claims to enable all Government agencies to effect greater savings and efficiencies than would be available to them as separate customers. Estimated savings are said to be around 20 per cent.

The Government's relationship with AAPT began in 1991 when the company first provided an alternative long distance voice service.

AAPT is a joint venture involving Australia's AAP, the USA's MCI Corporation and NZ's Todd Corporation. □



Multicultural Markets

Anyone with an interest in the media and the changing composition of Australian society should take a look at *Multicultural Marketing News*, edited by Megan Stoyles and published by Ethnic Communications.

This useful newsletter often contains items about media and broadcasting: for example, the Mar-April 1993 edition, No.26, includes articles on how to reach the multicultural market through various media, and Steve Cosser's plans for narrowcasting in community languages.

The newsletter is available free on request from Ethnic Communications Pty Ltd, PO Box 579, Leichhardt, NSW 2040 (02) 569 1366 fax (02) 569 6354. □