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casters have the rights to a large number of events, only in some cases have they also acquired limited pay TV rights. Others see this view as naive. Anne Davies commented that the practical effect 'is that pay TV operators are denied the opportunity to acquire exclusive rights - the critical marketing edge - to all but the most minor sports'.

The ABA's investigation showed that the free-to-air broadcasters already hold the broadcast rights to most major sporting events, in some cases for as long as eight years. This suggests that the risk of hoarding by broadcasters is considerable, yet the best the Minister could do was to express an expectation that 'the broadcasting industry [would] act in a mature and responsible manner, and not use the list as a mechanism for anti-competitive behaviour, such as the hoarding of rights'. The Minister said that 'free-to-air rights for events on the list should be used as much as possible' and said he would introduce amendments to prevent broadcasters buying rights to an event and not broadcasting it. In these circumstances the event would be taken off the list.

Given that many rights are tied up till 2000 or beyond, it was probably inevitable that the Minister's list of specified events should cover a ten-year period, to 2004. The list can therefore be seen as an interim measure to take the industry - and the viewing public - through a difficult period. What happens after 2004 is anyone's guess, especially since by then the whole television landscape will have changed beyond recognition.

The ABA's Four Options

- 1) **A comprehensive list** of all the events nominated by free-to-air broadcasters, covering every major sport - and the Eurovision Song Contest!
- 2) **A short list**, comprising Olympic and Commonwealth Games opening/closing ceremonies, AFL and Rugby League Grand Final and State of Origin, Australian test cricket, and the Melbourne Cup. (ABA attitudinal research supports these as events in which most interest was expressed by the public).
- 3) **A longer list of major events** including some of the above, time tagged, and with additions such as soccer, basketball, netball, tennis, golf and motor racing.
- 4) **A 'watch list' with an activating mechanism.** Because free-to-air broadcasters have already locked up the rights to most key events, the ABA says, 'the inclusion of those events in a s.115 notice is unlikely to be of any practical effect in the short and medium term'. This option sees the Minister monitoring the option 3 list as a 'watch list' with assistance from the ABA. The ABA also considered the possibility of imposing licence conditions requiring licensees to notify the ABA about rights negotiations for any event on the watch list. □

Amazing Scenes

The editor of the magazine *New Woman* has urged readers to tear out offensive ads from the magazine and complain to advertisers

In an editorial in the June issue editor Hilary Burden writes to her readers:

As the editor, I control everything but the contents pages. What isn't on the contents pages is the advertising, and I'm afraid I have very little control, though arguably some influence, over that.

That's where you come in. If you see an ad that offends you in any magazine, don't write to the editor outraged (we're probably already outraged). Instead, write to the advertiser and send a copy to the advertising manager. That way your complaint will be registered. And if enough of you complain, we might collectively start making a difference. We hope.

Burden says in the editorial that she receives more letters about 'the schizophrenic nature of women's magazines' - for example, running campaigns to support more realistic images of women, then featuring perfect size 10 models - than about any other issue.

New Woman, with a circulation of 125,000 at March 31 (down from 138,000 at September 1993), is a 'serious' women's magazine apparently pitched to an older age group. Its contents do, however, demonstrate a degree of schizophrenia. The June issue, while running an George Negus interview with Benazir Bhutto, an informative piece on hysterectomy and an excerpt from a book about life on an Aboriginal mission in the 1960s, also carries such Cosmoesque features as Single Men Looking for Love and How Much Sex is Enough? The fashions featured in *New Woman* are indeed modelled by standard anorexic dollies.

Nevertheless, credit should be given to Burden for her stand on the advertising issue. She told the ad industry trade paper *Ad News* that the magazine's advertising managers were supportive.

New Woman is a member of the Murdoch Magazines stable, owned since 1991 by Rupert Murdoch's nephew Matt Handbury.

Coincidentally, in early June Sydney ad agency BAM-SSB released the results of a survey in conjunction with AGB McNair which showed (surprise, surprise) that women are increasingly alienated by the way they are portrayed in advertising. One might ask: why does the industry need to commission expensive surveys to tell them what women's organisations and individual women have been trying to tell them for years? □

STOP PRESS: As *CU* went to press we heard that Hilary Burden had resigned after 6 months in the job as a result of a difference of opinion with management over the magazine's direction.