

1956

COMMONWEALTH OF AUSTRALIA



EIGHTH ANNUAL REPORT

of the

AUSTRALIAN BROADCASTING
CONTROL BOARD

YEAR ENDED 30th JUNE, 1956

BY AUTHORITY:

L. G. SHEA, GOVERNMENT PRINTER, TASMANIA

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AUSTRALIAN BROADCASTING CONTROL BOARD

EIGHTH ANNUAL REPORT

The Honourable the Postmaster-General:

In conformity with the provisions of section 28 of the *Broadcasting and Television Act 1942-1956*, the Australian Broadcasting Control Board has the honour to furnish its Report, being the Eighth Annual Report of the Board, on its operations during the year ended 30th June, 1956, together with financial accounts in the form approved by the Treasurer, and the report of the Auditor-General on those accounts.

2. This Report is arranged as follows:—

- Part I.—Introductory.
- Part II.—Broadcasting—Administration.
- Part III.—Broadcasting—Technical Services.
- Part IV.—Broadcasting—Programme Services.
- Part V.—Television—Administration.
- Part VI.—Television—Technical Services.
- Part VII.—Television—Programme Services.
- Part VIII.—General.

PART I.—INTRODUCTORY.

LEGISLATION.

3. The Postmaster-General (Hon. C. W. Davidson, O.B.E., M.P.), on 19th April, 1956, introduced a Bill (known as the Broadcasting and Television Bill) into the House of Representatives to amend the law relating to the administration and regulation of broadcasting and television services in Australia. The primary purpose of the Bill was to prescribe, in detail, the conditions upon which television services would be established and conducted in the Commonwealth and, in this respect, the Minister stated that the Bill was intended to give effect, to a very large extent, to the recommendations contained in the report of the Royal Commission on Television. The Minister also stated that the Government was taking advantage of the opportunity to amend the existing legislation in relation to broadcasting in the light of the experience of broadcasting administration since the passing of the *Broadcasting Act 1948*.

4. The Bill provided for the repeal of the *Television Act 1953*, and, generally speaking, integrated the broadcasting and television provisions, with considerable amendments, into one legislative structure. Having been passed by both Houses of Parliament, the Bill received the Royal Assent on 20th June, 1956, and a proclamation was issued on 25th June, 1956, bringing the Act into effect on 1st July, 1956, with the exception of the provisions relating to television viewers' licences, which will operate from 1st January, 1957. The *Broadcasting Act 1942-1954*, as amended by the *Broadcasting and Television Act 1956*, is now cited as the *Broadcasting and Television Act 1942-1956*.

5. A separate Act, the *Broadcasting and Television Stations Licence Fees Act 1956*, was also passed by Parliament in June, 1956, and became law on 1st July, 1956. It prescribes the fees payable annually by licensees of commercial broadcasting stations and commercial television stations. The effect of the principal provisions of the new legislation are explained in the appropriate paragraphs of the various Parts of this Report.

MEMBERSHIP OF THE BOARD.

6. The Act provides that the Board shall consist of three full-time and two part-time members. During the year the Board consisted of:—

Full-time Members.

- Mr. Robert Gumley Osborne, B.A., LL.B., Chairman, appointed for a period of five years from 15th March, 1952.
- Mr. Robert Bruce Mair, B.E.E., A.M.I.E. (Aust.), S.M.I.R.E. (Aust.) and S.M.I.R.E. (U.S.A.), appointed for a period of five years from 15th March, 1955.

Part-time Members.

- Dr. James Ralph Darling, O.B.E., M.A., D.C.L., and
Mr. Randal Merrick White, M.A., both appointed for a period of five years from 6th January, 1955.

One position of full-time member remained unfilled throughout the year. The Government, on 14th June, 1956, invited applications for appointment, closing on 1st August, 1956, from "British subjects who are university graduates in engineering or physics, or possess corresponding qualifications, and who have had considerable experience in administration and in electronics and electrical engineering in connection with broadcasting and television". At the time this Report was being prepared, an appointment had not been made.

FUNCTIONS OF THE BOARD.

7. The principal functions of the Board are now set out in Divisions 2 and 3 of Part II of the *Broadcasting and Television Act 1942-1956*, and are as follows:—

- (a) to ensure the provision of services by broadcasting stations and television stations in accordance with plans from time to time prepared by the Board and approved by the Minister;
- (b) to ensure that the technical equipment and operation of such stations are in accordance with such standards and practices as the Board considers to be appropriate;
- (c) to ensure that adequate and comprehensive programmes are provided by commercial broadcasting stations and commercial television stations to serve the best interests of the general public;
- (d) to make recommendations to the Minister as to the exercise by him of any of his powers in relation to the licensing of commercial broadcasting stations or commercial television stations;
- (e) to hold public inquiries into applications made to the Minister for licences for commercial broadcasting stations and commercial television stations in areas for which the Minister proposes to grant licences, and into any other matter within its functions if the Board thinks it necessary or desirable, or the Minister so directs; and
- (f) to determine, subject to any direction of the Minister, the situation, operating power, and operating frequencies of broadcasting and television stations.

Other detailed functions of the Board are referred to, where appropriate, in this Report.

8. As a result of the amending legislation, certain changes were made in the functions of the Board, of which the principal are noted hereunder:—

- (a) The Board is not now required to ensure the provision of services by facsimile stations, all reference to which has been omitted from the Act: it is understood that if such services are required in the future, they can be regulated under the provisions of the *Wireless Telegraphy Act 1905-1950*;
- (b) The Board's obligation to ensure the provision of adequate and comprehensive programmes is now limited to the Commercial Broadcasting Service and the Commercial Television Service, the responsibility in regard to the National Services being vested in the Australian Broadcasting Commission alone (see paragraph 54);
- (c) The Board is now obliged to hold public inquiries into applications for licences pursuant to the provisions of the Act referred to in paragraphs 17 and 82, which require a public inquiry to be held before any licence is granted in future for a commercial broadcasting or television station;

- (d) The Board's obligations under the Act as it was previously in force to ensure "reasonable variety in programmes", the broadcasting by commercial stations of Divine Worship or other religious matter, and the provision of "equitable facilities" for the broadcasting by such stations of political and controversial matter, have been removed: it was thought that variety in programmes could be ensured through the exercise of the Board's general powers in relation to programmes, and the responsibilities of licensees in connection with religious programmes and political matter have been prescribed by the Act (see paragraphs 62, 63 and 122).

MEETINGS OF THE BOARD.

9. The Board held sixteen meetings during the year at its office in Melbourne. In between meetings, the full-time members transact the day to day business of the Board, ensuring that, on the one hand, the decisions of the Board are promptly implemented in accordance with the provisions of the Act, and, on the other, that adequate information is prepared for meetings of the full Board in order that proper consideration can be given to the questions of policy which have to be determined. A meeting was also held in Hobart, in October, 1955, when the Board visited that city to attend some of the functions associated with the Annual Convention of the Australian Federation of Commercial Broadcasting Stations. As explained in previous reports, the presence of the Board at these functions affords an opportunity to licensees of stations, some of them from distant centres, to meet the Board and discuss matters connected with the conduct of their services. Members of the Board and its senior officers also visited all States of the Commonwealth during the year.

CONSULTATIONS WITH THE POSTMASTER-GENERAL'S DEPARTMENT, THE AUSTRALIAN BROADCASTING COMMISSION, REPRESENTATIVES OF COMMERCIAL STATIONS, MANUFACTURERS AND ADVERTISERS.

10. The Board has had a statutory obligation, since its establishment, to consult representatives of licensees of commercial broadcasting stations before exercising any of its functions in relation to the programmes of those stations. Under section 16 of the Act, as recently amended, the Board is required to consult representatives of commercial broadcasting stations and commercial television stations in the exercise of any of its general powers and functions in relation to those stations. Although in the past this obligation has applied only to the programmes of commercial broadcasting stations, the Board has in fact conferred with the Australian Federation of Commercial Broadcasting Stations on all major questions affecting its members, a practice which has proved of great mutual benefit to the Federation and the Board. During the past year a formal conference with the Management Committee of the Federation was held on 20th February, 1956, and arrangements were made for another meeting with the Committee which was held on 19th July, 1956. In addition, there were several discussions with the President and executive officers of the Federation, and many representatives of individual stations. The Board also had several conferences with representatives of the four companies to which licences have been granted for commercial television stations in Sydney and Melbourne. The Board and its officers also conferred freely, during the year, with the Postmaster-General's Department, the Australian Broadcasting Commission, the Australian Association of Advertising Agencies, the Australian Association of National Advertisers, and representatives of the radio manufacturing industry.

STAFF OF THE BOARD—HEAD OFFICE.

11. There was no substantial change during the year in the Head Office organisation of the Board which consists of three Divisions, namely, the Administrative Division, the Technical Services Division and the Programme Services Division. The number of officers employed by the Board on 30th June, 1956, was 36. However, because of the activities of the Board in connection with preparations for the introduction of television, to which reference is made in Parts V to VII, and the increased responsibilities which will have to be undertaken as a result of the commencement of the television services in the latter part of 1956, it became necessary during the year to review the Board's organisation for the purpose of ensuring that an adequate staff was available to enable the Board to discharge its functions satisfactorily. The first impact of the Government's decision in September, 1954, to proceed with the introduction of television was felt in the Administrative Division, in which some re-arrangements not involving additional staff were made in July, 1955, with the approval of the Public Service Board, to cope with the new administrative problems with which the Board was confronted. Subsequently, consideration was given

to the requirements of the Technical Services and Programme Services Divisions. In the case of the former, preparations for the introduction of television necessitated extensive planning of a very important nature and, with the commencement of the services, much additional work will have to be done in the field by the Board's technical staff, which, it is clear, will have to be augmented as soon as possible. The Board deferred the submission to the Public Service Board of its proposals in respect of the Technical Services Division, pending discussions with the Postmaster-General's Department concerning the extent to which it can continue to perform some of the Board's technical functions in the field. These discussions were held with satisfactory results (see paragraphs 14 and 15), and the Board has asked the Public Service Board to approve the creation of several new positions in the Technical Services Division.

12. The passing of the *Broadcasting and Television Act 1956* made it possible for the Board to state precisely its duties and responsibilities in respect of both broadcasting and television programmes and to submit specific proposals to the Public Service Board for the staff necessary for the efficient performance of those duties and the discharge of those responsibilities. The gravity of the obligations imposed on the Board by the Act in connection with television programmes was indicated by the Minister in his second reading speech on the Broadcasting and Television Bill (see paragraph 107) and, as explained in Part VII of this Report, the responsibilities of the Board in this field necessitate the preparation and continuous review of television programme standards, close liaison with the Commonwealth Film Censorship Board, continuous investigations into the social, educational, and cultural effects of television, research into programmes designed for children, and the regular observation of, and reporting on, programmes for the purpose of ensuring compliance with the standards.

13. With the approval of the Minister, the Board submitted to the Public Service Board full details of the duties involved in connection with the foregoing responsibilities, which will have to be performed by its officers of the Programme Services Division, not only in Melbourne but also in Sydney. Practical experience during the past year has shown the need for close and constant collaboration with the Commonwealth Film Censor, who is located in Sydney; for frequent discussion with the programming authorities of national and commercial television stations, and for effective liaison with independent programme producing organizations and advertisers. There is reason to believe that Sydney will be the main centre for television programme production for some time to come, as well as for film censorship and liaison with organisations of advertisers. For the effective performance of all these duties, the Board considered that the staff of the Programme Services Division should be augmented by fourteen officers, of whom five would be stationed in Sydney. These proposals were approved by the Public Service Board on 25th June, 1956, and it is expected that the appointments will be made shortly.

STATE ORGANISATION.

14. By arrangement with the Director General, Posts and Telegraphs, officers of the Engineering Branch of the Postmaster-General's Department continued, during the year, to undertake certain technical duties in the States on behalf of the Board, including the inspection of broadcasting stations and the conduct of field strength surveys, and officers of the Radio Branch of that Department performed other duties on behalf of the Board. The Superintendent (Radio) in each State acts as the Board's State Representative, the following officers holding this position in the various States:—

New South Wales	Mr. T. Armstrong
Victoria	Mr. J. M. Dobbyn
Queensland	Mr. W. H. Conry
South Australia	Mr. H. K. Burbury
Western Australia	Mr. E. L. Greig
Tasmania	Mr. P. E. L. Dunne

In its Seventh Annual Report, the Board stated that although, as a result of the co-operation of the officers of the Department who perform these duties on behalf of the Board, this arrangement produces fairly satisfactory results, it was becoming increasingly apparent that the important responsibilities which will have to be undertaken by the Board in respect of television would necessitate further consideration of the desirability of the Board having its own officers in the States as was originally proposed.

15. This became a matter of urgent necessity in the latter part of the year because of the many additional tasks which had to be undertaken by the Board in connection with the impending introduction of television. (See Parts V to VII of this report.) The existing arrangements were accordingly comprehensively reviewed during June by the Department and the Board, and as a result it was decided that, whilst the Department would continue to undertake the inspection and field strength surveys of broadcasting stations, the Board's engineers from Head Office would discharge these duties in respect of the television stations which are being established in Sydney and Melbourne. The Department and the Board have also agreed that, for the purposes of ensuring that the best use is made of the limited resources of trained personnel and that duplication of equipment should be avoided, there should be the closest possible collaboration on testing and experimental work especially that which has to be conducted in a laboratory. The Director-General has informed the Board that, although, because of the pressure of their other duties, it is becoming increasingly difficult for the Superintendents (Radio) to act as the Board's State Representatives, the Department is agreeable to their continuing to do so for the time being. In previous years the Board has not reimbursed the Department for the costs involved in the performance by its officers of duties on behalf of the Board. With the approval of the Treasury, provision will in future be made in the Board's estimates for payment of an appropriate amount to the Department for this work.

16. These arrangements, although they may have some deficiencies and at times cause some inconvenience to both the Department and the Board, are probably the best which can be made under present conditions for the performance of certain of the Board's functions in the States in relation to broadcasting. The Board has expressed in its successive Annual Reports the view that it would be desirable for it to have its own staff in the various States but it recognises that, in all the circumstances, this must be a long term project. However, as indicated in paragraph 13, it proposes at an early date to establish a small programme staff in Sydney.

PART II.—BROADCASTING—ADMINISTRATION.

LICENSING OF COMMERCIAL BROADCASTING STATIONS.

17. The statutory provisions relating to the licensing of commercial broadcasting stations are now contained in Part IV of the *Broadcasting and Television Act 1942-1956*. The power to grant, renew, suspend or revoke a licence is still conferred upon the Minister, who is, as in the past, required to take into consideration any recommendations which have been made by the Board as to the exercise of those powers. There are, however, a number of new provisions in the Act which prescribe the procedure to be followed by the Minister and the Board in this connection, and these may be briefly explained as follows:—

- (a) Before granting a new licence, the Minister is obliged to invite applications for the grant of the licence in the Commonwealth Gazette and to refer the applications which are received to the Board, which must hold a public inquiry before making a recommendation to the Minister on the applications;
- (b) The Minister is not to refuse an application for the renewal of a licence unless he has considered a report by the Board made after a public inquiry into specified grounds which either the Minister or the Board thinks may exist for refusing the application;
- (c) The Minister may suspend or revoke a licence on any one of the following grounds:—
 - (i) that the licensee has failed to pay an amount payable by him under the *Broadcasting and Television Stations Licence Fees Act 1956*;
 - (ii) that the licensee has failed to comply with a provision of the Act or of the regulations in so far as that provision is applicable to the licence;
 - (iii) that a condition of the licence has not been complied with; or
 - (iv) that it is advisable in the public interest, for a specified reason, to do so;
- (d) The Minister, however, is not to suspend a licence unless—
 - (i) he has first given not less than three days' notice to the licensee of his intention to suspend the licence upon that ground; and
 - (ii) he has taken into consideration any action taken by the licensee to remove that ground or to prevent the recurrence of similar grounds;
 and the suspension is not to exceed a month unless the Minister has, in the meantime, given notice of his intention to consider the revocation of the licence;

- (e) The Minister is not to revoke a licence upon any ground, other than the failure of the licensee to pay the annual licence fee, unless he has considered a report by the Board on a public inquiry, into specified grounds which either the Minister or the Board thinks may exist for the revocation of the licence.

Another change resulting from the amended legislation is that the initial period of a licence is five years instead of "a period not exceeding three years" as in the past: thereafter, licences are renewable annually subject to the provisions of the Act.

CURRENT LICENCES FOR COMMERCIAL BROADCASTING STATIONS.

18. On 30th June, 1956, there were 107 licences for commercial broadcasting stations in force. A list of licensees is contained in Appendix "A". A map of Australia showing the location of all broadcasting stations is included after Appendix "E". The disposition of the licences according to States is shown hereunder:—

State	Metropolitan Area	Country Districts	Total
New South Wales (including Australian Capital Territory)	7	30	37
Victoria	6	14	20
Queensland	4	16	20
South Australia	3	5	8
Western Australia	4	10	14
Tasmania	2	6	8
COMMONWEALTH	26	81	107

GRANT OF NEW LICENCES.

19. In its Seventh Annual Report, the Board expressed the view that it would be necessary for additional commercial broadcasting stations to be established in order that an alternative broadcasting service might be available in all localities where the population is sufficient to support a commercial station. During the year, there was further evidence to support this view and to indicate the willingness of competent people to undertake the establishment and operation of stations in areas not receiving an entirely satisfactory service from existing stations. Nine new applications were received and several previous applications were renewed.

20. One area in particular which seemed to the Board to be badly in need of a commercial broadcasting station was that part of Northern New South Wales of which the town of Moree is the centre, and accordingly it arranged for the Director of Technical Services and the Secretary of the Board to visit the district in July, 1955, for the purpose of making a thorough investigation of its claims to a station. The report of these officers satisfied the Board that a commercial broadcasting station should be established at Moree and that the single medium frequency channel available for a station in New South Wales under the medium frequency allocation plan should be allocated to such a station because of—

- (a) the indifferent service available to listeners in the district;
- (b) the isolation of Moree and the surrounding district; and
- (c) the important service it could provide to the community in time of floods and fire.

The Board accordingly recommended to the Minister that a licence be granted for a station at Moree to a company to be formed which would be controlled by residents of Moree and district. The Minister approved this recommendation on 25th August, 1955. The company—Moree Broadcasting and Development Company Limited—has been formed and the licence was formally granted on 26th June, 1956. The station, which will operate on the 1530 kc/s channel and a power of 500 watts with the call sign 2 VM, is expected to commence service about the end of 1956.

21. The Board's examination of the Moree case again emphasised the difficulties in the way of providing additional stations which arise from the fact that only a limited number of frequency channels are available for broadcasting purposes in the medium frequency band, and demonstrated the need for early consideration of the possibility of overcoming these difficulties by allocating channels in the very high frequency band to commercial broadcasting stations

using frequency modulation. This is now practicable as the previous prohibition on the use by commercial broadcasting stations of frequency modulation broadcasting was repealed by the *Broadcasting and Television Act 1956*. This matter is discussed in paragraphs 51 and 52.

22. Station 6 VA Albany, a new commercial broadcasting station, the establishment of which was approved by the Minister on the recommendation of the Board, on 14th March, 1953, commenced service on 10th March, 1956. As pointed out in paragraph 17, under the amending legislation, a new licence for a commercial broadcasting station will not be granted in future except after a public inquiry by the Board into applications made for the licence after such applications have been invited by the Minister by notice in the Gazette.

RENEWAL OF LICENCES.

23. Following its usual custom, the Board, during the year, made a complete review of the service being provided by each commercial broadcasting station before submitting a recommendation to the Minister, as required by the Act, as to whether he should grant a renewal of its licence. The Board is glad to say that the general improvement in the technical efficiency of the Commercial Broadcasting Service, to which it has made reference in previous reports, is being maintained, and that only minor deficiencies in technical equipment have been observed by the inspecting officers during the past year. The standard of maintenance of equipment has considerably improved: the Board believes that this is substantially due to its requirement that licensees should acquire adequate testing equipment. Although the Board realises that this has involved licensees in considerable expense, it is obvious from the results achieved by those licensees who are now observing the Board's requirements in this respect that the expenditure is fully justified in the interests not only of the listening public but the licensees themselves. During the year, 34 stations were visited by officers of the Programme Services Division and extensive observations of programmes were undertaken by officers of the Board and its State Representatives. The information supplied to the Board by these officers indicated that the programmes of the commercial broadcasting stations were, in general, adequate although, as would be expected, the standards varied considerably.

FEES FOR LICENCES FOR COMMERCIAL BROADCASTING STATIONS.

24. Since 1942, the licensee of each commercial broadcasting station has been required to pay an annual licence fee, assessed in accordance with the *Commercial Broadcasting Stations Licence Fees Act 1942*, which provided for an annual fee of £25 per annum, plus one-half of one per centum of the gross earnings of any station which in the preceding year had made a profit. The total amount of licence fees payable during 1955-56 was £34,287, made up as follows:—

	Fees Paid by—		Total
	Metropolitan Stations	Country Stations	
	£	£	£
New South Wales	7,142	6,757	13,899
Victoria	5,438	3,186	8,624
Queensland	3,214	3,013	6,227
South Australia	1,626	329	1,955
Western Australia	1,049	1,001	2,050
Tasmania	661	871	1,532
COMMONWEALTH	19,130	15,157	34,287

The *Commercial Broadcasting Stations Licence Fees Act 1942* was repealed during the year, and licence fees will in future be payable in accordance with the provisions of the *Broadcasting and Television Stations Licence Fees Act 1956*, which came into operation on 1st July, 1956. Under this Act, the annual fee for a licence for a commercial broadcasting station, which is payable whether or not the station has in the previous year made a profit, will be £25, plus one per centum of the gross earnings of the station from the broadcasting of advertisements or other matter, that is to say, gross earnings from what is usually known in the industry as the "sale of station time".

COMMERCIAL BROADCASTING STATIONS—FINANCIAL RESULTS OF OPERATIONS.

25. The following particulars, which have been extracted from statements submitted by the licensees of commercial broadcasting stations since 1942, in pursuance of the provisions of sections 67 (1.) (c) of the *Broadcasting Act 1942-1954*, now section 106 of the *Broadcasting and Television Act 1942-1956*, show the financial results from the operations of such stations during the past ten years:—

	Number of Stations in Operation	Stations Making a Profit	Stations Showing a Loss	Total Revenue	Total Expenditure	Total Profit
				£	£	£
1941-42	97	53	44	1,330,000	1,248,188	81,812
1942-43	96	66	30	1,298,297	1,157,294	141,003
1943-44	98	87	11	1,871,851	1,491,967	379,884
1944-45	100	89	11	2,184,686	1,758,905	425,781
1945-46	100	86	14	2,279,719	1,851,042	428,677
1946-47	101	85	16	2,388,587	2,013,363	375,224
1947-48	102	86	16	2,774,371	2,278,319	496,052
1948-49	102	90	12	3,212,253	2,619,474	592,779
1949-50	102	84	18	3,178,360	2,748,594	429,766
1950-51	102	88	14	3,607,498	3,092,259	515,239
1951-52	103	87	16	4,329,675	3,729,554	600,121
1952-53	105	93	12	4,916,557	4,138,013	778,544
1953-54	106	94	12	5,647,494	4,587,234	1,060,260
1954-55	106	95	11	6,686,924	5,252,831	1,434,093

It should be explained that seven of the eleven stations which made a loss were being operated on relay from another station in the same ownership and that the combined accounts of the stations showed a profit.

TRANSFER OF LICENCES AND LEASING OF STATIONS.

26. Section 88 (1.) of the *Broadcasting and Television Act 1942-1956* provides that a licensee may not, without the consent in writing of the Minister, transfer the licence or admit another person to participate in any of the benefits of the licence. No licences were transferred during the year. At 30th June, 1956, the following four stations were, with the consent of the Minister, being operated by persons other than the licensees:—

Station		Date of Original Consent	Date of Expiry of Existing Consent	Operating Company
2 CH Sydney	New South Wales Council of Churches Service	14.4.36	31.12.56	Amalgamated Wireless (A/asia) Ltd.
3 SH Swan Hill	Swan Hill Broadcasting Co. Pty. Ltd.	4.4.37	31.12.56	Central Murray Broadcasters Pty. Ltd.
3 KZ Melbourne	Industrial Printing and Publicity Co. Ltd.	12.2.32	30.6.59	3 KZ Broadcasting Co. Pty. Ltd.
3 XY Melbourne	Station 3 XY Pty. Ltd.	17.5.35	1.5.61	Efftee Broadcasters Pty. Ltd.

During the year, the Minister gave his consent for the continuance, until 1st May, 1961, of the agreement between Station 3 XY Pty. Ltd. and Efftee Broadcasters Pty. Ltd., in respect of Station 3 XY.

OWNERSHIP OF COMMERCIAL BROADCASTING STATIONS.

27. Section 90 (1.) of the *Broadcasting and Television Act 1942-1956* provides that—

“A person shall not own, or be in a position to exercise control, either directly or indirectly, of more than—

- (a) one metropolitan commercial broadcasting station in any State;
- (b) four metropolitan commercial broadcasting stations in Australia;
- (c) four commercial broadcasting stations in any one State; or
- (d) eight commercial broadcasting stations in Australia.”

For the purposes of this section, it is necessary for reliable information concerning the ownership and control of commercial broadcasting stations to be available to the Board, in order that the Minister may be advised whether the statutory limitations on the ownership and control of stations are being observed. Accordingly, each company to which the Minister proposes to grant a licence for a commercial broadcasting station is required to submit a complete list of shareholders and a copy of its Memorandum and Articles of Association to the Board prior to the grant of a licence, and each licensee is required to submit an up-to-date list of shareholders and directors with its annual application for renewal of its licence. Moreover, in the past, each licensee company has been requested to consult the Minister or the Board before any substantial transaction affecting the shareholding or control of the company is contemplated, and to keep the Board informed of any changes in its Memorandum and Articles of Association. This procedure was, on the whole, effective in preventing the completion of transactions which might lead to an infringement of section 90, but in the absence of any statutory provisions to prevent such a happening, there had been cases where control of licensee companies had been changed without the knowledge of the Minister. For this reason, the *Broadcasting and Television Act 1956*, provided for the insertion in the Principal Act of the following new sub-section:—

“90 (2.) Where a licence for a commercial broadcasting station is held by a company having a share capital, the licence is subject to the condition that substantial changes in the beneficial ownership of the shares in the company, or in the memorandum or articles of association of the company, will not take place without the approval of the Minister.”

In addition to maintaining adequate records of shareholdings in licensee companies for the purpose of section 90 of the Act, the Board carefully examines any contemplated changes in the ownership or control of stations by any of the methods mentioned in section 88, and makes a report, in each such case, to the Minister indicating whether, on the information available to the Board, the proposal would result in any infringement of section 90.

28. According to the information supplied by the licensees to the Board during the year, 30 of the 107 stations then in service were being operated by persons or organizations which were in a position to control only one station, and 14 by persons or organizations which were in a position to control, or were substantially interested in, two stations. The remaining stations, 63 in number, are controlled by persons or organizations which are in a position to control, directly or indirectly, or have substantial interests in, three or more stations, but in no case did it appear to the Board from the information in its possession that there had been any infringement of section 90 of the Act during the year to which this Report relates. The matter is under constant review, and it is the practice of the Board to bring under the notice of the Minister any increases in the holdings of any person or organization which appear to be contrary to the intention of the legislation. In the succeeding paragraphs, details are given of companies or persons who have a controlling or substantial interest in several stations.

29. *Herald and Weekly Times Ltd.*—This company holds the licences for stations 3 DB Melbourne and 3 LK Lubeck, and has a controlling interest in Queensland Newspapers Pty. Ltd., which holds the licences for stations 4 BK Brisbane and 4 AK Oakey. Herald and Weekly Times Ltd. is also the principal shareholder, with 987,220 ordinary shares (in a total of 2,688,000 ordinary and 168,000 preference shares), in Advertiser Newspapers Ltd., which controls stations 5 AD Adelaide, 5 MU Murray Bridge, 5 PI Crystal Brook and 5 SE Mount Gambier.

30. *M.P.A. Productions Pty. Ltd.*—M.P.A. Productions Pty. Ltd is a company incorporated in Victoria in 1949, the issued capital in which is held equally by or on behalf of two public companies registered and carrying on business in England, namely, The Daily Mirror Newspapers Limited and Sunday Pictorial Newspapers (1920) Limited. M.P.A. Productions Pty. Ltd. owns all the shares in Broadcasting Associates Pty. Ltd., a company which has shareholdings as set out hereunder in several companies holding licences for commercial broadcasting stations:—

SHARES HELD BY BROADCASTING ASSOCIATES PTY. LTD.

Company	Station of which company is licensee	Total shares issued	Shares held by Broadcasting Associates Pty. Ltd.
Broadcasting Station 2GB Pty. Ltd.	2GB Sydney	99,370	44,462
Young Broadcasters Pty. Ltd.	2LF Young ..	8,557	2,140
Lithgow Broadcasters Pty. Ltd.	2LT Lithgow ..	3,747	750
Mudgee Broadcasting Company Pty. Ltd.	2MG Mudgee ..	3,418	856
Parkes Broadcasting Company Pty. Ltd.	2PK Parkes ..	1,000	165
Wollongong Broadcasting Pty. Ltd.	2WL Wollongong	11,000	5,500

SHARES HELD BY BROADCASTING STATION 2 GB PTY. LTD.

Company	Station of which company is licensee	Total shares issued	Shares held by Broadcasting Station 2GB Pty. Ltd.
Canberra Broadcasters Pty. Ltd.	2CA Canberra ..	30,000† 2,050*	29,805† 450*
Young Broadcasters Pty. Ltd.	2LF Young ..	8,557	2,139
Lithgow Broadcasters Pty. Ltd.	2LT Lithgow ..	3,747	749
Mudgee Broadcasting Company Pty. Ltd.	2MG Mudgee ..	3,418	854
3 AW Broadcasting Company Pty. Ltd.	3AW Melbourne	56,000	14,000
Hume Broadcasters Ltd.	5DN Adelaide ..	8,405† 4,000*	5,000† 2,000*

† Ordinary. * Preference.

The English companies which, as mentioned above, control M.P.A. Productions Pty. Ltd. are also in a position, through their interest in the Argus and Australasian Ltd., to control stations 3SR Shepparton, 3UL Warragul and 3YB Warrnambool.

31. *Amalgamated Wireless (Australasia) Ltd.*—This company has the following interests in commercial broadcasting stations:—

- (a) it holds the licences for 2AY Albury, 3BO Bendigo, 4CA Cairns and 4TO Townsville;
- (b) it owns all the shares in the companies which operate 2GF Grafton and 2GN Goulburn, and has a controlling interest (4,400 shares in a total of 5,000) in the company which operates 4WK Warwick;
- (c) by agreement with the licensee, it conducts the service of 2CH Sydney;
- (d) it holds 800 shares (in a total of 6 500) in 2SM Sydney; 400 shares (in a total of 4,975) in 3HA Hamilton; and 10 000 shares (in a total of 20,000) in 7LA Launceston;
- (e) it holds 1,000 preference shares (in totals of 3,643 (£1) preference, 3,604 (£1) ordinary and 14,000 (5s.) ordinary shares) in Transcontinental Broadcasting Corporation Ltd., which controls 2KA Ltd., licensee of 2KA Katoomba.

32. *Commonwealth Broadcasting Corporation Pty. Ltd., Sydney and Commonwealth Broadcasting Corporation (Queensland) Ltd., Brisbane.*—The shares in these two companies are owned by the same interests. The former is the licensee of 2UW Sydney, and the latter, which is the licensee of 4BC Brisbane, has a controlling interest in 4GR Toowoomba (1,663 shares in a total of 3,300), 4MB Maryborough (1,060 shares in a total of 2,000 shares) and 4RO Rockhampton (holds the total shares—2,000). Commonwealth Broadcasting Corporation (Queensland) Limited also holds 1,300 ordinary shares in totals of 3,395 ordinary and 2,405 preference in 4 SB Kingaroy.

Findlays Pty. Ltd., Tasmania.—Findlays Pty. Ltd., has a third interest in 7HO Hobart, holds all the shares in 7SD Scottsdale, and shareholders in Findlays Pty. Ltd. hold all shares in station 7AD Devonport and station 7BU Burnie.

Nicholson's Ltd., Perth.—Nicholson's Ltd. holds licences for 6PR Perth, 6CI Collie and 6TZ Bunbury, and has been authorised to establish a station in the Northern Wheat Belt of Western Australia.

Whitford Interests, Perth.—Mr. and Mrs. A. P. H. Whitford and Mr. and Mrs. F. R. Whitford and their families, control the companies holding the licences for 6AM Northam, 6KG Kalgoorlie and 6PM Perth and have a controlling interest in 6GE Geraldton.

33. *Newspaper Companies.*—Newspaper companies, or persons substantially interested in newspapers, owned fourteen of the 107 stations in operation on 30th June, 1956, and held shares in 30 other stations. The principal newspaper interests in broadcasting stations, other than those of the English newspapers mentioned in paragraph 30 are set out below:—

CAPITAL CITY NEWSPAPERS.

2GB Sydney John Fairfax and Sons Pty. Ltd. (the *Sydney Morning Herald*) holds 14,000 shares in a total of 99,370.

2UE Sydney Controlling interest held by Associated Newspapers Ltd. (the *Sydney Sun*), in which company John Fairfax and Sons Pty. Ltd. has a substantial interest.

CAPITAL CITY NEWSPAPERS—continued.

3DB Melbourne	} Licences held by the Herald and Weekly Times Ltd. (the <i>Melbourne Herald</i>).
3LK Lubeck	
3SR Shepparton	} Licences held by the Argus and Australasian Ltd. (the <i>Melbourne Argus</i>).
3UL Warragul	
3YB Warrnambool	
3AW Melbourne	} Quarter interest held by David Syme and Co. Ltd. (the <i>Melbourne Age</i>) in 3AW Broadcasting Co. Pty. Ltd., which controls 3CV Maryborough.
3CV Maryborough	
4AK Oakey	} Licences held by Queensland Newspapers Pty. Ltd. (the <i>Brisbane Courier-Mail</i>).
4BK Brisbane	
5AD Adelaide	} Licence for 5AD held by Advertiser Newspapers Ltd. (the <i>Adelaide Advertiser</i>), which controls the companies holding the licences for the other three stations.
5MU Murray Bridge	
5PI Crystal Brook	
5SE Mount Gambier	
2BH Broken Hill	} News Ltd. (the <i>Adelaide News</i>) owns 2BH Broken Hill, has 3,405 ordinary and 2,000 preference shares (in totals of 8,405 ordinary and 4,000 preference shares) in the company which holds the licence for 5DN Adelaide, and 1,501 shares (in a total of 8,176 shares) in the company which holds the licence for station 5RM Renmark.
5DN Adelaide	
5RM Renmark	
6IX Perth	} West Australian Newspapers Ltd. (the <i>West Australian</i> , Perth) has a half interest in W.A. Broadcasters Pty. Ltd., which controls stations 6IX Perth, 6WB Katanning, 6MD Merredin and 6BY Bridgetown.
6MD Merredin	
6WB Katanning	
6BY Bridgetown	
7HO Hobart	} Davies Bros., Ltd. (the <i>Hobart Mercury</i>) has a third interest in the station.

OTHER NEWSPAPERS.

2AD Armidale	} The Armidale Newspaper Co. Ltd. has a half interest and one of its nominees a casting vote on the Board of Directors.
2LT Lithgow	} Western Newspapers Ltd. (conducting country newspapers in New South Wales) has 2,248 shares (in a total of 3,747) in Lithgow Broadcasters Pty. Ltd., which holds the licence for 2LT Lithgow, and has 4,221 shares (in a total of 8,557 shares) in Young Broadcasters Pty. Ltd., which holds the licence for 2LF Young.
2LF Young	
2LM Lismore	} Northern Star Ltd. holds 4,000 shares (in a total of 7,125 shares) in Richmond River Broadcasters Pty. Ltd. which holds the licence for the station.
2NM Muswellbrook	} The Newcastle Morning Herald and Miners' Advocate Pty. Ltd., and the Singleton Argus Publishing Company each hold 7,555 shares in a total of 30,220 shares in Hunter Broadcasters Pty. Ltd. which holds the licences for the stations.
2NX Bolwarra	
3BA Ballarat	} The Ballarat Courier Pty. Ltd. holds 1,700 shares (in a total of 2,000 shares) in Ballarat Broadcasters Pty. Ltd., which holds the licence for the station.
3GL Geelong	} The Geelong Advertiser Pty. Ltd. owns the station.
3MA Mildura	} New Sunraysia Daily Pty. Ltd. holds 500 preference shares in totals of 500 preference and 500 ordinary shares in Sunraysia Broadcasters Pty. Ltd. which holds the licence for the station.
6VA Albany	} Albany Advertiser (1932) Ltd. holds 7,000 shares in Albany Broadcasters Ltd. which holds the licence for the station.
7EX Launceston	} W. R. Rolph and Sons Pty. Ltd. (the <i>Examiner</i> , Launceston) holds 1,800 shares (in a total of 2,500 shares) in 7EX Pty. Ltd., which holds the licence for the station.

The above particulars do not take into account shareholdings of individuals or companies who are substantial shareholders in both broadcasting and newspaper companies.

NETWORKS OF COMMERCIAL BROADCASTING STATIONS.

34. Section 16 of the Act empowers the Board to regulate the establishment and operation of networks of commercial broadcasting stations and the making of arrangements by licensees of such stations for the provision of programmes or the broadcasting of advertisements. In addition, the licensee of each commercial broadcasting station is required to obtain the Board's consent before entering, or becoming a member of, any network, by a condition of the licence, which reads as under:—

"The licensee shall not, without the consent in writing of the Australian Broadcasting Control Board, enter or become a member of any network of broadcasting stations, or any other association or organisation of broadcasting stations formed for the purpose of making arrangements for the provision of programmes or the broadcasting of advertisements, or acquire by itself or any persons or company on its behalf, any shares or other interest in any such network, association or organisation."

The three principal networks in existence at present are the Macquarie Broadcasting Network, the Major Broadcasting Network and the Independent Group.

35. The Macquarie Broadcasting Network is a proprietary company (Macquarie Broadcasting Service Pty. Ltd.) in which the following member stations were shareholders on 30th June, 1956:—

MACQUARIE BROADCASTING NETWORK.

<i>New South Wales—</i>	<i>Victoria—</i>	<i>Western Australia—</i>
2CA Canberra	3AW Melbourne	6IX Perth
2GB Sydney		6MD Merredin
2LF Young	<i>Queensland—</i>	6WB Katanning
2LT Lithgow	4BH Brisbane	6BY Bridgetown
2MW Murwillumbah	4BU Bundaberg	
2PK Parkes	4GY Gympie	<i>Tasmania—</i>
2NM Muswellbrook		7HO Hobart
2NX Bolwarra	<i>South Australia—</i>	7LA Launceston
2WL Wollongong	5DN Adelaide	

Macquarie Broadcasting Service Pty. Ltd. has an arrangement with a number of other stations in accordance with which they may co-operate with the network on agreed terms in the sale of station time for the broadcasting of Macquarie programmes.

36. The Major Broadcasting Network is not a company, but is an association of stations of which the following were members on 30th June, 1956:—

<i>New South Wales—</i>	<i>Victoria—</i>
2GZ Orange	3DB Melbourne
2KO Newcastle	3LK Lubeck
2NZ Inverell	<i>Western Australia—</i>
2UE Sydney	6CI Collie
<i>Queensland—</i>	6PR Perth
4AK Oakey	6TZ Bunbury
4BK Brisbane	<i>Tasmania—</i>
<i>South Australia—</i>	7EX Launceston
5AD Adelaide	7HT Hobart
5MU Murray Bridge	
5PI Crystal Brook	
5SE Mount Gambier	

The Independent Group is a recently formed network consisting of 2UW Sydney, 3UZ Melbourne, 4BC Brisbane, 4SB Kingaroy, 6PM Perth and 6AM Northam. There are also several associations of stations or groups of stations in the same ownership which are described as networks. Details of these are given in previous Annual Reports.

AUSTRALIAN UNESCO COMMITTEE FOR RADIO.

37. As mentioned in previous reports, the Board is represented on the Australian UNESCO Committee for Radio, one of several such Committees set up in 1947 to advise the Commonwealth Government on Australian policy in relation to UNESCO's programme and to advise and assist in the carrying out of UNESCO projects in Australia. The Committees also advise on such matters as the composition of Australian Delegations to the biennial sessions of the General Conference of UNESCO and the selection of Australian participants to seminars and other meetings arranged by the Director-General of UNESCO. Other organisations represented on the Committee are the Australian Broadcasting Commission, the Australian Federation of Commercial Broadcasting Stations, the Musician's Union of Australia, the Professional Radio Employees' Institute of Australia, and Actors' and Announcers' Equity Association of Australia. The Chairman of the Committee is Dr. Keith Barry, of the Australian Broadcasting Commission. The Australian UNESCO Committee for Radio met once during the past year. The main purpose of the meeting was to consider and give advice on those sections of the draft UNESCO programme and budget for 1957/58 within the field of its particular interest. On this occasion, the Committee met jointly with the Australian UNESCO Committees for Films and Press and the advice of the Committee will be included in the brief of the Australian delegation to the Ninth Session of the General Conference of UNESCO which is to be held in New Delhi in November-December this year.

38. Following on the adoption at the Eighth Session of UNESCO's General Conference at Montevideo in 1954 of a recommendation to create, in Member States, groups to collect and disseminate information of interest to specialists in the field of mass communication research, the Committee set up a National Bibliographical Corresponding Group on Mass Communication Research, consisting of the Chairmen of the Australian UNESCO Committees for Radio, Press and Films. This group will gather and co-ordinate information and documentation on mass communication research in Australia and provide this material regularly to the UNESCO Secretariat. Other activities of the Committee included the supply of information to the UNESCO Secretariat on activities and developments in the field of radio. As a result of a request from the Director-General of UNESCO for information in connection with a UNESCO survey on the role of radio and television in the dissemination of culture, the Board's Director of Programme Services prepared for the Committee a statement giving—

- (a) a brief analysis of the part played by radio in the dissemination of culture in Australia;
- (b) the general aims of national and commercial broadcasting systems in Australia;
- (c) the nature of programmes which may have some cultural value; and
- (d) some documentation on audience measurement.

The Committee also provided briefing material for the guidance of an Australian observer at the meeting of Directors of National Services for Cultural Relations, convened by UNESCO in Paris during December, 1955.

39. The Committee has continued to distribute to Australian broadcasting stations copies of written and recorded material produced by UNESCO Radio Division. Some 60 commercial stations in all States broadcast the 1955 series of UNESCO radio feature programmes and the Australian Broadcasting Commission selected a number of the programmes.

40. As a result of a recommendation by the Committee at a meeting in 1954, that the Australian Broadcasting Commission be asked to prepare a radio feature programme illustrating one aspect of UNESCO's activities in Australia, a programme was prepared entitled "Art on Bark and Stone". This was based on "Australia: Aboriginal Paintings from Arnhem Land", a volume in the UNESCO World Art Series, the material for which had been compiled by the Australian UNESCO Committee for the Visual Arts. The feature was broadcast on two occasions over the Australian Broadcasting Commission's national network. The Chairman of the Committee, together with the Chairmen of the UNESCO Committees for Films and the Press, was appointed to a Publicity Sub-Committee to advise on ways and means of increasing publicity in Australia for UNESCO's aims and activities. Following a suggestion by this Sub-Committee, special activities have been planned to mark the occasion of the 10th anniversary of UNESCO in November, 1956.

DEFAMATION BY MEANS OF BROADCASTING.

41. In previous reports, the Board directed attention to the fact that the Parliament of the United Kingdom had passed legislation providing—

- (a) that for the purposes of the law of libel and slander, the broadcasting of words by means of wireless telegraphy (which in this context includes broadcasting and television) shall be treated as publications in permanent form; and
- (b) for the extension to broadcasting and television stations of the statutory qualified privilege of newspapers to publish a fair and accurate report of many matters of public interest.

In view of the extensive news services and commentaries which are broadcast by Australian stations, the Board suggested that the desirability of enacting similar legislation in this country might be examined when amendments to the *Broadcasting Act 1942-1954* were under consideration. The matter was considered by the Government when the Broadcasting and Television Bill 1956 was being prepared and it was decided to include the following provision, which is now section 124 of the *Broadcasting and Television Act 1942-1956*:—

"124 For the purposes of the law of defamation, the transmission of words or other matter by a broadcasting station or a television station shall be deemed to be publication in a permanent form."

PART III—BROADCASTING—TECHNICAL SERVICES.

42. On 30th June, 1956, broadcasting services were being provided by 160 medium frequency stations (53 national and 107 commercial), and by nine high-frequency stations, which are intended to provide for listeners in the more remote parts of the Commonwealth and in the Territories. Details of these stations are given in Appendices "A" and "B", and their location is shown in the map which follows Appendix "E".

43. As has been explained in previous reports, the technical efficiency of both the National and Commercial Broadcasting Services has been greatly increased as a result of plans developed by the Board soon after its appointment in 1949. The establishment of new stations, substantial increases in the power of many existing stations and a general raising of technical standards have greatly increased the effective coverage of both Services. These developments have provided a much stronger signal strength for the great majority of Australian listeners and this has enabled them to enjoy much better reception, especially in areas where atmospherics or noise caused by the operation of electrical equipment had previously proved an irritating obstacle to clear reception. In this Part details are given of new stations established and other improvements effected during the past year.

DEVELOPMENT OF NATIONAL BROADCASTING SERVICE.

44. The Board's plans for the development of the National Broadcasting Service provided for the establishment of 17 new stations and an increase in the operating power of 27 existing stations. Eleven of the 17 additional stations are now in operation, including the following three regional stations which commenced operations during the year:—

	Power (watts)	Commenced operations on—
5MG Mount Gambier	200	26th September, 1955
6AL Albany	400	23rd April, 1956
6NM Northam	200	1st July, 1955

The position with respect to the other six proposed stations was, according to the latest information available to the Board at the time this Report was being prepared, as under—

2AN Armidale—100 watts	As indicated in paragraph 52 the possibility of using a "booster" station to serve Armidale will be investigated after station 2GL Glen Innes commences service.
2WN Wollongong—2,000 watts	A site has been acquired and the technical equipment is available, but the funds available will not, on present indications, permit of the station building being completed before the end of 1957.
2GL Glen Innes—10,000 watts	Installation of the technical equipment is well advanced, and it is expected that the station will commence operations before the end of 1956.
3BN Bendigo	Establishment of this station has been deferred until the effect of contemplated increases in the power of existing stations which serve the Bendigo district has been observed.
5MV Renmark—2,000 watts	Construction work has been commenced and it is expected that the station will commence operations early in 1957.
5PA Penola—2,000 watts	This station is almost complete and is expected to commence operations before the end of 1956.

45. The establishment of new stations has been given priority in the implementation of the Board's plans, with the result that whilst an increase in the power of 27 stations is contemplated, power increases have so far been effected only at the following stations—

2CO Corowa	increase from 7,500 to 10,000 watts
3GI Sale	increase from 7,000 to 10,000 watts
4QL Longreach	increase from 200 to 10,000 watts
4RK Rockhampton	increase from 2,000 to 10,000 watts
5DR Darwin	increase from 200 to 2,000 watts
6WN Perth	increase from 6,000 to 10,000 watts
7NT Kelso	increase from 7,000 to 10,000 watts

Progress is being made in connection with the increase in the power of the following:—

6WA Wagin	To be increased to 50,000 watts. There has been delay in the manufacture of the new transmitter. It is now expected to be delivered next January and the increase should be effected in the first half of 1957.
2NR Grafton	To be increased to 50,000 watts. It is expected that the new transmitter will be delivered about the middle of 1957 and the increase should be effected before the end of that year.
4QN Townsville	To be increased to 50,000 watts and re-established on a new site, which has been acquired. The date of completion of the new station building depends substantially on the availability of funds and on present indications, it does not seem likely that the increase will be effected before the end of 1957.
7ZL Hobart	Each to be increased to 10,000 watts. These stations are to be re-established on a new site with new transmitters. The work is well advanced and should be completed early in 1957.
7ZR Hobart	

DEVELOPMENT OF THE COMMERCIAL BROADCASTING SERVICE.

Increased Power for Country Stations on Shared Channels.

46. In previous reports, the Board has given complete details of the steps which have been taken since its establishment to improve the technical efficiency of the commercial broadcasting stations by increasing the power of most of the commercial stations and by the application of appropriate standards for the technical equipment and operation of such stations. The Board has authorized the use of higher power by 63 shared channel stations and all these stations are now operating on the higher level of power approved by the Board, with the exception of one which is now being equipped for operation on its authorized power. The powers allocated to the 63 stations are shown hereunder:—

2,000 watts, day and night	26 stations
1,000 watts, day and night	11 stations
1,000 watts, during hours of darkness	13 stations
2,000 watts, during daylight hours	
500 watts, day and night	11 stations
500 watts, during hours of darkness	2 stations
2,000 watts, during daylight hours	

As has been explained in previous reports, the operation of the shared channel stations on higher power has resulted in much better reception for their listeners and a marked improvement in the financial position of the licensees concerned. Nevertheless, the Board continues to receive applications for further increases in power from licensees of stations which are still operating on 500 watts and 1,000 watts, to which they are restricted because the geographical separation from the station, or stations, which operate on the same channels is not sufficient to permit of higher power without causing undesirable interference to other stations. The standards adopted by the Board in respect of the allocation of power to shared channel stations were explained in paragraphs 45-53 of its Seventh Annual Report and, without degrading those standards, it is not practicable to increase the power of the stations concerned. The Board realises that in some of these cases, a better service would be provided for remote listeners if the operating conditions of the stations could be improved and it is therefore making a comprehensive review of frequency allocations for the purpose of ascertaining if by making some minor frequency changes some of the shared channel stations could be enabled to extend their coverage.

Increased Power for Commercial Stations in Capital Cities and Newcastle.

47. The Board has also authorized the use of higher power in the capital cities and Newcastle, as under:—

	Power increased	
	From	To
Sydney	1,000 watts	5,000 watts
Melbourne	600 watts	5,000 watts
Brisbane	1,000 watts	2,000 watts
Adelaide	500 watts	2,000 watts
Perth	500 watts	2,000 watts
Hobart	500 watts	2,000 watts
Newcastle	500 watts	2,000 watts

Station 3AK Melbourne operates under special conditions on 500 watts, and the power of station 4KQ Brisbane is limited to 1,000 watts during the hours of darkness because of a provision in the agreement between Australia and New Zealand relating to the allocation of frequencies to broadcasting stations. Station 4KQ operates on the same frequency as station 3YA Christchurch (N.Z.) and the purpose of the restriction is to avoid excessive interference to the reception in New Zealand of 3YA.)

49. The increase in the power of the stations in the capital cities and Newcastle was, as pointed out in previous reports, a matter of great importance as these stations were approximately, 1955, and the Melbourne stations on 31st March, 1956. The sites on which the transmitting equipment of the Melbourne stations were previously installed were unsuitable for the use of 5,000 watts, and each of the five licensees concerned installed new transmitters and radiating systems in the East Heidelberg area. One of the Perth stations will also have to move to a new site before commencing operations on 2,000 watts and, because of difficulties which have been encountered in this connection, the increase in the power of the Perth transmitters is unfortunately being delayed.

49. The increase in the power of the stations in the capital cities and Newcastle was, as pointed out in previous reports, a matter of great importance as these stations serve approximately 65 per cent of the total population of the Commonwealth. The power previously allotted to them was quite inadequate to ensure the quality of reception which the great populations served by these stations are entitled to expect, and this unsatisfactory state of affairs had been aggravated in recent times by the fact that, whilst the power had remained for several years at the low levels outlined above, the intensity of electrical noise had become more severe because of the greatly increased use of electrical appliances for industrial and domestic purposes. Moreover, there had been, since the war, a rapid outward expansion of the cities as a result of the erection of many homes and factories in new districts, with the result that there were many thousands of listeners on the fringe of the service area of the commercial stations in those cities who were not assured of consistently reliable reception. An indifferent service was also being provided for listeners in those country areas who have to rely on the capital city stations for commercial programmes. With these stations, excepting those in Perth, now operating on much higher powers, and more efficient equipment, listeners in the metropolitan areas and the contiguous country districts are now enjoying better reception. The Melbourne stations, in particular, are providing a much improved service in the hill country to the east and north-east of the transmitters, where previously reception conditions were far from satisfactory. The higher signal to noise ratio is, of course, one of the great benefits which result from increasing the power of stations and, in this connection, it is significant that, in the three months following the increase in the power of the Melbourne stations the Radio Branch of the Postmaster-General's Department received only 322 complaints of interference to reception from persons within 50 miles of Melbourne compared with 492 in the corresponding three months of the previous year. Complaints from the metropolitan area of Sydney have decreased from an average of 220 each month before the increase in power of the Sydney stations to 160 each month since the increase.

CLEAR CHANNEL STATIONS IN COUNTRY DISTRICTS.

50. In the Seventh Annual Report, the Board stated that having increased the power of the commercial broadcasting stations mentioned in the preceding paragraphs 46-49, it had considered the case of the stations which operate on 2,000 watts on clear channels in country districts and had come to the conclusion that it would be undesirable to authorize these stations to use power in excess of the maximum power of the shared channel stations, namely 2,000 watts. The Board's reasons for this conclusion were explained in the following terms:—

"The clear channel stations have for several years enjoyed much more favourable conditions than their competitors on shared channels, and although the increase in the power of the shared channel stations has brought about a better balance between the various stations comprising the Commercial Broadcasting Service, the clear channel stations are still much more favourably placed than their shared channel competitors. They have a much wider coverage and this gives them a bargaining power with advertisers which is not enjoyed by the less fortunate shared channel stations, whose coverage is severely restricted during hours of darkness. The action which has been taken to improve the position of the shared channel stations has conferred great benefits on listeners in country areas, not only from a technical viewpoint in improving the grade of service, but also from a programme viewpoint in that the more popular programmes have become available over a larger number of commercial stations. It would, in the Board's opinion, be unfortunate to disturb the existing situation, as such a move would most probably in the long run be to the detriment of listeners as well as to the licensees of the shared channel stations who, in many cases with much smaller resources than the clear channel stations, have invested some hundreds of thousands of pounds in improving the service to country listeners."

Strong representations have since been made to the Minister and to the Board in support of an increase in the power of certain of these stations, and the Board proposes to review the matter at an early date. In the first place, it will discuss the question with the Management Committee of the Australian Federation of Commercial Broadcasting Stations, in accordance with the obligation it now has (see paragraph 10) to confer with representatives of the commercial stations before exercising its powers under section 16 of the Act, including the power to determine the operating power of broadcasting stations.

PLANS FOR THE FURTHER DEVELOPMENT OF BROADCASTING SERVICES.

51. In several of its previous reports, the Board has pointed out that for the purpose of ultimately ensuring a full and comprehensive service for all listeners, in any plans for development of broadcasting services, provision should be made on a long-term basis for the following, although not necessarily in this order:—

- (a) the establishment of additional national stations in areas where they are required to provide service for substantial numbers of people who cannot yet receive any national station satisfactorily;
- (b) the extension of the national service in such a way as to ensure the reception of a second programme of the Australian Broadcasting Commission by listeners in areas where at present only one such programme is available as a primary service;
- (c) the provision of a third national programme in accordance with proposals repeatedly made by the Australian Broadcasting Commission;
- (d) the granting of licences for additional commercial broadcasting stations, especially in country areas where no existing commercial station can be consistently received at present;
- (e) the establishment of stations in areas of rapidly increasing population.

52. In the Seventh Annual Report, the Board commented on this matter at some length, explaining in paragraphs 45-53 the difficulties in the way of allocating channels in the medium frequency band for additional stations and, in paragraphs 54-58, the possibility of overcoming those difficulties by the use of frequency modulation stations in the very high frequency band, in which many broadcasting stations are operating overseas. The prohibition on the use of frequency modulation by commercial broadcasting stations was repealed by the *Broadcasting and Television Act 1956*, and accordingly, the Board, as indicated in its last report, with the approval of the Minister, proposes to hold a public inquiry into the introduction of frequency modulation broadcasting in the Commonwealth. Such an investigation should enable all the technical and economic factors which are involved to be thoroughly examined in the light of evidence provided by the many interested parties and a well-informed decision to be reached as to whether or not the use of frequency modulation in the very high frequency band would be the best solution of the problems arising from the limitation placed by the International Radio Regulations on the number of medium frequency channels which may be used for broadcasting purposes. In paragraph 6, reference is made to the Government's decision to fill the vacancy at present existing on the Board by the appointment of another full-time member; it is therefore considered desirable to defer the inquiry into the introduction of frequency modulation broadcasting until after the new member assumes office. In the meantime, the Board also proposes to hold in abeyance the investigations it has been making into the possibilities of synchronized operation of broadcasting stations as a means of mitigating the difficulties arising from the non-availability of medium frequency channels. The Board proposes, however, to consider the possibility of "booster" operation in the Armidale area of New South Wales after the new national station at Glen Innes commences operation late in 1956.

STANDARDS FOR THE TECHNICAL EQUIPMENT AND OPERATION OF MEDIUM FREQUENCY BROADCASTING STATIONS.

53. In the light of experience gained in the application of the Board's standards for the technical equipment and operation of medium frequency broadcasting stations first determined on 17th March, 1952, it has become apparent that some revision is necessary to clarify or modify certain requirements. This matter is at present receiving attention and will be discussed with the Australian Federation of Commercial Broadcasting Stations,

PART IV.—BROADCASTING—PROGRAMME SERVICES.

54. In previous reports, attention was invited to the fact that whilst the Board was required by section 6K of the *Broadcasting Act 1942-1954*, to ensure that adequate and comprehensive programmes are provided by broadcasting and television stations "to serve the best interests of the public", the Australian Broadcasting Commission was required by section 18 of that Act "to provide and broadcast from the national broadcasting stations adequate and comprehensive programmes . . .". Since the establishment of the Board, there had been an exchange of views between the Commission and the Board on many matters of mutual interest in relation to broadcast programmes. Whilst the Board has not attempted to intrude in any way into the operations of the Commission, it felt that the existence in the Act of the provisions requiring two statutory authorities to undertake substantially the same responsibility in a particular field could lead to conflict. Accordingly, the Board recommended to the Government that when a suitable opportunity presented itself, the Act should be amended to restrict the Board's activities in the programme field to those of the Commercial Broadcasting and Television Services. The Government accepted the Board's recommendation and section 16 (1.) of the *Broadcasting and Television Act 1942-1956*, now provides that the Board shall "ensure that adequate and comprehensive programmes are provided by commercial broadcasting stations and commercial television stations to serve the best interests of the general public."

55. A significant change was also made to section 60 (now section 99) of the Act, which until the recent amendments were made, prescribed that—

"The licensee of each commercial broadcasting station shall provide programmes and shall supervise the broadcasting of programmes from his station, in such manner as to ensure, as far as practicable, that the programmes broadcast are to the satisfaction of the Board."

Section 99 (1.) of the *Broadcasting and Television Act 1942-1956*, now provides that—

"A licensee shall provide programmes and shall supervise the broadcasting or televising of programmes from his station in such manner as to ensure, as far as practicable, that the programmes are in accordance with standards determined by the Board."

The new requirement that a licensee should broadcast programmes "in accordance with standards determined by the Board" is a much more satisfactory provision than the previous obligation on the licensee to broadcast programmes which "are to the satisfaction of the Board". It is clearly desirable that licensees should be given some indication of what is expected of them and that, as the Act now requires, the Board should determine standards for their guidance. Standards governing the broadcasting of advertisements have already been issued (see paragraphs 69-71 of the Seventh Annual Report) and the Board has, from time to time, discussed with the Australian Federation of Commercial Broadcasting Stations the desirability of preparing programme standards for the guidance of its members. The Board, however, decided to defer this matter until it had completed the preparation of television programme standards (see paragraphs 108-111). These standards appear to have met with general approval and, in the Board's opinion, they could, if suitably adapted for the different medium, be applied to the Commercial Broadcasting Service with advantage to all concerned. In the first instance, the Board will, as required by the Act, discuss this matter with the Management Committee of the Federation, as the representatives of the commercial stations.

56. During the year covered by this report, the Board reviewed the programmes being provided by each commercial broadcasting station as a preliminary to the submission of its report to the Minister on the application of each licensee for the renewal of his licence, and from this review formed the opinion that licensees could, generally speaking, be regarded as providing what the Act refers to as "adequate and comprehensive programmes". The Board has, however, been concerned for some time at the lack of variety in a large proportion of the programmes offered to listeners at peak listening times, many of which revolve around the well tried formats of quiz, talent quest, hit parade, and "thriller" and Police Court episodes. It appears to the Board that much effort is spent on attempts to produce some degree of novelty in the presentation of these types of programmes and that, as a result, insufficient endeavour is made to develop, or revive, other forms of programmes. The operation of commercial broadcasting stations undoubtedly implies an obligation on the part of all licensees to make an attempt to provide their listeners with balanced programmes: they should also, for a reasonable proportion of programme time, provide them with matter from which they may derive some positive benefit. The Board does not overlook the difficulties confronting broadcasters in endeavouring to satisfy the varying tastes of their audiences and, in so doing, in providing programmes which consist of something more than light entertainment. It suggests, however, that licensees might bear these considerations in mind from time to time for the purpose of satisfying them.

selves whether they are paying proper regard to the obligation which has been mentioned. The Board has put this view to the Management Committee of the Federation because it feels that the matter is one which affects the ultimate welfare of the Commercial Broadcasting Service as a whole. It has also suggested to the Committee that whilst there is abundant evidence of the willingness of licensees of country stations to provide essential community services, very few of them have made any serious attempt to increase local standards of appreciation of music, drama and the arts generally, a field in which they could, by virtue of the place they hold in the community, exercise a really beneficial influence.

PROGRAMME STATISTICS.

57. In earlier Annual Reports the Board has published an analysis of the programmes of commercial broadcasting stations in Sydney and Melbourne. The table hereunder reproduces that information, together with similar data in respect of the four metropolitan stations in Brisbane and in Perth. The figures for these two cities are based on an average week in the autumn of 1956. For the purposes of these analyses, it was found necessary to adopt the following broad classifications:—

Music—

Serious—music of the first rank, irrespective of the period of its composition;

Light—including operetta, musical comedy and generally tuneful music (mostly of 19th and 20th century origin);

Popular—dance music, items included in "hit parade" jazz, swing and allied types;

Hillbilly—recognition of which is necessary owing to the large part it plays in the quota of Australian compositions.

Variety includes all programmes which include more than one main type of entertainment, all "talent" shows, and quiz programmes in which the predominant interest is derived from the question and answer technique.

Children's programmes include only those which are designed for children or adolescents, and are produced under the control of the station; serials and other transcribed matter are not included.

Women's sessions include only those parts of a station's programmes that are addressed directly to women, usually by women.

News refers only to the time occupied in the broadcasting of news; it excludes news commentaries, topical talks, interviews and actualities of the "roundsman" type, which are included under "Talks".

(Other headings under "Type of Programme" are self-explanatory.)

It should be mentioned that the figures shown for "community service" do not include the major charitable efforts of stations which, in most cases, would not be made during the periods to which the tables relate, or special emergency community services.

Type of Programme	Melbourne Stations.	Sydney Stations	Brisbane Stations	Perth Stations
	Percentage of Programme Time	Percentage of Programme Time	Percentage of Programme Time	Percentage of Programme Time
Music— Serious	3.56	2.96	2.46	0.95
Light	11.64	9.35	3.43	2.48
Popular	43.07	40.75	51.08	53.20
Hillbilly	1.28	0.43	1.91	0.59
TOTAL MUSIC	59.55	53.49	58.88	57.22
Drama— Plays	1.41	1.43	2.91	3.94
Domestic Serials	3.13	5.34	5.98	7.17
Adventure Serials	3.16	2.46	3.42	2.29
TOTAL DRAMA	7.70	9.23	12.31	13.40

Type of Programme	Melbourne Stations	Sydney Stations	Brisbane Stations	Perth Stations
	Percentage of Programme Time			
Variety—Variety and Talent Programmes	2.55	2.08	3.99	5.17
Quiz Programmes	1.32	1.77	0.45	0.34
TOTAL VARIETY	3.87	3.85	4.44	5.51
News and Weather	5.32	4.73	5.25	4.33
Sport	4.04	4.76	2.24	2.36
Religious Matter	2.98	4.15	2.35	3.37
Women's Sessions	1.96	1.52	0.88	1.35
Children's Programmes	1.90	3.06	1.64	1.12
Talks	1.56	3.25	1.65	2.56
Community Service	0.70	0.31	0.21	0.25
Advertising—Direct Announcements	6.95	7.45	6.08	5.37
In Sponsored Programmes	3.47	4.20	4.07	3.16
	10.42	11.65	10.15	8.53
	100.00	100.00	100.00	100.00

CHILDREN'S PROGRAMMES.

58. In its Seventh Annual Report, the Board commented on some deficiencies in programmes broadcast at those hours when the bulk of the audience consists of children. In particular, it referred to instances of excessive and inappropriate advertising, to the use of slang, and to the undue emphasis on violence, crime and the less savoury aspects of life which frequently occur in many of the radio serials which follow sessions specifically designed for children. The Board has always recognised and emphasised that it is the duty of parents to exercise control over the programmes to which their children listen, but as it pointed out last year, it is clear that "many parents cannot, or will not, control the quantity and quality of material to which their children listen on the radio", and "in this specially difficult field broadcasters themselves can assist parents by using more discretion in selecting the programmes to be broadcast, particularly between the end of the children's session and the commencement of the main evening programmes". The Board regrets to say that, from its own observations of these programmes during the past year, this advice has not been heeded by the broadcasters. It therefore seems necessary to direct attention to the matter again in this report. The views expressed in the last report appear to have been substantially confirmed by a provisional report received from the Department of Education of the University of Melbourne, which carried out during the year a survey of the advertising and programme content of radio serials intended for the youthful audience. For the purpose of the survey, the Department obtained the assistance of a group of responsible citizens, closely connected with the education of adolescents, who were formed into small listening panels with the object of evaluating the content of thirteen of these serials and their associated advertising material, the serials chosen being those which earlier investigations had shown to be the most popular among older children. Among other things which appeared to justify criticism, the listening panels found that, generally speaking, the serials contained little or nothing of constructive value to the child audience and that many serials contained instances of crime, violence, fear and, in some cases, race and colour prejudice. The panels did not object to the presentation of isolated instances of the sordid side of life so much as the possibility that the frequent broadcasting of such episodes would in time cause the audience to regard such things as accepted, if not acceptable, ingredients of their entertainment and of the world about them. The panels also expressed apprehension that the serials failed to develop in the listener a reasonable literary taste and that regular listening to them would probably make it difficult to develop discrimination and critical thought.

59. The Board feels that reports of investigations of this kind must be taken seriously and has long believed that criticisms of this nature have much validity. The matter has been discussed on several occasions with the Australian Federation of Commercial Broadcasting

Stations. With the experience of broadcasting in mind, the Board has provided in its Television Programme Standards (see Appendix D) that programmes televised at times when the younger audience can be expected to have access to receivers will contain nothing of a harmful nature but will be designed to develop those latent qualities which make for good citizenship. The same general principle should, the Board feels, be applied in the standards which, as pointed out in paragraph 55, are to be prepared, pursuant to section 99 (1.) of the Act, for the guidance of licensees of commercial broadcasting stations. This general question, and in particular that of the standard of children's sessions and radio serials, will be further discussed with the Federation.

COMMUNITY SERVICES.

60. In previous reports, the Board has emphasised the importance which it attaches to the provision by all stations of programmes specially designed to meet the requirements of the areas in which the stations operate. The licensee of a country station, in particular, has an obligation to provide special sessions calculated to promote the well-being of the community which is served by his station and most licensees recognise the benefits which accrue to them from an active and enthusiastic participation in local activities. In many districts during the past twelve months there have been periods of emergency when life and property have been in danger from floods, and local broadcasting stations have played a significant role in transmitting up to the minute reports on river heights and warnings to residents as new dangers approached. Special mention should also be made again of the assistance which licensees of commercial broadcasting stations give to charitable causes. Apart from the willingness on the part of the managements to give practical support to any worthy cause, many licensees set aside one day in the year on which the whole of their stations' resources are devoted to the raising of money for a hospital or other charitable institution. It is obvious that, while the main appeal is confined to one day, much preparation and perhaps weeks of organising effort are involved. The Commercial Broadcasting Service has good reason to be proud of its charitable efforts which have been developed to such an extent that listeners' contributions amount to several hundred thousand pounds annually. Whilst the community services provided by the majority of stations are of a varied and comprehensive character, the Board feels, as it has pointed out in paragraph 56, that licensees would confer a great benefit on the people in the areas which they serve if they were to pay more serious attention to the educational possibilities of the broadcasting medium, and to the stimulation of activities in connection with such local institutions as libraries, musical societies, and drama or adult education groups. The power of broadcasting to encourage such desirable activities is very great and the opportunity to do so should not be neglected by those to whom the responsibility has been given of using to the best advantage in the public interest the limited number of frequency channels which are available for broadcasting. The Board has asked the Management Committee of the Australian Federation of Commercial Broadcasting Stations to consider this matter in view of its importance to the Commercial Broadcasting Service as a whole.

NEWS BROADCASTS.

61. The Board is gratified to note the further improvement in news services during the year and in particular the establishment by several commercial stations of their own local news services. Several country stations which in the past have been unable to provide listeners with town and district news, because of unwillingness on the part of newspaper proprietors to supply news services, have appointed their own full-time news staff who gather and prepare bulletins of local news which are broadcast several times daily. The Board commends those stations for their enterprise which in each instance seems to have been very favourably received by listeners.

RELIGIOUS BROADCASTS.

62. The statutory provisions relating to the broadcasting of religious matter by commercial stations were altered by the *Broadcasting and Television Act 1956*. The obligation on the Board under section 6K. (2.) of the *Broadcasting Act 1942-1954* to ". . . ensure that Divine Worship or other matter of a religious nature is broadcast for adequate periods and at appropriate times" has been omitted and section 103 of the *Broadcasting and Television Act 1942-1956* now provides that "a licensee shall broadcast . . . from his station Divine Worship or other matter of a religious nature during such periods as the Board determines and, if the Board so directs, shall do so free of charge". Full details of the Board's requirements under the previous provisions of the Act were published in its Second Annual Report: briefly stated, they required each licensee to devote at least one hour each week, free of charge, to the broad-

casting of religious matter, either by way of broadcasts of Divine Worship on Sundays or by studio presentations throughout the week, time being allocated, as far as practicable, in proportion to the number of adherents to each denomination. As far as the Board can judge, the existing arrangements between licensees of commercial broadcasting stations and the Churches are, on the whole, working satisfactorily, and the Board therefore does not contemplate any change in its administration as a result of the amendment of the Act. During the past year, the 107 commercial stations devoted 298 hours weekly to broadcasting free of charge, of matter of a religious nature, an average of $2\frac{3}{4}$ hours for each station.

POLITICAL BROADCASTS.

Amendment of Legislation.

63. The Board was required by section 6K of the *Broadcasting Act 1942-1954* "to ensure that facilities are provided on an equitable basis for the broadcasting of political or controversial matter" by commercial broadcasting stations. The difficulties in the administration of this provision have been explained in earlier reports of the Board, particularly the Second Report, and the Board has on several occasions urged that the whole question of political broadcasts should be reviewed by Parliament. As a result of its experience in the administration of this provision the Board came to the conclusion that the obligations of licensees of commercial broadcasting stations in respect of political broadcasts should be clearly defined by the Act and it noted with great interest that the Royal Commission on Television expressed the view that the obligations on commercial television stations in this field "should be stated in direct legislation passed by Parliament: that is, they should not, as in the Broadcasting Act as it stands at present, be left to the exercise of the administrative discretion of a statutory body". As a result of the consideration by the Government of these views, provision was made in the *Broadcasting and Television Bill 1956*, for the omission of the obligation previously imposed on the Board and the inclusion of the following provisions, which are now incorporated in the *Broadcasting and Television Act 1942-1956*.

"116.—(3) If, during an election period, a licensee broadcasts or televises election matter, he shall afford reasonable opportunities for the broadcasting or televising of election matter to all political parties contesting the election, being parties which were represented in either House of the Parliament for which the election is to be held at the time of its last meeting before the election period.

(4)

(5) Nothing in this section requires a licensee to broadcast or televise any matter free of charge.

(6) In this section—

"election" means an election of a member or members of either House of the Parliament of the Commonwealth or of a State;

"election matter" means matter of any of the following kinds, namely:—

- (a) matter commenting on, or soliciting votes for, a candidate at an election;
- (b) matter commenting on, or advocating support of, a political party to which a candidate at an election belongs;
- (c) matter commenting on, stating or indicating any of the issues being submitted to the electors at an election or any part of the policy of a candidate at an election or of the political party to which such a candidate belongs; and
- (d) matter referring to meetings held or to be held in connexion with an election;

"election period" means the period commencing on the day of the issue of the writ or writs for an election and ending at midnight on the Wednesday next preceding the day of the poll."

In his second reading speech on the Bill the Minister summarised the effect of the amending legislation in the field of commercial broadcasting as follows:—

- (1) There will be no obligation on the licensee of a broadcasting station or a television station to broadcast political matter during campaigns for Federal or State elections.
- (2) If a licensee intends to broadcast or televise matter relating to the issues before the electors, he will be required to afford reasonable opportunities for the broadcasting or televising of such matter to all political parties contesting the election which were represented in either House of the Parliament for which the election is to be held.
- (3) A licensee shall not be required to broadcast or televise any political matter free of charge.

There is no statutory provision relating to political broadcasts otherwise than during an election period.

*Broadcasts from Commercial Stations during the campaign preceding the Federal Election—
10th December, 1955.*

64. Following its usual practice, the Board obtained details of the broadcasts undertaken in connection with this election and particulars are given hereunder of the broadcasts relating to the elections for the Senate and the House of Representatives during the election period, that is between the issue of writs (on 7th November, 1955) and the Wednesday preceding polling day (7th December, 1955). The initial speeches which were delivered by the parliamentary leaders of the Government and Opposition Parties were broadcast throughout the Commonwealth by the Australian Broadcasting Commission as shown hereunder:—

	Hours		Hours
Liberal Party	1	Australian Labor Party	1
Country Party	$\frac{3}{4}$	Anti-Communist Labor Party	$\frac{1}{2}$

Returns indicate that of the 106 commercial stations in operation at the time, 95 stations broadcast all or part of the initial speeches on behalf of the Government and Opposition, and nine stations broadcast all or part of one speech. Thirteen stations broadcast all or part of the Anti-Communist Labor Party speech. In addition to the broadcasts of initial speeches by party leaders, the commercial stations allocated a total of 419 hours for the broadcasting of political matter by the parties and candidates. This represents an average of approximately four hours per station. The allocation of time by metropolitan and country stations was as follows:—

	Hours
Metropolitan (26 stations)	62
Country (80 stations)	357
Total	419

Political matter of some kind was broadcast by all stations except 3AK Melbourne, which operates during restricted hours.

Time allocated to the various parties and candidates.

65. The following table shows the allocation of time under this heading among various parties and candidates:—

	Commonwealth	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania
<i>Metropolitan Stations—</i>	%	%	%	%	%	%	%
Anti-Communist Labor Party ...	2.9	...	1.0	...	19.1	2.9	4.9
Country Party	7.1	3.1	33.6	...
Labor Party	39.6	30.8	76.1	43.4	31.9	20.4	63.6
Liberal Party	45.2	59.9	9.1	55.7	44.2	41.4	24.7
*Other Parties	2.6	...	13.8	...	3.2	.9	6.8
Independent Candidates	2.6	6.29	1.6	.8	...
TOTAL ...	100.00	100.00	100.00	100.00	100.00	100.00	100.00
<i>Country Stations—</i>							
Anti-Communist Labor Party ...	3.1	...	9.1	...	20.3	1.2	15.8
Country Party	19.8	24.2	10.3	20.8	...	36.1	...
Labor Party	32.4	25.4	59.3	29.2	26.9	11.7	51.2
Liberal Party	34.9	44.0	18.4	30.2	45.1	36.5	30.7
*Other Parties	3.7	4.7	2.9	3.9	5.1	1.4	...
Independent Candidates	6.1	1.7	...	15.9	2.6	13.1	2.3
TOTAL ...	100.00	100.00	100.00	100.00	100.00	100.00	100.00
<i>Metropolitan and Country Stations Combined—</i>							
Anti-Communist Labor Party ...	3.1	...	8.4	...	19.9	1.7	12.7
Country Party	17.9	21.4	9.3	18.8	...	35.4	...
Labor Party	33.5	26.1	60.7	30.5	28.6	14.1	54.8
Liberal Party	36.4	46.1	17.8	32.5	44.8	37.9	29.0
*Other Parties	3.5	4.1	3.8	3.6	4.5	1.3	1.9
Independent Candidates	5.6	2.3	...	14.6	2.2	9.6	1.6
TOTAL ...	100.00	100.00	100.00	100.00	100.00	100.00	100.00

* Other Parties included Communist Party (Victoria, New South Wales, Queensland, South Australia) Henry George Justice Party (Victoria)

Broadcasts from Commercial Stations by Organisations which conducted programmes containing political matter during election period.

66. Broadcasts in this category occupied an additional 18 hours from 38 commercial stations, and represented approximately three per cent of the total time (including party leaders' initial speeches) devoted by commercial stations to broadcasts connected with the federal elections. The majority of these broadcasts took place from stations in country towns, the division of the total time involved between metropolitan and country areas being as follows:—

	Hours
Metropolitan	2
Country	16
	—
TOTAL	18
	—

Six organisations participated in these broadcasts, the greater part of the time being taken by the Miners' Federation, which broadcast in all States except Western Australia.

67. The total time allocated to broadcasts of political matter by commercial stations during the federal election period amounted to 682 hours made up as follows:—

	Hours
Party Leaders' initial speeches	245
Broadcasts by Parliamentary parties and members of such parties	419
Broadcasts by organisations	18
	—
	682
	—

This total of 682 hours represents an average of six hours per station or 1.3 per cent of the total hours of transmission by the commercial stations during the election period of 31 days. The following table shows the use made of commercial broadcasting stations for political purposes in the election periods preceding the last five federal elections:—

Election	Total Time occupied by Political Matter during Election Period	Average Time per Station	Percentage of Station Time during Election Period
	Hours	Hours	Per Cent
House of Representatives, December, 1949	2,146	21.25	4.2
Senate and House of Representatives, April, 1951	1,256	12.3	3.1
Senate, May, 1953	706	6.8	1.22
House of Representatives, May, 1954	989	9.4	1.69
Senate and House of Representatives, December, 1955	682	6.4	1.3

Broadcasts from National Stations during the Federal Election Campaign, 1955

68. Information supplied by the Australian Broadcasting Commission shows that political broadcasts from the national stations in respect of the 1955 election were allocated on the same principle as had been applied to the preceding elections for the Senate and the House of Representatives, namely, an equal division of time between the Government and the Opposition at the rate of eight hours per station. Broadcasts were made from one national station in Canberra, one in each State capital city and in Newcastle and from all regional stations. The time was made up of party leaders' initial speeches (one hour for the Liberal Party and the Australian Labor Party, three-quarters of an hour for the Country Party, on relay throughout the Commonwealth), a second period on relay (one and a quarter hours for the Liberal Party and a half hour for the Australian Labor Party) and a series of shorter broadcasts originating separately in each State (totalling one hour for the Liberal and Country Parties and two and a half hours for the Australian Labor Party). Following an application for broadcasting time by the Anti-Communist Labor Party, it was decided to make available to it a half-hour broadcast on relay throughout the Commonwealth and a total of a half-hour in those State in which the Party was contesting seats (Victoria, Tasmania, South Australia and Western Australia).

ENCOURAGEMENT OF AUSTRALIAN ARTISTS.

69. Sub-section 88 (1.) of the *Broadcasting Act 1942-1954*, prescribed—

“The Commission and the licensee of each commercial broadcasting station shall, as far as possible, give encouragement to the development of local talent and endeavour to obviate restriction of the utilization of the services of persons who, in their opinion, are competent to make useful contributions to broadcasting programmes.”

These provisions were reviewed by the Government when the Broadcasting and Television Bill 1956, was being prepared and the conclusion was reached that sub-section 88 (1.) which required the broadcasters to “give encouragement to the development of local talent” did not accurately express the real purpose of the provision, which was to ensure that Australian artists, producers and script writers were employed as far as possible in the production and presentation of programmes. The Government accordingly decided to amend the sub-section which, renumbered subsection (1.) of section 114 of the *Broadcasting and Television Act 1942-1956*, now provides that the Commission and licensees of commercial stations “shall, as far as possible, use the services of Australians in the production and presentation of broadcasting programmes”. “Australian” is defined in subsection (3.) of section 114 as a “person who was born or is ordinarily resident in Australia”.

70. Sub-section 88 (2.) of the *Broadcasting Act 1942-1954*, obliged the Commission and licensees of commercial broadcasting stations to devote “not less than two and one-half per centum of the total time occupied . . . in the broadcasting of music . . . to the broadcasting of works of Australian composers . . .”, and the following table shows that the prescribed quota has for some years been exceeded by the Commission and with few exceptions by the licensees of commercial stations:—

Year	Australian Broadcasting Commission	Commercial Stations	
	Average Percentage of all Metropolitan Stations	Average Percentage of all Commercial Stations	Number of Stations below 2·5 per cent
	Per Cent	Per Cent	
1950-51	4·08	4·11	12
1951-52	4·37	4·06	8
1952-53	4·23	4·21	7
1953-54	4·06	3·64	17
1954-55	4·78	3·91	3
1955-56	5·09	*3·51	*10

In its Seventh Annual Report, the Board expressed the view that these figures suggested that the prescribed proportion of Australian music could reasonably be increased from two and one half per cent to five per cent and stated that it had recommended that this should be done when the Act was next being amended. The Government accepted this recommendation and subsection (2.) of section 114 of the *Broadcasting and Television Act 1942-1956*, now prescribes that—

“Not less than five per centum of the time occupied by the programmes of the Commission, and not less than five per centum of the time occupied by the programmes of a commercial broadcasting station, in the broadcasting of music shall be devoted to the broadcasting of works of composers who are Australian.”

In previous reports, the Board has referred to the need for an adequate supply of recorded Australian compositions and to its efforts to interest recording companies in the production of records which would enable broadcasters to devote a steadily increasing proportion of their transmission time to Australian music. The Board has felt for some time that more Australian music of good quality should be available for broadcasting and it is therefore gratified that the production of recordings of Australian music during the past year was marked by two issues which are a credit to the industry, both technically and artistically. One of these includes winning items composed for a feature programme competition, and the other is a long playing recording of Australian songs sung by Australian artists to the accompaniment of an orchestra under the Australian conductor Dennis Collinson, produced by the Australian Federation of Commercial Broadcasting Stations. The Federation is to be commended for its enterprise which, besides helping its members to comply with the higher quota for Australian compositions which is now required by the Act, gives proof of its desire, as an important organisation in the entertainment field, to promote the use of Australian music. The Board is indebted to the Australasian Performing Right Association for the provision of data concerning the use of Australian compositions by commercial broadcasting stations.

Australian music during 1955-56 is attributed to a dispute between the Australian Federation of Commercial Broadcasting Stations and the distributors of several well-known brands of records, as a result of which these records were not used by most of the commercial stations from December, 1955, to May, 1956.

ADVERTISING.

71. Section 100 of the *Broadcasting and Television Act 1942-1956* provides, amongst other things, that a licensee of a commercial broadcasting station shall comply with such standards as the Board determines in relation to the broadcasting of advertisements and shall not broadcast advertisements on a Sunday except in accordance with such conditions as the Board determines. No change was made during the year in the Advertising Time Standards determined by the Board, details of which were published in the Sixth Annual Report. It will be seen from the table in paragraph 25 that the income of commercial broadcasting stations from advertising continues to increase, due partly to the greater use of radio as an advertising medium and partly to higher rates. During the past two years 51 stations have increased their advertising charges. The commercial broadcasting industry depends for its existence upon the goodwill of listeners and it is in the interests of licensees that the Advertising Time Standards should be faithfully observed, as indeed they are by the great majority of the stations. There is, unfortunately, a tendency on the part of a few licensees to overload programmes with an excessive amount of advertising, especially at times when a maximum audience is expected, and it has been necessary in these cases for the Board to take appropriate action to ensure compliance with the Standards. The special conditions determined by the Board for Sunday advertising are being generally observed and the observations by the Board's officers suggest that in the presentation of Sunday programmes regard is had to the spirit of the day.

MEDICAL ADVERTISEMENTS AND TALKS.

72. Sections 100 and 122 of the *Broadcasting and Television Act 1942-1956* respectively prescribe that a licensee shall not broadcast an advertisement relating to medicine unless the text of the proposed advertisement has been approved by the Director-General of Health or on appeal to the Minister under this section, by the Minister, and that a person shall not broadcast a talk on a medical subject unless the text thereof has been approved by the Director-General of Health, or, on appeal to the Minister, by the Minister. No appeals under this section were made during the year under review.

HOURS OF SERVICE.

73. The healthy financial condition of the Commercial Broadcasting Service is apparent from the fact that during the current year thirty-four commercial stations increased their daily periods of transmission and in the past two years more than half the commercial stations in the Commonwealth have increased their hours. At 30th June, 1956, 107 stations were operating for an aggregate of 12,391 hours a week, which was 182 hours a week more than at the close of the previous year. City stations transmit for an average of 18 hours daily and country stations for an average of 16 hours daily. Temporary variations in hours of commercial stations were authorized during the year on 1333 occasions. The 62 stations of the National Broadcasting Service were operating for a total of 7399 hours a week at 30th June, 1956, which was an increase of 389 hours a week on the previous year. Temporary variations in the transmission hours of national stations were made on 1215 occasions. Five stations provided a continuous 24-hour service during the year, namely, 2 UW Sydney, 2 KO Newcastle, 3 XY Melbourne, 4 BC Brisbane and 5 KA Adelaide. Station 2 DU Dubbo, the studios of which were damaged by floods in February, 1955, has not yet recommenced its continuous service.

BROADCASTING OF OBJECTIONABLE MATTER.

74. No alteration in substance was made by the *Broadcasting and Television Act 1956* to sections 91 and 92 of the *Broadcasting Act 1942-1954* (now numbered sections 118 and 119 of the *Broadcasting and Television Act 1942-1956*), the purpose of which is to prohibit the broadcasting of any matter which is blasphemous, indecent, obscene or offensive. The Board is glad to report that the extensive observations of programmes by its own officers and its State Representatives during the year did not detect any serious cases of bad taste in the selection of programme material and that there were few complaints from the public. There were, however, some incidents which again demonstrated the need for the constant supervision of programmes which is required of licensees by section 99 of the Act, and this applies in particular to programmes in which there is an inclination on the part of certain performers to indulge in vulgarity and suggestiveness, and to programmes prepared by production organisations which have no obligations under the Act. During the year the Board had to consider a recorded pro-

gramme which contained a dramatised account of the shooting of several persons and which was broadcast in the city in which the tragedy occurred before the inquest into the death of the victims was completed. The Board called upon certain licensees for an explanation of the circumstances in which the broadcasts were permitted, pursuant to the provisions of section 92 of the *Broadcasting Act 1942-1954*, the relevant part of which read—

“ . . . where the Board has reason to believe that any person has rendered for broadcasting any item, or has passed or selected for broadcasting any matter broadcast from any broadcasting station, which has caused or may have caused offence to any section of the public, he may call upon that person to show cause why an order should not be made directing that he be prohibited from rendering any item or from passing or selecting any matter, for broadcasting, or that restrictions be placed on his rendering items, or passing or selecting matter, for broadcasting.”

Another instance of the failure of a licensee to take adequate precautions to supervise the programmes of the station arose from an actuality broadcast of an interview which took place following the arrest of a person alleged to have been guilty of a serious crime. In this case, the licensee and one of its employees were subsequently punished for contempt of court on the ground that certain statements which were broadcast might prejudice the trial of the accused.

75. In both of these cases, the Board resolved to take no further action against the licensees concerned after satisfying itself that they had taken appropriate steps to avoid a repetition of such objectionable features, but it has discussed the general responsibility of licensees for the proper supervision of programmes with the Management Committee of the Australian Federation of Commercial Broadcasting Stations in order that it may impress on the broadcasters the potential danger of accepting for transmission any programme material which has not been carefully examined or auditioned.

BROADCASTS IN FOREIGN LANGUAGES.

76. In its Fourth Annual Report, the Board explained that following consultations with the Australian Broadcasting Commission, the Australian Federation of Commercial Broadcasting Stations, the Department of Immigration and the Commonwealth Office of Education, it had determined that the following general rules should apply to the use of foreign languages in programmes from commercial broadcasting stations other than religious services and in musical programmes:—

- (a) broadcasts should be in English, except in special circumstances;
- (b) where it is necessary to use one or more foreign languages in the course of a programme, the matter conveyed in foreign languages should be preceded or followed by an adequate translation into English;
- (c) special programmes designed for use in schools, or for other educational purposes, may include matter in foreign languages where necessary;
- (d) the use of foreign languages should normally be avoided in advertisements;
- (e) in certain circumstances, including periods of emergency, foreign languages appropriate to the occasion may be used where it is considered to be in the interests of a reasonable proportion of listeners to the stations concerned;
- (f) brief incidental dialogue in dramatised or similar programmes demanding the use of a language other than English may be permitted.

Whilst the basic consideration appears to the Board to be that the spoken word transmitted by Australian stations should normally be in the English language, it does not overlook the possibility that the judicious use of foreign languages in some programmes may be helpful in the process of assimilating persons who have recently come to Australia into the Australian community. Nineteen stations broadcast one or more programmes in foreign languages each week, and in recent times there has been a tendency to depart from the original basis of foreign language sessions, which was mainly cultural, and to develop programmes of a commercial nature containing advertisements in foreign languages contrary to the provisions of item (d) above. The Board proposes to review, in consultation with the bodies mentioned above, the conditions under which foreign language broadcasts are permitted.

PART V.—TELEVISION—ADMINISTRATION.

77. During the year substantial progress was made by the Australian Broadcasting Commission and the licensees of commercial television stations with their preparations for the establishment and operation of television services, in accordance with the conditions which are now prescribed in the *Broadcasting and Television Act 1942-1956*. National and commercial television stations are in course of construction; managerial and operating staffs are being

recruited; programmes are being arranged; and regular services will be provided in Sydney and Melbourne, by both national and commercial stations, before the end of 1956. In its last Report the Board referred to the complex problems, technical, programme, administrative and financial, which must be overcome in this field; the skill and energy which have made possible the early establishment of these services have been noteworthy and inspire confidence in the future of Australian television services.

THE NATIONAL TELEVISION SERVICE.

78. The *Broadcasting and Television Act 1942-1956* imposes on the Australian Broadcasting Commission, in respect of television, the same general responsibility as it has been, since its establishment, required to discharge in respect of broadcasting. The scope of the original Act, in so far as it relates to the Commission, has been extended to cover the National Television Service, the basic function of the Commission now being expressed in Section 59 of the Act as follows:—

“Subject to this Act, the Commission shall provide, and shall broadcast or televise from transmitting stations made available by the Postmaster-General, adequate and comprehensive programmes and shall take in the interests of the community all such measures as, in the opinion of the Commission, are conducive to the full development of suitable broadcasting and television programmes.”.

Pursuant to section 74 of the Act, the Postmaster-General's Department will provide and operate the national television transmitting stations and provide the technical equipment required to connect a studio of the Commission to the local transmitting station. The Commission will provide and operate all other technical equipment.

79. The transmitters for the national television stations for Sydney and Melbourne are being established by the Postmaster-General's Department at Gore Hill and Mount Dandenong respectively, and studios are being established by the Department of Works, on behalf of the Commission, in Sydney adjacent to the transmitter site and, in Melbourne, at Ripponlea. The constructional programme for the studios will be spread over three stages and is expected to be completed in December, 1957. However, the central core of the buildings containing the engineering services, and the telecine and telerecording equipment, is scheduled for completion at an early date, and the Commission has announced that it will commence what will be regarded as an interim service in both Sydney and Melbourne early in November, 1956.

80. As the respective functions and responsibilities of the Post Office, the Commission and the Board in relation to the National Television Service are now defined by the *Broadcasting and Television Act 1942-1956*, the Minister, on 12th June, 1956, decided to discontinue the Television Committee which had been set up to co-ordinate the necessary action for the establishment of the national stations in Sydney and Melbourne. The three bodies will continue to collaborate on matters of mutual interest.

THE COMMERCIAL TELEVISION SERVICE.

Licences for Commercial Television Stations.

81. In paragraphs 105-112 of the Board's Seventh Annual Report, details were given of the events leading up to the Government's decision, of 18th April, 1955, to grant licences for commercial television stations, subject to compliance with the conditions which were set out in paragraph 112 of that Report, to the undermentioned:—

In the Sydney Area—

Amalgamated Television Services Pty. Ltd.
Television Corporation Ltd.

In the Melbourne Area—

General Television Corporation Ltd.
Herald-Sun Television Pty. Ltd.

The decision of the Government to grant the licences was made pursuant to the *Television Act 1953*, and the conditions upon which the Government had agreed to grant the licences were subsequently incorporated in regulations made under that Act on 10th November, 1955 (*Television (Commercial Stations) Regulations, Statutory Rules 1955, No. 84*). The licences were formally granted by the Minister for a period of five years commencing on 1st December, 1955.

82. As explained in paragraph 4, the *Television Act 1953* was repealed by the *Broadcasting and Television Act 1956* and the provisions of that Act and the regulations thereunder, with some modifications and additions, are now incorporated in the *Broadcasting and Television Act 1942-1956*. The principal provisions of the Act in relation to the licensing of commercial television stations are set out hereunder:—

- (a) Before granting a new licence, the Minister is obliged to invite applications for the grant of the licence in the Commonwealth Gazette and to refer the applications which are received by him to the Board, which must hold a public inquiry before making a recommendation to the Minister on the applications.
- (b) Licences will be granted for an initial period of five years, and will be renewable annually, subject to the Act.
- (c) The Minister is not to refuse an application for the renewal of a licence unless he has considered a report by the Board made after a public inquiry into specified grounds which either the Minister or the Board think may exist for refusing the application.
- (d) The Minister may suspend or revoke a licence on any one of the following grounds:—
 - (i) that the licensee has failed to pay an amount payable by him under the *Broadcasting and Television Stations Licence Fees Act 1956*;
 - (ii) that the licensee has failed to comply with a provision of this Act or of the regulations in so far as that provision is applicable to the licence;
 - (iii) that a condition of the licence has not been complied with; or
 - (iv) that it is advisable in the public interest, for a specified reason, to do so.

The Minister must not, however, suspend a licence unless—

- (i) he has first given not less than three days' notice to the licensee of his intention to suspend the licence upon that ground; and
 - (ii) he has taken into consideration any action taken by the licensee to remove that ground or to prevent the recurrence of similar grounds,
- and the suspension must not exceed a month unless the Minister has, in the meantime, given notice of his intention to consider the revocation of the licence.
- (e) The Minister must not revoke a licence upon any ground other than the failure of the licensee to pay the annual licence fee unless he has considered a report by the Board on a public inquiry into specified grounds which either the Minister or the Board think may exist for the revocation of the licence.
 - (f) A licensee may not, without the approval of the Minister, transfer the licence, nor admit another person to participate in any of the benefits of the licence.

Other provisions of the Act relating to conditions to be observed by licensees of commercial television stations are explained in subsequent paragraphs of Parts V, VI, and VII of this report.

83. Under the *Broadcasting and Television Stations Licence Fees Act 1956*, the fee for the first year of the period of a licence is £100 and for each subsequent year £100 plus one per centum of the gross earnings of the station from the televising of advertisements or other matter.

The licensees of commercial television stations.

84. The shareholding and the directors of the companies holding licences for commercial television stations, at 30th June, 1956, were as under:—

AMALGAMATED TELEVISION SERVICES PTY. LTD., SYDNEY. LICENSEE OF STATION ATN, SYDNEY.

Shareholders:

The Sun-Herald-2 UE Group—	£1 Shares
Associated Newspapers Ltd	125,000
John Fairfax & Sons Pty Ltd.	150,000
Radio 2 UE Sydney Pty. Ltd.	25,000
	<hr/>
	300,000
	<hr/>

The 2 GB-Macquarie Artransa Group—		£1 Shares
Broadcasting Station 2 GB Pty. Ltd.	}	119,118
Macquarie Broadcasting Service Pty. Ltd.		
Artransa Pty. Ltd.		
The A.W.A. Group—		£1 Shares
Amalgamated Wireless (Australasia) Ltd.		75,000
Email Ltd.		89,000
G. B. S. Falkiner		10,000
Sir Norman Nock		5,000
E. W. and G. L. Salkeld		10,000
Washington H. Soul Pattinson & Co. Ltd.		25,000
T. G. Murray		5,000
Mrs. C. Murray		5,000
W. H. Paling and Co. Limited		10,000
Australian Record Co. Limited		5,000
Australian United Investment Co. Ltd.		10,000
Gearin O'Riordan Limited		10,000
The Anglo-Australian Corporation Pty. Limited		10,000
Beale and Co. Limited		10,000
C. N. McKay		7,000
H. V. McKay		7,000
Mrs. H. M. Stevenson		7,000
		<hr/>
		300,000
The 2 UW Group—		
The Australian Broadcasting Co. Pty. Ltd.		75,000
		<hr/>
	GRAND TOTAL	794,118

Directors:

Mr. Justice Maxwell (Chairman)	E. G. F. Horne
R. A. G. Henderson	J. D. Patience
Sir John Butters	A. F. Albert
L. A. Hooke	

TELEVISION CORPORATION LTD., SYDNEY, LICENSEE OF STATION TCN, SYDNEY—**Shareholders:**

Consolidated Press Ltd.	10s. Shares	569,493
Associated Newspapers Ltd., England		232,000
Philips Electrical Industries Pty. Ltd.		115,500
Broadcasting Station 2 SM Pty. Ltd.		49,500
Paramount Film Service Pty. Ltd.		30,500
2 KY Broadcasting Station		19,500
Tivoli Circuit Australia Pty. Ltd.		20,000
Church of England Property Trust, Diocese of Sydney		60,000
Shares held by over 4000 shareholders in lots ranging from 100 to 30,000 shares		803,500
		<hr/>
	TOTAL	1,899,993

Directors:

D. F. H. Packer (Chairman)	D. N. Martin
N. B. Theodore	D. F. S. McLean
C. Von Hake	G. F. Sanger
R. A. King	Father M. R. Prendergast
F. N. Leddy	Major-General Rev. C. A. Osborne

GENERAL TELEVISION CORPORATION PTY. LTD., MELBOURNE, LICENSEE OF STATION GTV—**Shareholders:**

Electronic Industries Ltd.	£1 Shares	246,667
David Syme and Co. Ltd.		246,667
The Argus and Australasian Ltd.		40,466
Hoyts Theatres Ltd.		40,466
Greater Union Theatres Pty. Ltd.		34,886
Nilsen's Broadcasting Service Pty. Ltd.		33,333
Val Morgan and Sons Pty. Ltd.		16,667
M. G. Sloman		16,666
Efttee Broadcasters Pty. Ltd.		11,624
J. C. Williamson Theatres Ltd.		6,978
Cinesound Productions Pty. Ltd.		5,580
		<hr/>
		700,000

Directors:

Sir Frank Tait (Chairman)	N. B. Rydge
A. B. McKay	E. Turnbull
A. J. Moir	Sir Arthur Warner
H. A. M. Campbell	H. P. Abrahams
O. J. Nilsen	

HERALD-SUN TV PTY. LTD., MELBOURNE, LICENSEE OF STATION HSV, MELBOURNE—

<i>Shareholders:</i>	£1 Shares.
Herald and Weekly Times Ltd.	637,500
Associated Newspapers Ltd., London	112,500
	£750,000

Directors:

H. D. Giddy (Chairman)	P. F. Jones
G. A. Caro	J. C. A. Waters
J. F. Williams	

Limitation on ownership and control of commercial television stations.

85. Licences for commercial television stations were granted to the companies mentioned in the preceding paragraph subject to conditions as to the extent to which shares would be held by persons other than Australian residents, and these restrictions have been incorporated in section 92 of the *Broadcasting and Television Act 1942-1956*, in the following terms:—

“Where a licence for a commercial television station is held by a company having a share capital, the licence is subject to the following conditions:—

(a) at all times during the currency of the licence—

(i) shares representing not less than eighty per centum of the issued capital of the licensee will be beneficially owned by persons each of whom is either a resident of Australia (other than a company) or a company controlled by persons (other than companies) who are residents of Australia; and

(ii) shares representing more than fifteen per centum of the issued capital of the licensee will not be beneficially owned by a person (other than a company) who is not a resident of Australia or by a company controlled, directly or indirectly, by persons who are not residents of Australia;

(b) the Chairman of Directors of the licensee or another director approved by the Minister, and the person holding or acting in the office of manager of the licensee or the office of secretary of the licensee, will make and lodge with the Board, within fourteen days after the end of the first period of six months of the currency of the licence, and within fourteen days after the end of each succeeding period of six months of the currency of the licence, a statutory declaration stating whether, to the best of his knowledge and belief, the last preceding paragraph has been complied with at all times during that period of six months, and stating what steps he has taken to ascertain whether that condition has been so complied with; and

(c) substantial changes in the beneficial ownership of the shares in the company, or in the memorandum or articles of association of the company, will not take place without the approval of the Minister.”

Each of the four companies to which licences were granted as from 1st December, 1955 submitted statutory declarations in accordance with paragraph (b) of section 92 of the Act at the end of the first period of six months of the currency of the licences.

86. Section 91 of the *Broadcasting and Television Act 1942-1956* provides that—

“A person shall not own, or be in a position to exercise control, either directly or indirectly, of, more than—

(a) one commercial television station within the Australian Capital Territory or within a radius of thirty miles from the General Post Office in the capital city of a State; or

(b) two commercial television stations in Australia.”

Commencement of Regular Service.

87. Section 89 of the Act prescribes that—

“A licensee shall commence a broadcasting service or television service in accordance with the terms and conditions of the licence on such date as the Minister determines and notifies to the licensee.”

Having regard to the provisions of this section, which was previously contained in the Regulations, the Minister in May, 1956, indicated to the licensees of commercial television stations in Sydney and Melbourne that he would be prepared to authorise the commencement of regular transmissions, on being satisfied, on a report from the Board, that—

(a) the technical equipment of the station was in accordance with the Board's Provisional Standards for the Technical Equipment and Operation of Television Stations (see paragraph 96);

(b) the hours of operation proposed were reasonable having regard to the programme resources available (see paragraphs 123-124); and

(c) satisfactory assurances had been given as to the employment of Australian artists and the provision of locally produced programmes (see paragraphs 123-124).

The Board submitted complete reports to the Minister on the proposals of Television Corporation Ltd. and Herald-Sun TV Pty. Ltd. and, on the recommendation of the Board, the Minister has authorised the commencement of regular transmissions by stations TCN Sydney and HSV Melbourne on 16th September, 1956, and 4th November, 1956, respectively. Particulars of the services which will be provided by these stations are contained in Part VII of this report.

Experimental Transmissions.

88. For the purpose of enabling the commercial stations to have their transmitting and studio equipment tested in order to ensure its compliance with the Board's standards and to determine its efficiency under operating conditions, the licensees of stations TCN and HSV were authorised by the Board to transmit geometric test patterns and demonstration programmes as from 13th July and 16th July respectively. The transmission of demonstration programmes was authorised subject to the conditions that—

- (a) films or adequately rehearsed local productions only should be utilised;
- (b) no advertising should be included; and
- (c) transmissions must be made from the permanent site of the station.

The experimental transmissions are to be continued until the regular services are commenced and, apart from the benefits the licensees gain from them, the transmissions will enable retailers to give practical demonstrations of television receivers to prospective purchasers.

Extension of Television Services.

89. As mentioned in previous reports of the Board, the Government in September, 1954, after considering fully the recommendations of the Royal Commission on Television, decided that television should be introduced into Australia on a gradual basis and that the first stations should be established in Sydney and Melbourne. At the same time it was decided that, as soon as it was considered practicable to do so, the service should be extended to other capital cities and to country areas. In his second reading speech in connection with the introduction of the Broadcasting and Television Bill, the Minister stated—

“It is basic to our thinking in this field that television services should develop gradually and in relation to the availability of programmes of a suitable standard. We have, therefore, decided, adopting the recommendations of the royal commission, that the television services should start in Sydney and Melbourne, and that their extension to other areas should be deferred until actual experience of the operation of the first metropolitan stations has been obtained. This is of particular importance on the programme side; and, of course, in the prevailing conditions, the economic implications of extensions of television services must be closely watched.”

This matter is being kept under review but no decision has yet been made in respect of the establishment of stations in areas other than Sydney and Melbourne.

PART VI.—TELEVISION—TECHNICAL SERVICES.

90. Under section 16 of the *Broadcasting and Television Act 1942-1956*, the Board is obliged, amongst other things—

- (a) to ensure the provision of services by television stations in accordance with plans from time to time prepared by the Board and approved by the Minister;
- (b) to determine the situation and operating power of a television station;
- (c) to determine the frequencies of a television station within bands of frequencies notified to the Board by the Postmaster-General as being available for such stations; and
- (d) to ensure that the technical equipment and operation of television stations are in accordance with such standards and practices as the Board considers to be appropriate.

Part VI of its Seventh Annual Report gave comprehensive details of the general plans which the Board was developing for the purpose of ensuring the “provision of services . . . by television stations” and of the particular arrangements which had been made to ensure the technical efficiency of the services which are being established in Sydney and Melbourne,

FREQUENCY ASSIGNMENT PLAN.

91. Before preparing its plans, the Board had to determine whether VHF (very high frequency) or UHF (ultra high frequency), or both VHF and UHF channels, should be used by Australian television stations. The Board explained, in paragraph 135 of its Seventh Annual Report, the reasons why it had reached the conclusion that the television services should be developed in the VHF band, in which the following ten channels have been reserved for television:—

- Channel 1—49-56 megacycles per second.
- Channel 2—63-70 megacycles per second.
- Channel 3—85-92 megacycles per second. (For use in inland country areas only.)
- Channel 4—132-139 megacycles per second. (Available from 1st July, 1963.)
- Channel 5—139-146 megacycles per second. (Available from 1st July, 1963.)
- Channel 6—174-181 megacycles per second.
- Channel 7—181-188 megacycles per second.
- Channel 8—188-195 megacycles per second.
- Channel 9—195-202 megacycles per second.
- Channel 10—209-216 megacycles per second.

92. In paragraphs 138-147 of its Seventh Annual Report, the Board explained that a Provisional Frequency Assignment Plan which it had prepared for the development of television throughout the Commonwealth would enable the provision of four services in the capital city of each State and two services to every town with a population in excess of 5,000 and stated its intention of providing full opportunities for all who are interested to put forward their views on the Board's proposals before the Frequency Assignment Plan is submitted for the Minister's approval as required by the Act. The Board has not yet undertaken this inquiry because it thought it was desirable, in view of the Government's decision (see paragraph 6) to appoint an additional full-time member of the Board, to wait until the appointment was made in order that the new member might be available to participate in its deliberations on this subject which is, of course, of paramount importance. In the meantime, we again publish, as Appendix C to this report, the Provisional Frequency Assignment Plan: the technical basis of this plan is explained in paragraphs 143 to 147 of the Board's Seventh Annual Report. It will be noted that the provisions of Division 3 of Part II of the *Broadcasting and Television Act 1942-1956* (see paragraph 7) now authorize the Board to hold a formal inquiry into this question. The Board proposes to do so.

TECHNICAL DETAILS OF TELEVISION STATIONS IN SYDNEY AND MELBOURNE.

93. General observations on the selection of sites for, and the allocation of frequency channels and operating power to, television transmitters in Sydney and Melbourne were given in paragraphs 148-151 and paragraphs 152-160 respectively of our Seventh Annual Report. Details are given hereunder of the frequencies and operating powers, sites, studios, and technical equipment of each of the six television stations:—

National Television Station ABN Sydney—

Operating frequencies: Channel 2—63-70 Mc/s. Vision 64.25 Mc/s. Sound 69.75 Mc/s.

Operating power: Vision 100 kw e.r.p. Sound 20 kw e.r.p.

Location of transmitting equipment and studios: Pacific Highway, Gore Hill.

Brief description of transmitting equipment—

- 20 kw vision transmitter
- 4 kw sound transmitter
- 5 kw standby vision transmitter
- 1 kw standby sound transmitter

Transmitting aerial of power gain approximately 5 giving effective radiated powers of 100 kw vision and 20 kw sound. The aerial consists of eight stacks of "supergain" dipoles on a square section of the tower, the top and bottom halves of the stacks being fed by separate coaxial lines normally connected together at the transmitter output. In the event of a fault either half of the aerial may be used alone.

Brief description of studio and outside broadcast equipment—

The studio equipment comprises six image orthicon cameras each of which is capable of operating with 3-inch or 4½-inch image orthicon camera tubes. Two cameras of a different type will also be available using C.P.S. Emitron camera tubes.

Flying spot scanners will be provided capable of telecasting 16 mm. and 35 mm. films, with provision for transmitting sound from either optical track or 16 mm. magnetic sound track. Associated studio control and switching equipment will be provided.

The outside broadcast equipment will employ cameras of lighter weight than the studio cameras capable of operating with 3-inch image orthicon camera tubes only.

National Television Station ABV Melbourne—

Operating frequencies: Channel 2—63-70 Mc/s. Vision 64.25 Mc/s. Sound 69.75 Mc/s.

Operating power: Vision 100 kw e.r.p. Sound 20 kw e.r.p.

Location of transmitting equipment: Barnes' Lookout, Mt. Dandenong.

Location of studios: Ripponlea.

Brief description of transmitting equipment—

- 20 kw vision transmitter
- 4 kw sound transmitter
- 5 kw standby vision transmitter
- 1 kw standby sound transmitter

Transmitting aerial of power gain approximately 5 giving effective radiated powers of 100 kw vision and 20 kw sound. The aerial consists of eight stacks of "supergain" dipoles on a square section of the tower, the top and bottom halves of the stacks being fed by separate coaxial lines normally connected together at the transmitter output. In the event of a fault either half of the aerial may be used alone.

Brief description of studio and outside broadcast equipment—

The studio equipment comprises six image orthicon cameras each of which is capable of operating with 3-inch or 4½-inch image orthicon camera tubes.

Flying spot scanners will be provided capable of telecasting 16 mm. and 35 mm. films, with provision for transmitting sound from either optical track or 16 mm. magnetic sound track. Associated studio control and switching equipment will be provided.

The outside broadcast equipment will employ cameras of lighter weight than the studio cameras, capable of operating with 3-inch image orthicon camera tubes only.

Commercial Station ATN Sydney—

Operating frequencies: Channel 7—181-188 Mc/s. Vision 182.25 Mc/s. Sound 187.75 Mc/s.

Operating power: Vision 100 kw e.r.p. Sound 20 kw e.r.p.

Location of transmitting equipment: Pacific Highway, Gore Hill.

Location of studios: Mobbs Lane, Eastwood.

Brief description of transmitting equipment—

- 10 kw vision transmitter
- 2.5 kw sound transmitter

Transmitting aerial of power gain approximately 10 giving effective radiated powers of 100 kw vision and 20 kw sound. The aerial comprises 16 stacks of elements, each stack comprising four "supergain" radiating elements mounted on a square cross section mast. Each half of the aerial is fed by a separate flexible coaxial feeder normally connected together at the transmitter output. In the event of a fault either half of the aerial may be used alone.

Brief description of studio and outside broadcast equipment—

The studio equipment comprises four cameras, each capable of accommodating a 3-inch or 4½-inch image orthicon camera tube.

Vidicon film scanning equipment will be used, capable of telecasting programmes from a 16 mm. film with either optical or magnetic sound track.

Control and switching equipment will be provided to permit the operation of the above equipment. Outside broadcast equipment includes three cameras of the same type as the studio cameras.

Commercial Station TCN Sydney—

Operating frequencies: Channel 9—195-202 Mc/s. Vision 196.25 Mc/s. Sound 201.75 Mc/s.

Operating power: Vision 100 kw e.r.p. Sound 20 kw e.r.p.

Location of transmitting equipment and studios: Artarmon Road, Willoughby.

Brief description of transmitting equipment—

- 10 kw vision transmitter
- 2 kw sound transmitter

Transmitting aerial of power gain approximately 10 giving effective radiated power of 100 kw vision and 20 kw sound. The aerial consists of a helix mounted on the outside of a supporting pole and is fed by means of a single flexible coaxial feeder.

Brief description of studio equipment—

The studio equipment comprises two image orthicon cameras which may be used in conjunction with the three outside broadcast cameras which may be transferred to the studios. Each camera uses a 3-inch image orthicon camera tube.

A flying spot scanner will be employed, capable of telecasting 16 mm. films with provision for transmitting sound from either optical track or magnetic sound track.

Associated studio control and switching equipment will be provided.

As indicated above, the outside broadcast equipment will employ three cameras of the same type as the studio cameras.

Commercial Station HSV Melbourne—

Operating frequencies: Channel 7—181-188 Mc/s. Vision 182.25 Mc/s. Sound 187.75 Mc/s.

Operating power: Vision 100 kw e.r.p. Sound 20 kw e.r.p.

Location of transmitting equipment: Barnes' Lookout, Mt. Dandenong.

Location of studios: Dorcas Street, South Melbourne.

Brief description of transmitting equipment—

10 kw vision transmitter
2.5 kw sound transmitter

Transmitting aerial of power gain approximately 10 giving effective radiated powers of 100 kw vision and 20 kw sound. The aerial comprises 16 stacks of elements, each stack comprising four "supergain" radiating elements mounted on a square cross section mast. Each half of the aerial is fed by a separate flexible coaxial feeder normally connected together at the transmitter output. In the event of a fault either half of the aerial may be used alone.

Brief description of studio and outside broadcast equipment—

The studio equipment comprises four cameras, each capable of accommodating a 3-inch or a 4½-inch image orthicon camera tube.

Vidicon film scanning equipment will be used, capable of telecasting programmes from a 16 mm. film with either optical or magnetic sound track.

Control and switching equipment will be provided to permit the operation of the above equipment.

Outside broadcast equipment includes three cameras of the same type as the studio cameras.

Commercial Station GTV Melbourne—

Operating frequencies: Channel 9—195-202 Mc/s. Vision 196.25 Mc/s. Sound 201.75 Mc/s.

Operating power: Vision 100 kw e.r.p. Sound 20 kw e.r.p.

Location of transmitting equipment: Mt. Dandenong Observatory.

Location of studios: Bendigo Street, Burnley.

Brief description of transmitting equipment—

10 kw vision transmitter
2 kw sound transmitter

Transmitting aerial of power gain approximately 10 giving effective radiated powers of 100 kw vision and 20 kw sound. The aerial consists of sixteen stacks of radiating elements mounted on a square section of the tower.

Brief description of studio and outside broadcast equipment—

The studio equipment comprises four image orthicon cameras employing 3-inch camera tubes.

Station film scanning equipment will be provided, capable of transmitting programmes from 16 mm. and 35 mm. films with provision for transmitting sound from either optical track or 16 mm. magnetic sound track.

Associated studio control and switching equipment will be provided.

The outside broadcast equipment will provide three cameras of the same type as used for the studios.

GHOST TRANSMISSIONS DUE TO REFLECTION.

94. In paragraphs 150 and 151 of its Seventh Annual Report the Board referred to the desirability of television stations serving the same area being located in close proximity to each other in order that viewers (except those in the immediate area surrounding the masts) might obtain the advantage of using a directional receiving aerial of a non-rotating type, and stated that this practice was being followed in connection with the selection of the sites for the three stations in Sydney and Melbourne respectively. Two of the masts on the selected sites at Gore Hill and Mount Dandenong respectively are some 300-400 feet apart, and the third about half a mile distant. It was subsequently suggested that reflections from masts and television aerials arranged in such a manner could cause ghosts or displaced images on transmissions and that such reflections might be of sufficient amplitude to make the ghosts noticeable throughout the service area of the stations concerned: some studies of a theoretical nature made in Great Britain and Canada appeared to support the view. The opinion was expressed that, to prevent these reflections, masts should either be within 100 feet of one another or at least a mile apart, or alternatively that all the aerials of stations serving the same area should be on the same mast. On the other hand, enquiries made during the past year by the Board's representative in Washington from the Federal Communications Commission, operators of television stations, and technical personnel of television manufacturing companies, indicated that although in a number of cases in the United States masts of different stations were located sufficiently close to one another to cause the type of reflection which might cause ghosts if the suggestion to this effect was soundly based, trouble of this nature was not, in fact, being experienced.

95. In view of the conflicting nature of the available information, the Board decided to undertake practical tests on Mount Dandenong. With the aid of the Research Laboratories of the Postmaster-General's Department, a television transmitter was set up on Mount Dandenong about half a mile away from the television mast of station HSV. Measurements of signals reflected from that mast were made at a considerable number of receiving locations in the nearer service area of the stations to be established on Mount Dandenong and it was demonstrated that the reflected signals were sufficiently low to indicate that no appreciable ghost troubles would occur due to reflections from the masts to be established at Gore Hill and Mount Dandenong. While the impli-

cations from the theoretical and experimental British and Canadian data were that some risk would be attached to the location of transmitting aerials at any distance between, say, 100 feet and a mile from one another, the United States practice and the results of the tests made from Mount Dandenong, Victoria, indicate that the location of transmitting aerials at distances of half a mile or less will give satisfactory results.

STANDARDS FOR THE TECHNICAL EQUIPMENT AND OPERATION OF TELEVISION STATIONS.

96. All the equipment which is being installed at the stations now in course of construction in Sydney and Melbourne complies with the general technical standards determined by the Board for the Australian television service, which were contained in Appendix "D" of the Board's Sixth Annual Report, and with the provisional standards determined by the Board for the technical equipment and operation of television stations, to which reference was made in paragraph 161 of the Board's Seventh Annual Report. The provisional standards, which were prepared by the Board in consultation with the Post Office, the Australian Broadcasting Commission and the licensees of commercial television stations, specify standards of technical staffing, requirements for technical operation and minimum requirements for equipment for capital city stations. The Board proposes to defer the final adoption of the Standards until their applicability in practice is tested in the light of the actual operation for some months of the Sydney and Melbourne stations.

TELEVISION OPERATOR'S CERTIFICATE OF PROFICIENCY.

97. Following discussions with representatives of the Postmaster-General's Department and the principal technical colleges and schools in the various States last year, the Board prepared a syllabus for an examination for a Television Operator's Certificate of Proficiency, a copy of which was contained in Appendix "D" of the Seventh Annual Report. Subsequently, the Board determined that—

- (a) all technical staff operating television transmitters should be required to hold the certificate or to be otherwise qualified to the satisfaction of the Board;
- (b) during all actual broadcasts of programmes from studios or outside broadcast units, an operator holding the certificate, or otherwise qualified to the satisfaction of the Board, should be present at the location from which the programme originates to supervise all the technical officers concerned; and
- (c) a person holding the certificate or otherwise qualified to the satisfaction of the Board, should be responsible for the maintenance of studio transmitting and outside broadcast equipment.

The Board has further determined that the possession of a Broadcast Operator's Certificate of Proficiency issued by the Postmaster-General's Department, or equivalent qualifications approved by the Board, shall be a prerequisite for candidates for the Television Operator's Certificate of Proficiency.

98. Section 16 of the *Broadcasting and Television Act 1942-1956* empowers the Board "to conduct examinations as to the competency of persons to operate the technical equipment of broadcasting stations and television stations and to charge fees in respect of those examinations". During the year, the Board conducted examinations for the Television Operator's Certificate of Proficiency in Sydney and Melbourne in December, 1955, and March and June, 1956. The examiners appointed by the Board were Mr. R. H. Mondel, B.E., Assistant Supervisor of Electronics and Communications of the Department of Technical Education, Sydney, Mr. F. A. Kempson, M.I.R.E., Instructor-in-charge, Radio and Television Department at the Royal Melbourne Technical College and Messrs. A. J. McKenzie, M.E.E., W. R. Baker, B.E.E., and J. M. Dixon, B.E.E., of the Board's technical staff. The following figures show the number of candidates for the examination on each occasion and the number who passed:—

	Number of Candidates.	Number of Passes.
December, 1955	60	28
March, 1956	15	10
June, 1956	27	9
	—	—
Total	102	47
	—	—

Examinations will be held in Sydney and Melbourne, in future, in June and December of each year. The fee for examination is £1 10s. and applications should be lodged with the Board on or before the 15th day of the month preceding the examination. The examinations have so far been restricted to Sydney and Melbourne because suitable equipment is not yet available in the other capital cities for the conduct of the practical examination. In the meantime, the Board has arranged for any candidate from the other States who has passed in the practical tests to undertake the written papers at a subsequent examination in the city where he resides.

99. The Board wishes to express its appreciation of the co-operation which it has received from the New South Wales Department of Technical Education, and the Royal Melbourne Technical College in connection with the preparations for and the conduct of the examinations, and the marking of candidates' papers. The Board thought it was desirable that, in determining the standard of proficiency to be required of persons operating television equipment, it should collaborate closely with these two institutions which have been conducting classes in television for some years, and it believes that, as a result of the combined efforts, standards have been fixed which, whilst ensuring that the holders of the certificates will be competent to operate the equipment on which they are employed, are fair and reasonable in so far as the candidates are concerned.

MEETINGS OF THE C.C.I.R. (COMITE CONSULTATIF INTERNATIONAL DES RADIO COMMUNICATIONS).

100. The Board's technical staff makes a continuous study of the work of the C.C.I.R., whose function is to investigate technical problems and operating problems the solution of which depends principally on considerations of a technical character, and to issue recommendations relating to those matters. Study Group XI of the C.C.I.R., which is charged with the study of television problems of a technical nature, has been engaged for some time on the question of colour television, with a view to making recommendations as to the type of colour television system which might be adopted by European and possibly other countries, in the hope that it may be possible to produce the result that uniform standards may be observed and the difficulties which have arisen in monochrome television because of the use of separate standards may be avoided. One possibility which has been envisaged by the C.C.I.R. is the use of the ultra high frequency bands for colour television, a procedure which could enable the adoption of a single standard. On the other hand, any standard adopted for colour television may, as in the case of the United States, be compatible with the monochrome standard of the country concerned, and this may, in practice, prevent the adoption of a single standard. A meeting of Study Group XI of the C.C.I.R. was held in Brussels in August, 1955. It was impracticable for the Board to send a representative, but steps were taken to obtain all the documents issued at the meeting. The Brussels meeting arranged a number of demonstrations of colour television early in 1956, in the United States, United Kingdom, France and Holland. These were naturally of interest to the Board, and it was arranged that Mr. D. J. Anderson, the Civil Air Attache at the Australian Embassy in Washington, who has acted as the Board's representative in the United States, should attend the demonstrations in that country.

101. A plenary assembly of the C.C.I.R. is being held at Warsaw in August and September, 1956, and Australia is being represented by Mr. J. D. Campbell, Sectional Engineer, Radio Section, Postmaster-General's Department, Dr. W. Baker, Officer-in-Charge, Ionospheric Prediction Service, and Mr. J. M. Dixon of the Board's technical staff. The subjects of particular interest to the Board will comprise a number of aspects of colour and monochrome television, and standards for magnetic recording of sound on 16 mm film; some aspects of broadcasting will also be discussed at the plenary assembly, including some features of medium frequency daytime and night-time propagation, on which subjects some work is being done by the Board. Before returning to Australia, Mr. Dixon will visit the United Kingdom and several European countries and the United States for the purpose of investigations into several aspects of television.

INTERFERENCE TO RECEPTION OF TELEVISION PROGRAMMES.

102. In all countries where television has been introduced, interference to the reception of television programmes arising from the operation of industrial and domestic electrical equipment and from the ignition systems of motor vehicles has become a problem of some difficulty. Although it is not yet possible to determine the extent to which similar difficulties will be experienced in Australia, having regard to the high power which is to be employed by the stations, it is evident that in many areas where the field strength will be low because of location or distance from the site of the transmitter, the incidence of interference will become a serious problem.

103. The abatement of such interference can be achieved by a number of methods. In the case of apparatus which generates electromagnetic waves as a part of normal operation (such as diathermy machines), it is necessary to ensure that radiation is confined to a particular band of frequencies set aside for the purpose or that appropriate screening is used. In the case of apparatus which generates electromagnetic waves as a by-product of normal operation (such as vacuum cleaners and motor car ignition systems), measures to suppress the interference by the fitting of suppressing devices or the clearance of faulty conditions must be taken at the source of the interference.

104. Until the passing of the *Broadcasting and Television Act 1956*, there was no reference in the legislation to this problem but section 134 of the *Broadcasting and Television Act 1942-1956* now provides that—

“The Governor-General may make regulations for preventing interference to the transmission or reception of the programmes of broadcasting stations or television stations.”.

In this connection, it is to be noted that although the interference problem may in some cases be acute, only a relatively small proportion of appliances in use are likely to cause trouble and it is therefore desirable to proceed cautiously in order to avoid unnecessary inconvenience and expense to the users of many kinds of electrical equipment. Consultations are proceeding with the appropriate departments of State Governments, electrical equipment manufacturers and organisations representing companies manufacturing or assembling motor vehicles for the purpose of ensuring, so far as possible, that appropriate steps are taken to prevent interference. The Standards Association of Australia is considering the involved question of fixing technical limits for interference from various classes of electrical equipment, on which the Board has already done some work.

TELEVISION RECEIVERS.

105. With the approaching commencement of services in Sydney and Melbourne, a number of Australian companies are now producing and marketing television receivers. In previous reports, the Board has referred to conferences which it held, with the assistance of the Associated Chambers of Manufactures of Australia, with manufacturers of radio equipment, the purpose of which was to determine appropriate standards for certain of the characteristics of television receivers in order that receivers made in the Commonwealth would be designed in the most satisfactory manner to meet the requirements of the Australian television services. Particulars are given hereunder of the standards which have been adopted, with the agreement of the manufacturers concerned, and the reasons for their adoption.

Intermediate Frequencies.

It is essential that standard intermediate frequencies for vision and sound should be employed for all receivers used in the Commonwealth, in order that the Board may be able to make frequency allocations for television stations in specific locations in such a manner as to avoid mutual interference between television and other services arising from image responses, intermediate frequency difference responses and beat oscillator radiation. If a multiplicity of intermediate frequencies were to be used in receivers, it would be impracticable to ensure maximum protection from interference, and receivers using non-standard intermediate frequencies could not be used on certain television channels without retuning of the intermediate frequency sections. It was decided that the following intermediate frequencies should be employed in all television receivers used in Australia:—

Sound carrier	30.5 Mc/s.
Vision carrier	36 Mc/s.

and that these frequencies should be adhered to within ± 0.25 Mc/s. and the oscillator frequency should be above the channel frequency. The Postmaster-General's Department has agreed to arrange frequency assignments in the band encompassing the above intermediate frequencies as far as practicable so as to ensure protection of television services from interference by other services.

Limits of Beat Oscillator Radiation.

Because of the effects of radiation from television receivers, it is necessary that beat oscillator radiation be kept within reasonable limits. This matter is of particular importance in connexion with the protection of navigational services such as those conducted by the Department of Civil Aviation and it was decided to recommend that radiation from television receivers due to beat oscillators should not exceed the following levels for the channels indicated:—

Channels 1-3	50 microvolts per metre at 100 feet.
Channels 4-5	100 microvolts per metre at 100 feet.
Channels 6-10	150 microvolts per metre at 100 feet.

Tuning Range.

It was decided that receivers should, from the outset, be designed to tune to all the ten channels which have been allocated for television stations in the Commonwealth and should be capable economically of adaptation to provide for tuning to UHF channels as well as VHF channels.

Radiation from Sweep Circuits.

This is a matter of considerable importance because if radiation from sweep circuits is excessive, appreciable interference can be caused to reception of broadcast programmes on receivers adjacent to a television receiver. As a result of investigations of the characteristics of typical television receivers and the effect of sweep circuit radiation on broadcast reception, it was considered that radiation and voltages fed back through the power mains, from the sweep circuits of television receivers, should not exceed the following levels in the frequency band 535 kc/s. to 1605 kc/s.:—

Radiation:

Magnetic field—measured 5 feet from the back of the receiver—700 microvolts per metre.

Electric field—measured 5 feet from the back of the receiver—200 microvolts per metre.

Voltage fed back through the power mains:

Average of measurements from each side of power mains to earth—70 microvolts.

In taking measurements the receiver should be provided with a television signal input to synchronise the sweep circuit.

106. It is of the utmost importance that these standards should be adhered to, if the television services in Australia are to be planned and developed on an orderly basis, and the reception of television programmes and essential radio communication services is to be free from interference. The Board has therefore kept the matter under close examination and has received assurances from the majority of manufacturers that the receivers which they are producing comply in all respects with the standards. The Board, however, ascertained that in a few cases there had been some departure from the standards and, because of the serious difficulties which are to be expected as a result, the Board decided to report the facts to the Postmaster-General, who issued a statement advising each purchaser of a television receiver to satisfy himself that it was designed in such a way as to comply with the standards. At the time this report was being prepared, further investigations were being made into this aspect of the matter. It will be appreciated that, although neither the Board nor any other Commonwealth authority has any power to regulate the manufacture or sale of television receivers, section 134 of the *Broadcasting and Television Act 1942-1956* provides for the making of regulations under which the operation of a television receiver in such a manner as to cause interference to the reception of television programmes may be prevented.

PART VII.—TELEVISION—PROGRAMME SERVICES.

TELEVISION PROGRAMME STANDARDS.

107. It seems proper to set out here the remarks made by the Postmaster-General (Hon. C. W. Davidson, O.B.E., M.P.) in the course of his second reading speech on the Broadcasting and Television Bill 1956, with reference to the programmes of commercial television stations. On this subject, Mr. Davidson said:—

“ Clause 40 also prescribes, in Division 4 of Part III., the conditions to be observed by the licensees of commercial stations—both television and broadcasting—in relation to their programmes. I invite the attention of the House especially to the latter provisions because ever since there has been talk of the introduction of television into Australia, genuine fear has been expressed by large sections of the community that the introduction of television would have unfortunate effects on some sections of the popula-

tion, particularly on children. There is, however, another side to the story. As the Royal Commission on Television said:—

‘The right approach to television should rather emphasise the great advantages which may be derived from it, if adequate provision is made, not only to avoid socially undesirable features, but also to secure the maintenance of high standards of service so that the best and not the worst results may be obtained from the new medium.’

In other words, the objective of all stations, from the outset, should be to provide programmes that will have the ultimate effect of raising standards of public taste.

The general attitude of successive governments to the presentation of the programmes of the commercial broadcasting service has been to encourage the principle of self-regulation by licensees and the Government considers that this attitude should, with some qualification, prevail also in the case of television. However, the Royal Commission on Television considered that self-regulation would not be sufficient to secure that commercial television programmes would be of suitable standard to satisfy the public. The Commission recommended a reserve of authority to ensure ‘that commercial programmes will, in the broadest sense, serve the public interest’. With those considerations in mind, the Government proposes, in the new section 60, under clause 40, that a licensee should be required to provide programmes which comply with standards determined by the Board, and to vary his programmes, if so directed by the Board, so that they shall conform with those standards. I am glad to inform the House that the Board has already, in consultation with the licensees and advertisers, made very substantial progress with the formulation of standards for commercial television programmes, including advertising matter. It will be the duty of the Board to ensure that the standards are complied with in every respect, and the Board is taking appropriate steps in this regard.

The Government believes that the basic objective of achieving proper standards of quality in television programmes can be realised in this way. Licensees should have the utmost possible freedom to run their businesses consistent with the public interest and the nature of the medium, but it is essential to ensure that television programmes are of a proper standard. I do not want to leave any possibility of misunderstanding here. The responsibility for ensuring that television programmes are of a proper standard is being imposed on the Australian Broadcasting Control Board, which recently was strengthened with this objective in view. This will be a very difficult and sometimes an invidious task. While the Government expects the Board to discharge its duties in this field fearlessly, it does not believe that this necessarily will involve bureaucratic controls and interference with private enterprise. It believes that it can be achieved, in co-operation with licensees, by the formulation of proper standards of quality and their sensible and reasonable application in practice. This means that the maximum amount of self-regulation will be secured. But I wish to make it clear that the Government will stand behind the Board in its administration and will not tolerate any abuse of the new medium by licensees or advertisers or any one else. This is a matter of vital importance which I know has caused considerable public concern. I give an unqualified assurance that every effort will be made to ensure not only that television will not cause any harm to the people of Australia, but that it will, as far as practicable, be a positive benefit.”

108. Sub-sections (1.) and (2.) of the new section 60 of the Act (now re-numbered section 99), to which the Minister referred, reads as follows:—

“(1.) A licensee shall provide programmes and shall supervise the broadcasting or televising of programmes from his station in such manner as to ensure, as far as practicable, that the programmes are in accordance with standards determined by the Board.

(2.) If the programmes broadcast from a commercial broadcasting station or televised from a commercial television station are not, in whole or in part, in accordance with the standards determined by the Board, the licensee shall, if so directed by the Board, vary the programmes so that they shall conform with those standards.”.

As the Board pointed out in paragraph 167 of its Seventh Annual Report, one of the conditions upon which the Government had decided to grant licences for commercial television stations was that “the licensee shall provide programmes and shall supervise the televising of programmes from his station in such a manner in all respects as to comply with such standards as the Board determines.” This condition had been accepted by each of the four companies to which licences had been granted, and the Board was therefore able to proceed with the formulation of television programme standards in anticipation of the legislation. In approaching this task the Board took as its guiding principles the broad considerations that television as a medium for entertainment, information and education, would reach great numbers of persons of all ages, of all educational backgrounds, and of differing religious faiths, in the privacy of their homes; it was essential to secure that programmes which might cause offence to sections of the public or be harmful to the young people who would make up a large part of the television audience should be avoided; and that, by reason of the nature of the medium itself, television stations have an obligation to ensure that television will be used constructively for the welfare of the community. In its preparation of the television programme standards, the Board was greatly assisted by similar statements of standards or “codes” prepared in other countries, particularly the United Kingdom and the United States of America, which are directed to securing the same objectives, and was guided by its own experience in the administration of the Australian Commercial Broadcasting Service. The Board took the view that while responsibility for the selection of programmes to be seen and heard in each home must to some extent lie with the viewer, it is reasonable for the viewer to assume that the programmes offered will reach standards which have been determined hav-

ing regard both to the nature of the medium and the obligation of all television stations to use it in the best interests of the Australian community. The objectives of the Board, and the general basis of the standards, are set out in the opening paragraphs (see Appendix "D"), where it is stated that fundamentally the standards require the observance in television programmes of—

- (a) ordinary good taste and commonsense;
- (b) respect for the individual opinions of the public;
- (c) proper regard for the special needs of children; and
- (d) respect for the law and social institutions.

109. The Board took the view that it was essential to secure that the licensees should be fully aware of the purpose and objectives of the standards and should have full opportunity to express their views on these matters, since, ultimately, only the good-will and high purpose of those to whom the Government has entrusted the great responsibility of providing the Commercial Television Service can secure and maintain the positive standards of value in television programmes to which the Royal Commission on Television referred. The Board had several conferences with the licensees of the commercial stations during the preparation of the programme standards; there were full and frank discussions and many suggestions were made, both in respect of matters of principle and of detail, which the Board was happy to accept. It is grateful to the licensees for their assistance. The Board is glad to be able to report that as a result of these discussions, there was complete agreement between it and the licensees as to the contents of the standards, except in respect of the details of the advertising time standards, and the requirement that certain types of programmes should not be televised before 8.30 p.m. The majority of the licensees desired that eight minutes of advertising should be permitted in every period of one hour, instead of the six minutes proposed by the Board, and that the standards should not prevent the televising at any time after 8 p.m. of certain types of programmes which are not considered to be suitable for older children and adolescents: it was the opinion of the Board that these programmes should not be televised earlier than 8.30 p.m. (see paragraph 16 of the Standards).

110. The Board is acutely conscious of the significance of the statements made by the Minister, which are quoted above, with respect to its responsibility for ensuring that television programmes are of a proper standard, and that the Government expects the Board "to discharge its duties in this field fearlessly". It earnestly hopes that it will be able to discharge this responsibility. To do this it will need, not only the co-operation, based on full and frank discussion, of licensees of television stations, but the support of an alert, intelligent and articulate public, which in the final analysis may well be the best safeguard against any abuse of this new medium. The Board thinks there is reason to believe that, with the formulation of the programme standards, and their ready acceptance by the licensees, a good start has been made.

111. A copy of the Television Programme Standards, as finally determined by the Board, is contained in Appendix "D" of this Report. The Standards were first determined in April, 1956, and copies were made available to the Parliament, and subsequently to the press, in May, during the debate on the Broadcasting and Television Bill. Following the commencement of the Act on 1st July, 1956, the standards were amended in some formal respects as required by the Act, and a fresh determination was made which is set out in the Appendix. It is the intention of the Board that the Standards should be reviewed after the end of June, 1957, when the commercial television stations have been in operation for a period of several months, and there has been opportunity of testing their applicability in the light of actual experience. The Board would then have the assistance of its Advisory Committee on children's television programmes, which will be appointed shortly. In the succeeding paragraphs, reference is made to two aspects of the standards which are of great public interest, namely, those relating to family and children's programmes and to censorship of films for television.

SPECIAL PROVISIONS FOR FAMILY AND CHILDREN'S PROGRAMMES.

112. It is clear from the evidence given to the Royal Commission on Television, and the representations made to the Government on the subject, that there is great anxiety in the public mind concerning the effect which the introduction of television will have on children. The Board has given very special attention to this question, particularly in connection with the television programme standards. It is a comparatively simple matter to determine suitable conditions which might be applied to the televising, for short periods, of programmes intended only for children, but much more difficult considerations are involved in determining the conditions which should apply to programmes which will be transmitted during the much longer periods of the day,

particularly in the late afternoon and early evening and during week-ends and holidays, when the television audience is likely to contain large numbers of children and young people. There are special problems to be faced and special responsibilities to be discharged in the production and presentation of programmes during these periods. The Board has said in the Standards:—

“The child’s education and training receive very close supervision, both by his parents and by the State, so that by the time he reaches maturity he may be able to fit into the complex adult world with a minimum of difficulty. To achieve this goal, the child must gradually acquire a sound standard of values, self-discipline, and an appreciation of adult responsibilities. In the course of his development he is brought into gradual contact with the good and not-so-good aspects of life, so that the training he has received will enable him to cope with the various experiences he will encounter. Just as a good parent would not expose his child to an aspect of life for which the child is not equipped, so the television broadcaster must allow for the likely composition of his audience at these times of day. At the same time it must be remembered that during these periods there are great opportunities for good in television, in enlarging the horizons of children and in cementing family ties and associations. It is earnestly hoped that television stations will make the most of these opportunities.”

It greatly over-simplifies this problem to maintain that it is the duty of the parent to ensure that the child is not permitted to view programmes which the parent may consider to be unsuitable for the child. It is obvious that the television screen has an almost irresistible attraction for children and, whilst it is clearly the duty of the parent, as the Royal Commission on Television pointed out, to prevent the child spending an excessive amount of time watching programmes, the Board considers that it has a duty to endeavour to produce the result that there shall be definite periods when busy parents might safely permit their children to use the television set without fear that they might be exposed to material which would be harmful. The Board is also of opinion that much good would result if, during these periods there were good, wholesome programmes which family groups of all ages might view with complete confidence. This view was accepted by the licensees and, in consequence, the standards contain, as will be seen from Appendix “D”, special provisions relating to programmes to be televised between 5 p.m. and 7.30 p.m. on week-days and at any time before 7.30 p.m. on Saturdays and Sundays. The Board thinks that these provisions should secure the result that responsibility for the proper use of the Commercial Television Service is fairly shared by the licensees and by parents.

113. In connection with this matter, the Board considered the proposal, which had many supporters, that, as is the case in Great Britain, there should be a break in the transmission of commercial television stations for about an hour in the early evening, say, between 6 p.m. and 7 p.m. Whilst agreeing that there are strong arguments in favour of this practice, the Board felt that there are practical difficulties in the way of applying it to Australian stations at the outset; one of these is the fact that, in the early stages, stations will not be commencing transmissions until the late afternoon or early evening; another is the widely differing practices in Australian family life in respect of such important matters as the time for the evening meal. In the circumstances, the Board came to the conclusion that it would be preferable to proceed on the basis mentioned in the preceding paragraph and to review the whole question of the hours of operation of stations, including that of the break in transmissions, after the end of June, 1957, when, as stated in paragraph 111, the television programme standards are also to be reviewed. This view was accepted by licensees.

CENSORSHIP OF FILMS FOR TELEVISION.

114. A substantial proportion of Australian television programmes will consist of films, many of which will be imported. It has therefore been necessary for the Board to confer extensively with the Chief Censor appointed under the Customs (Cinematograph Films) Regulations (Statutory Rules 1932, No. 24) with respect to the examination of films to be used for television purposes. The legislative background in this matter is rather involved, but may be briefly summarised as follows:—

- (a) Under the Customs (Cinematograph Films) Regulations, the Commonwealth Film Censorship Board is empowered to examine all films (of whatever kind) imported into Australia, and to register or refuse to register each film. Registration may be subject to conditions and specific categories of films may not be registered. Provision is made for appeal to the Appeal Censor. No film may be delivered from the Customs without such registration.
- (b) The Customs (Cinematograph Films) Regulations do not apply to films produced in Australia. In all States legislation has been passed which regulates the theatrical exhibition of films. In Victoria, Queensland, Western Australia and Tasmania

an arrangement has been made between the Commonwealth and State Governments pursuant to State legislation, under which the Commonwealth Chief Censor acts as Censor for the purposes of these Acts. In the case of New South Wales and South Australia there is close consultation between the Commonwealth Chief Censor and the State Departments in the administration of the State law.

- (c) It will be seen therefore that the Commonwealth Regulations and the State laws give the Commonwealth Film Censorship Board powers of censorship over all imported films of whatever kind and, at least in respect of four States, over all films produced in Australia for theatrical exhibition. Films produced in Australia for other than theatrical exhibition (including films for television purposes) do not come within the scope of either the Commonwealth or State law.

It may be taken for practical purposes that all cinematograph film, whether produced specially for television or otherwise, is technically capable of being used for television.

115. In its Seventh Annual Report, the Board referred to discussions which had taken place with the Chief Censor during the period to which that Report related, with the object of working out a suitable administrative arrangement which would avoid duplication and overlapping in the exercise of the respective functions of the Chief Censor and the Board in relation to films for use in commercial television stations. The Australian Broadcasting Commission took part in discussions relating to administrative matters at a later stage after a decision by the Government that film type programmes for television generally should be subject to censorship under the Customs (Cinematograph Films) Regulations. These discussions had not been completed at the conclusion of the period to which this Report relates. In the meantime, in respect of films to be used by commercial television stations, an arrangement has been made between the Chief Censor and the Board (with the concurrence of the Postmaster-General and the Minister for Customs and Excise) as follows:—

- (a) In view of the express provisions of section 99 of the *Broadcasting and Television Act 1942-1956*, which enacts that the programmes of commercial television stations shall be in accordance with standards determined by the Board, the Film Censorship Board will, in examining all films have regard to their use on television and will accordingly classify films in respect of their use by commercial television stations in accordance with the categories set out in the Board's Television Programme Standards (see Appendix "D"); the classifications will be determined in accordance with the appropriate provisions of the Standards. The classifications to be applied are as follows:—

- (i) Unrestricted for television (Symbol 'G');
- (ii) Not suitable for children (Symbol 'A');
- (iii) Not to be televised before 8.30 p.m. (Symbol 'AO');
- (iv) Not suitable for television.

Programmes classified as "Not suitable for children" ('A') are those which do not comply with the special provisions of the standards relating to Family and Children's Programmes, and must not be televised during the periods to which those standards apply. Programmes classified as "Not to be televised before 8.30 p.m." ('AO') are those which are considered unsuitable for adolescents.

- (b) Films produced in Australia by production houses not under the control of a licensee of a commercial television station will, by arrangement with all licensees, be submitted for censorship by the licensee of the station proposing to televise the film, and films in this category will be subject to the same rules as to classification as are films imported from overseas. Exceptions to this arrangement are:—
- (i) news and actuality films;
 - (ii) educational films made under the supervision of educational authorities and approved by a State or Commonwealth Government Education Department;
 - (iii) religious films made under the supervision of a church or religious organisation.
- (c) Decisions of the Film Censorship Board in relation to television films will be subject to appeal to the Appeal Censor, in accordance with the procedure followed in relation to appeals generally.

116. The Board wishes to take this opportunity of thanking the Chief Censor (Mr. J. O. Alexander) for the assistance he has rendered to the Board in connection with this matter and for his co-operation with the Board in a joint effort to ensure that imported films which are used by licensees will comply with the Board's standards.

117. Whilst dealing with the subject of censorship, the Board wishes to invite attention to the provisions of section 101 of the *Broadcasting and Television Act 1942-56*, which reads:—

“Where the Board has reason to believe that any matter (including an advertisement) which it is proposed to broadcast or televise is of an objectionable nature, that matter shall be subject to such censorship as the Board determines.”

The Board hopes that licensees of commercial television stations will comply with the spirit as well as the letter of the Television Programme Standards, and that the need for it to exercise its censorship power will, in consequence, not arise. Nevertheless, it is the Board's intention to maintain a monitoring service in order that it may be in a position to observe the contents of television programmes and to detect any serious departure from the standards. This action appears to the Board to be most desirable, especially in the early stages, because the standards observed in the first few months of the services may well set the pattern for television in Australia in the future.

TELEVISION ADVERTISING STANDARDS.

118. Section 100 of the *Broadcasting and Television Act 1942-1956*, prescribes, amongst other things—

(4.) A licensee shall comply with such standards as the Board determines in relation to the broadcasting or televising of advertisements.

(5.) A licensee shall not broadcast or televise advertisements on a Sunday except in such manner and in accordance with such conditions as the Board determines.

(6.) A licensee shall not broadcast or televise an advertisement relating to a medicine unless the text of the proposed advertisement has been approved by the Director-General of Health or, on appeal to the Minister under this section, by the Minister.”

The Television Programme Standards contained in Appendix “D” include advertising standards, determined by the Board pursuant to subsections (4.) and (6.) of section 100 of the Act, which not only limit the extent of advertising but also indicate the practices to be observed by licensees in relation to the acceptability and presentation of programme matter. In the preparation of these standards, the Board has taken into consideration the experiences of other countries where, occasionally, exception has been taken to the subject matter or form of an advertisement. As a result of such objections the television industry in the U.S.A. has formulated its own code of standards, which, together with its method of application, has been subject to scrutiny at several investigations by Congressional Committees. The Board also conferred on several occasions with the Australian Association of Advertising Agencies and the Australian Association of National Advertisers, from which organisations it received some very useful and constructive criticism on several aspects. The conditions relating to Sunday advertising are designed to raise the general tone and reduce the volume of advertising matter on Sundays. Advertisements on Christmas Day and Good Friday are prohibited before 6 p.m. and after that time are subject to the conditions applicable to Sunday advertising.

119. In respect of advertisements of a medical nature the Director-General of Health, after consultation with the Board, has issued rules to cover such advertisements for both broadcasting and television. These rules, a copy of which is included as an appendix to the Television Programme Standards (Appendix “D” to this report), are based broadly on those which previously applied only to broadcasting, but have been adapted to the medium of television. Having regard to the high cost of production of advertisements for television, the procedure for obtaining the Director-General's approval of such advertisements has been simplified.

ENCOURAGEMENT OF AUSTRALIAN ARTISTS.

120. In paragraph 171 of its Seventh Annual Report, the Board referred to the representations which had been made to the Government by Actors' and Announcers' Equity Association of Australia and other organisations urging that not less than 55 per cent of each television station's time should be devoted to the televising of programmes produced in Australia. This matter was further considered by the Government when the Broadcasting and Television Bill

1956 was being prepared and the conclusion was reached that it would be undesirable at that stage to include in the legislation provisions with respect to quotas of Australian programmes. The Minister referred to this subject in his second reading speech on the Bill in the following terms:—

“The employment of Australian artists was the subject of strong representations to the Royal Commission on Television and, subsequently, to the Australian Broadcasting Control Board and to the Government, in support of a quota system which would require the Commission and the licensees of commercial stations to employ Australian artists, musicians, &c., for a specified proportion of programme hours. This matter has received very careful and sympathetic consideration by the Government. I wish to say, quite emphatically, that the Government expects stations to afford the maximum practicable amount of employment for Australians in the production and presentation of programmes, as indeed, licensees have already undertaken to do. It should not be necessary to stress the fact that broadcasting and television present great opportunities for Australian actors, musicians, writers, producers and artists of all kinds. While we appreciate the significance of the availability of overseas programmes on Australian stations, and that it would be absurd to endeavour to shut ourselves off from outside influences—in fact no one wants to do this—nevertheless, every one would agree that we should have programmes that are predominantly Australian. I am not sure that the greatest advantage has been taken of the opportunities which radio presents for our Australian artists. In any case, the Government wishes to ensure that the opportunities of television in this field will not be missed. We do not, however, accept the principle of laying down quotas generally, which is an unsatisfactory and even dangerous procedure. In this attitude the Government is supported by the opinion expressed in paragraph 409 of the report of the Royal Commission. We are therefore providing in clause 49 of the bill that it shall be an obligation on the Commission and the licensees of stations to use the services of Australians as far as possible in the production and presentation of television and also broadcasting programmes.”

The section of the Act referred to by the Minister, namely subsection (1.) of section 114 of the *Broadcasting and Television Act 1942-1956*, provides that “the Commission and licensees shall, as far as possible, use the services of Australians in the production and presentation of broadcasting and television programmes”, and, as indicated in paragraph 87, licensees are being required by the Minister to satisfy him that appropriate steps are being taken to include a reasonable proportion of Australian productions in their programmes before he gives them permission to commence their services.

IMPORTATION OF PROGRAMME MATERIAL.

121. In July, 1955, the Government considered the question of the allocation of overseas exchange for the importation of television programme material. It was decided that funds for this purpose would, for the time being, be made available only to the companies holding licences for commercial television stations and to the Australian Broadcasting Commission. The present position is that in each year ending on 30th September overseas exchange will be provided up to a maximum of £60,000 for expenditure, in that year, on the importation by each station of programme material. Not more than two-thirds of each annual allocation may be spent in dollars and the operators concerned may not enter into contracts, the duration of which exceeds three years and the financial commitments of which cannot be met within the annual expenditure allocations.

TELEVISIONING OF RELIGIOUS MATTER.

122. Section 103 of the *Broadcasting and Television Act 1942-1956* prescribes that a licensee of a commercial television station shall “televise from his station Divine Worship or other matter of a religious nature during such periods as the Board determines and, if the Board so directs, shall do so without charge”. As will be seen in the Television Programme Standards contained in Appendix “D”, the periods for the televising of religious matter (other than sponsored religious matter) are to be determined on the following basis:—

- (a) Time should be allocated for the televising of matter of a religious nature to the extent of at least one per cent of the normal weekly hours of service, with a minimum of 30 minutes each week, to be scheduled either as a complete unit occupying the whole time allocated; or as a series of programmes on one or more days of the week, with a minimum of 5 minutes for each programme.
- (b) Station time so allocated shall be provided free of charge to the Church or religious body concerned, but reasonable charges may be made to cover costs other than those of a programme presented in, and using the normal facilities of, a studio under the control of the licensee.
- (c) Time should be allocated among the various Churches and denominations as far as practicable in proportion to the number of adherents to each denomination in the area served by the station as shown in the latest Census; such arrangements should be made by mutual agreement between the licensees and representatives of the Churches and denominations and should have regard to the suitability for televising of the services or other religious matter proposed to be televised,

These principles are broadly similar to those applied by the Board in relation to the broadcasting of religious matter, which have worked satisfactorily in practice. During the period to which this report relates, licensees of commercial television stations have been holding discussions with representatives of religious bodies with a view to making arrangements for the provision of religious programmes from their stations as soon as possible after the commencement of services. There are clearly considerable difficulties in arranging suitable religious programmes for television, as the Royal Commission pointed out, but it is expected that, after a period of experiment, satisfactory techniques will be evolved. The Board proposes to appoint an Advisory Committee on religious television programmes at an early date.

STATIONS TCN SYDNEY AND HSV MELBOURNE: PROGRAMME PROPOSALS.

123. As indicated in paragraph 87, the Minister gave his approval for stations TCN Sydney and HSV Melbourne to commence service after being satisfied that the hours of service which were proposed were reasonable having regard to the programme resources available and receiving satisfactory assurances as to the employment of Australian artists and the provision of locally produced programmes. Station TCN Sydney will commence on 16th September, 1956, providing a service totalling 14½ hours weekly, from about 7 p.m. to 9 p.m. each night. Locally produced programmes consisting of news, religious talks, and panel or quiz type entertainment will account for 12 per cent of the total time; the remainder will consist of films of general interest and entertainment. The service will be expanded on 4th November, 1956, to 24 hours per week (Sunday, 6.30 p.m.-10.05 p.m., Monday to Friday, 6.25 p.m.-9.30 p.m., extending to 10 p.m. on Wednesdays, Saturday, 5 p.m.-9.30 p.m.). Approximately 25 per cent of the time will then be devoted to locally produced programmes including sessions designed especially for women and for children.

124. Station HSV Melbourne will commence on 4th November, 1956, and will operate from 6 p.m. till 9.30 p.m., Sundays to Fridays, and from 2.30 p.m. till 10 p.m. on Saturdays, a total of 28½ hours weekly. Locally produced programmes, including news, variety, panel or quiz type entertainment, talks, sporting descriptions, and children's sessions, will occupy about 35 per cent of total periods of operation, the remainder being devoted to films. It is expected that Australian artists and musicians will provide more than 20 per cent of the programmes. Arrangements have been made by stations TCN and HSV for joint use of many programmes, both locally produced and imported on film.

RESEARCH INTO THE SOCIAL EFFECTS OF TELEVISION.

125. In the Report which the Board submitted to the Minister on the applications for licences for commercial television stations in Sydney and Melbourne, it expressed the view that continuous investigations into the social, cultural and educational effects of television, with particular reference to those sections of the community most likely to be affected, should be conducted by the Board in co-operation with other interested bodies. Following the grant of the licences, the Board commenced discussions with the Australian Broadcasting Commission, the Commonwealth Office of Education, the Australian Council for Educational Research, the Social Science Research Council of Australia, the Universities of Sydney and Melbourne, the New South Wales University of Technology and the Australian National University, in order that a suitable programme of research in this field might be developed.

126. As a result of these discussions, a Committee representing these bodies and the Board was formed to plan and supervise a programme of social research which would give broadcasting authorities, educationists, sociologists and others some of the data required to enable them to take account of the various ways in which television may affect the community. The members of the Committee, in addition to representatives of the Board, the Australian Broadcasting Commission, and the Commonwealth Office of Education, are:—

Dr. W. C. Radford—Australian Council for Educational Research.

Dr. J. A. Keats—Australian Council for Educational Research.

Professor G. S. Browne—Department of Education, University of Melbourne.

Dr. E. R. Wyeth—Department of Education, University of Melbourne.

Professor W. F. Connell—Department of Education, University of Melbourne.

Dr. W. J. Campbell—Department of Education, University of Sydney.

Professor O. E. Oeser—Department of Psychology, University of Melbourne and Social Science Research Council of Australia.

Professor J. F. Clark—Department of Applied Psychology, New South Wales University of Technology.

Professor L. C. Webb—Australian National University.

127. A particular task, which was recognised as urgent by all the bodies represented on the Committee, was to investigate the present pattern of domestic habits and attitudes in Sydney and Melbourne, where television services will be commenced in the latter part of 1956, so that the influence of television on people's daily lives might be capable of being assessed by means of further surveys over a period of years. Investigations have therefore been commenced in Sydney and Melbourne with a view to ascertaining the pattern of domestic and social life before the influence of television affects this pattern. These investigations are being made by the Department of Applied Psychology of the New South Wales University of Technology and the Departments of Education of the Universities of Sydney and Melbourne. The Melbourne study involves the use of a control group in Brisbane, which will be outside the direct influence of television for some time. This will enable changes in the Melbourne pattern, which may be due to television, to be identified more readily. This part of the investigation is being made by the Department of Education of the University of Queensland. The work being done by respective University Departments may be summarised as follows:—

Department of Education, University of Sydney.

The questions which are being examined are—

1. How, with whom and where adolescents in Sydney spend their leisure time.
2. Adolescents' relationships with their friends and neighbours, and their attitudes to these people and their neighbourhood.
3. Adolescents' relationships within the family and their attitudes to their family and its activities.
4. The people whom adolescents imitate and the characteristics of these people.
5. The social class, activities, and attitudes of the parents of these adolescents.

Department of Applied Psychology, New South Wales University of Technology.

A study of the normal habits and activities of Sydney families, such as their meal-times, bed-times, amount of reading and film-going, radio-listening and their club and church activities.

Departments of Education, Universities of Melbourne and Queensland.

A study of the changes in the leisure activities and interests of 10, 13 and 16-years old children and their families over a 3-year period, commencing in 1956. As with the study mentioned above, information will be obtained regarding those daily activities which appear most likely to be affected by the advent of television.

128. The Universities undertaking these investigations require specially trained staff for the purpose and the Board has contributed the sum of £1900 towards the cost of the work. It is confident that the results of these investigations will point the way to significant areas where future social research can be undertaken with the object of enabling the Board and the television stations to ensure that the best use will be made of television. It is expected that the results will be valuable for comparative purposes with such investigations as the present Nuffield Enquiry in the United Kingdom into the effects of television on children. It is appreciated that, in addition to social surveys of the kind indicated, research of a more intensive and fundamental nature, involving experimental work, will also be necessary. Plans for future research activities will be considered at the end of 1956.

129. The Board wishes to record its appreciation of the co-operation which it has received from the Australian Broadcasting Commission, the Australian National University and the Commonwealth Office of Education, particularly in the early discussions of this large scale venture into sociological research in this country. It also records with satisfaction the readiness with which the Universities and the Australian Council for Educational Research agreed to give practical support to the Board's research plans.

PART VIII.—GENERAL.

FINANCIAL ACCOUNTS OF THE BOARD.

130. In conformity with the provisions of section 28 of the Act, a statement of the financial accounts of the Board for the year ended 30th June, 1956, together with the report of the Auditor-General as to those accounts, appears in Appendix E of this Report.

ANNUAL DEVELOPMENT OF BROADCASTING.

131. The following table shows the progressive development in the number of broadcasting stations and licensed listeners since the inception of broadcasting in 1923:—

Year.	Number of Broadcasting Stations in Operation.		Number of Licensed Listeners.
	Class "A"	Class "B"	
30th June— 1924	4		1,206
1925	7	6	63,874
1926	8	9	128,060
1927	8	12	225,240
1928	8	12	270,507
1929	8	12	301,199
	National	Commercial	
1930	8	13	312,192
1931	9	27	331,969
1932	12	43	369,945
1933	12	48	469,477
1934	12	53	599,159
1935	12	57	721,852
1936	14	73	825,136
1937	20	80	940,068
1938	24	94	1,057,911
1939	24	98	1,131,861
1940	26	100	1,212,581
1941	27	96	1,293,266
1942	27	97	1,320,073
1943	27	96	1,370,000
1944	28	98	1,394,880
1945	29	100	1,415,229
1946	29	100	1,436,789
1947	32	101	1,678,276
1948	33	102	1,703,970
1949	37	102	1,762,675
1950	39	102	1,841,211
1951	41	103	1,884,834
1952	42	103	1,961,044
1953	44	105	1,985,655
1954	46	106	2,041,615
1955	50	106	2,034,676
1956	53	107	2,088,973

In addition to the above national stations, there were, as at 30th June, 1956, nine short-wave transmitters providing services to listeners in remote areas.

LISTENERS' LICENCES.

132. The following table shows the various classes of broadcast listeners' licences which were current on 30th June, 1956:—

Class of Licence.	New South Wales.	Victoria.	Queensland.	South Australia.	Western Australia.	Tasmania.	Commonwealth.
Ordinary	701,614	514,892	273,557	211,272	140,212	67,811	1,909,368
Pensioners	71,862	37,645	26,075	16,313	12,632	6,514	171,031
Blind Persons	765	668	333	296	373	190	2,525
Schools	2,043	1,234	1,406	744	228	214	5,869
Total	776,284	554,339	301,371	228,625	153,445	74,729	2,088,793
Ratio to 100 of population	22.05	21.91	22.47	27.19	23.3	23.64	22.28

COST OF NATIONAL BROADCASTING SERVICE.

133. Expenditure on the operation of the National Broadcasting Service (including both programme and technical services) during 1955-1956 was £5,483,696 made up as follows:—

	£
Australian Broadcasting Commission	3,249,913
Technical and other services	2,210,389
Audit of accounts	3,000
Repairs and maintenance of buildings	20,394
	<hr/>
	£5,483,696

134. The gross expenditure of the Australian Broadcasting Commission was £3,719,146 (including £124,954 on television) but revenue amounting to £469,233 was derived from public concerts, subsidies for symphony orchestras, sales of the A.B.C. Weekly, the sale of news services, and miscellaneous sources. The total cash revenue received, excluding that received by the Commission, was £3,861,945, viz:—

	£
Broadcast listener's licence fees	3,846,346
Miscellaneous	15,599
	<hr/>
	£3,861,945

135. The expenditure on Broadcasting Capital Works was £862,585 of which £45,698 was provided from the Australian Broadcasting Commission's reserves.

ACKNOWLEDGMENTS.

136. The Board wishes to express its appreciation to the Postmaster-General's Department for its assistance in many ways during the year, and especially to the Superintendents (Radio) who act as the Board's State Representatives and the officers of the Engineering Branch who undertake many technical duties in the States on behalf of the Board. The Australian Broadcasting Commission and the Australian Federation of Commercial Broadcasting Stations have, as usual, co-operated with the Board in many ways, and Mr. D. J. Anderson, the Civil Air Attache in Washington, who, through the courtesy of the Director-General of Civil Aviation, acted as our representative in the United States, again kept us well informed on developments in broadcasting and television in that country. The Board is most grateful to all these organisations and officers.

R. G. OSBORNE, Chairman.
 R. B. MAIR, Member.
 J. R. DARLING, Member.
 R. M. WHITE, Member.

J. O'KELLY, Secretary.

3rd September, 1956.

APPENDIX A.

COMMERCIAL BROADCASTING STATIONS IN OPERATION ON 30TH JUNE 1956.

Call Sign	Location of Station	Frequency (kc/s)	Authorized Power (Watts)	Licensee and Registered Office	Hours of Service per Week (to nearest Quarter Hour)
AUSTRALIAN CAPITAL TERRITORY.					
2CA	Canberra	1,050	2,000	Canberra Broadcasters Pty. Ltd., Northbourne-avenue, Braddon, Canberra	119
NEW SOUTH WALES.					
<i>Metropolitan.</i>					
2CH	Sydney	1,170	5,000	New South Wales Council of Churches Service, c/o St. Andrew's Rectory, 17 Church-street, Ryde	123
2GB	Sydney	870	5,000	Broadcasting Station 2GB Pty. Ltd., 136-138 Phillip-street, Sydney	121½
2KY	Sydney	1,020	5,000	The Trustees, R. H. Erskine and J. N. Thom, and the Secretary, R. A. King, of the Labor Council of New South Wales, Trades Hall, Goulburn-street, Sydney	123½
2SM	Sydney	1,270	5,000	Broadcasting Station 2SM Pty. Ltd., City Mutual Building, 60 Hunter-street, Sydney	118
2UE	Sydney	950	5,000	Radio 2UE Sydney Pty. Ltd., 29 Bligh-street, Sydney	125
2UW	Sydney	1,110	5,000	Commonwealth Broadcasting Corporation Pty. Ltd., 49 Market-street, Sydney	168
<i>Country.</i>					
2AD	Armidale	1,130	D. 2,000 N. 1,000	New England Broadcasters Pty. Ltd., 173A Beardy-street, Armidale	113
2AY	Albury	1,490	2,000	Amalgamated Wireless (A/asia) Ltd., 47 York-st., Sydney	121
2BE	Bega	1,480	1,000	J. A. Kerr, Belmore-street, Bega	98½
2BH	Broken Hill	660	200	Radio Silver City Pty. Ltd., cnr. Blende and Sulphide streets, Broken Hill	106½
2BS	Bathurst	1,500	2,000	Bathurst Broadcasters Pty. Ltd., 109 George-st., Bathurst	121
2DU	Dubbo	1,250	2,000	Western Broadcasters Pty. Ltd., 45 Macquarie-st., Dubbo	125½
2GF	Grafton	1,210	D. 2,000 N. 1,000	Grafton Broadcasting Co. Pty. Ltd., 47 York-st., Sydney	118
2GN	Goulburn	1,380	2,000	Goulburn Broadcasting Co. Pty. Ltd., 47 York-st., Sydney	118
2GZ	Orange	990	2,000	Country Broadcasting Services Ltd., Hosking House, Hosking-place, 84½ Pitt-st., Sydney	121½
2HD	Newcastle	1,140	2,000	Airsales Broadcasting Co. Pty. Ltd., Maitland-road, Sandgate	128½
2KA	Katoomba	780	D. 2,000 N. 1,000	2KA Ltd., 4th Floor, Stanway House, 77 King-st., Sydney	114
2KM	Kempsey	980	D. 2,000 N. 1,000	Radio Kempsey Ltd., 4th Floor, Stanway House, 77 King-street, Sydney	110
2KO	Newcastle	1,410	2,000	Newcastle Broadcasting Co. Pty. Ltd., C.M.L. Building, 72 Hunter-street, Newcastle	168
2LF	Young	1,340	2,000	Young Broadcasters Pty. Ltd., A.M.P. Buildings, Lynd-street, Young	116
2LM	Lismore	900	D. 2,000 N. 1,000	Richmond River Broadcasters Pty. Ltd., Northern Star Building, 11 Molesworth-street, Lismore	115
2LT	Lithgow	1,370	500	Lithgow Broadcasters Pty. Ltd., Great Western Highway, Lithgow	113
2MG	Mudgee	1,450	500	Mudgee Broadcasting Co. Pty. Ltd., Wellington-road, Mudgee	107
2MO	Gunnedah	1,080	1,000	2MO Gunnedah Ltd., 59 Marquis-street, Gunnedah	113
2MW	Murwillumbah	1,440	D. 2,000 N. 1,000	Tweed Radio and Broadcasting Co. Pty. Ltd., 19 Church-lane, Murwillumbah	113
2NM	Muswellbrook	1,460	500	Hunter Broadcasters Pty. Ltd., 315 High-street, Maitland	122½
2NX	Bolwarra	1,360	2,000	Hunter Broadcasters Pty. Ltd., 315 High-street, Maitland	122½
2NZ	Inverell	1,190	2,000	Northern Broadcasters Pty. Ltd., Hosking House, Hosking-place, 84½ Pitt-street, Sydney	117½
2PK	Parkes	1,400	500	Parkes Broadcasting Co. Pty. Ltd., 307 Clarinda-st., Parkes	113½
2QN	Deniliquin	1,520	2,000	Southern Riverina Broadcasters, 16 Fitzmaurice-street, Wagga	110
2RE	Taree	1,560	D. 2,000 N. 500	Manning Valley Broadcasting Pty. Ltd., Pulteney-street, Taree	115
2RG	Griffith	1,070	D. 2,000 N. 1,000	2RG Broadcasters Pty. Ltd., Ulong-street, Griffith	111
2TM	Tamworth	1,300	2,000	Tamworth Radio Development Co. Ltd., 312 Peel-street, Tamworth	116½
2WG	Wagga	1,150	2,000	Riverina Broadcasters, 16 Fitzmaurice-street, Wagga	117½
2WL	Wollongong	1,430	2,000	Wollongong Broadcasting Pty. Ltd., Edward-street, Wollongong	122½
2XL	Cooma	920	1,000	Cooma Broadcasters Pty. Ltd., 134 Sharp-st., Cooma	119

COMMERCIAL BROADCASTING STATIONS IN OPERATION ON 30TH JUNE, 1956—continued.

Call Sign	Location of Station	Frequency (kc/s)	Authorized Power (Watts)	Licensee and Registered Office	Hours of Service per Week (to nearest Quarter Hour)
VICTORIA.					
<i>Metropolitan.</i>					
3AK	Melbourne	1,500	500	Melbourne Broadcasters Pty. Ltd., 262 Flinders-lane, Melbourne, C.1	70
3AW	Melbourne	1,280	5,000	3AW Broadcasting Co. Pty. Ltd., 382 Latrobe-street, Melbourne, C.1.	128½
3DB	Melbourne	1,030	5,000	The Herald and Weekly Times Ltd., 44-74 Flinders-street, Melbourne, C.1	133½
3KZ	Melbourne	1,180	5,000	Industrial Printing and Publicity Co. Ltd., 24-30 Victoria-street, Carlton, N.3	121
3UZ	Melbourne	930	5,000	Nilsen's Broadcasting Service Pty. Ltd., 45-47 Bourke-street, Melbourne, C.1	127½
3XY	Melbourne	1,420	5,000	Station 3XY Pty. Ltd., Charter House, 4 Bank-place, Melbourne, C1	168
<i>Country.</i>					
3BA	Ballarat	1,320	1,000	Ballarat Broadcasters Pty. Ltd., 56 Lydiard-st. North, Ballarat	123
3BO	Bendigo	960	1,000	Amalgamated Wireless (A/asia) Ltd., 47 York-st., Sydney	124½
3CS	Colac	1,130	1,000	Colac Broadcasting Co. Pty. Ltd., 241 Murray-st., Colac	113
3CV	Maryborough	1,440	1,000	Central Victoria Broadcasters Pty. Ltd., 382 Latrobe-street, Melbourne	116
3GL	Geelong	1,350	1,000	Geelong Broadcasters Pty. Ltd., Little Malop-st., Geelong	117
3HA	Hamilton	1,000	2,000	Western Province Radio Pty. Ltd., The "Age" Chambers, 239 Collins-street, Melbourne, C.1	120
3LK	Lubeck	1,090	2,000	The Herald and Weekly Times Ltd., 44-74 Flinders-st., Melbourne, C.1	124
3MA	Mildura	1,470	2,000	Sunraysia Broadcasters Pty. Ltd., 22 Deakin-av., Mildura	109½
3NE	Wangaratta	1,600	D. 2,000 N. 1,000	Wangaratta Broadcasting Co. Pty. Ltd., Templeton-st., Wangaratta	116½
3SH	Swan Hill	1,330	2,000	Swan Hill Broadcasting Co. Pty. Ltd., 125 Campbell-st., Swan Hill	117
3SR	Shepparton	1,260	2,000	The Argus and Australasian Ltd., 365 Elizabeth-street, Melbourne, C.1	119½
3TR	Sale	1,240	2,000	Broadcast Entertainments Pty. Ltd., The "Age" Chambers, 239 Collins-street, Melbourne, C.1	123½
3UL	Warragul	880	D. 2,000 N. 1,000	The Argus and Australasian Ltd., 365 Elizabeth-street, Melbourne, C.1	118
3YB	Warrnambool	1,210	1,000	The Argus and Australasian Ltd., 365 Elizabeth-street, Melbourne, C.1	118
QUEENSLAND.					
<i>Metropolitan.</i>					
4BC	Brisbane	1,120	2,000	Commonwealth Broadcasting Corporation (Q'd) Ltd., 5th Floor, T. & G. Building, 189-191 Queen-street, Brisbane	168
4BH	Brisbane	1,390	2,000	Broadcasters (Aust.) Pty. Ltd., cnr. Albert and Charlotte streets, Brisbane	125
4BK	Brisbane	1,290	2,000	Queensland Newspapers Pty. Ltd., 288-298 Queen-street, Brisbane	125½
4KQ	Brisbane	690	D. 2,000 N. 1,000	The Trustees, H. Boland and J. M. Schmella, of the Queensland Branch of the Australian Labor Party, 231 Elizabeth-street, Brisbane	125
<i>Country.</i>					
4AK	Oakey	1,220	2,000	Queensland Newspapers Pty. Ltd., 288-298 Queen-street, Brisbane	125½
4AY	Ayr	960	D. 2,000 N. 1,000	Ayr Broadcasters Pty. Ltd., Penneys Building, 386 Flinders-street, Townsville	110½
4BU	Bundaberg	1,330	2,000	Bundaberg Broadcasters Pty. Ltd., 190 Bourbong-street, Bundaberg	113½
4CA	Cairns	1,010	1,000	Amalgamated Wireless (A/asia) Ltd., 47 York-st., Sydney	118
4GR	Toowoomba	860	2,000	Gold Radio Service Pty. Ltd., 5th Floor, T. & G. Building, Queen-street, Brisbane	118½
4GY	Gympie	1,350	D. 2,000 N. 500	Gympie Broadcasting Co. Ltd., Smithfield Chambers, 237 Mary-street Gympie	110
4IP	Ipswich	1,010	1,000	Ipswich Broadcasting Co. Pty. Ltd., 233 Brisbane-street, Ipswich	113½
4LG	Longreach	1,100	2,000	E. B. Connor and Co., Duck-street, Longreach	80½
4MB	Maryborough	1,160	2,000	Maryborough Broadcasting Co. Pty. Ltd., 5th Floor, T. & G. Building, Queen-street, Brisbane	113½
4MK	Mackay	1,330	2,000	Mackay Broadcasting Service Pty. Ltd., 38 Gordon-street, Mackay	114½
4RO	Rockhampton	1,000	2,000	Rockhampton Broadcasting Co. Pty. Ltd., 5th Floor, T. & G. Building, Queen-street, Brisbane	114½
4SB	Kingaroy	1,060	2,000	South Burnett Broadcasting Co. Ltd., Alford-st., Kingaroy	114½
4TO	Townsville	780	D. 2,000 N. 1,000	Amalgamated Wireless (A/asia) Ltd., 47 York-st., Sydney	121
4VL	Charleville	920	1,000	Charleville Broadcasting Co. Ltd., Alfred-st., Charleville	110½
4WK	Warwick	880	D. 2,000 N. 1,000	Warwick Broadcasting Co. Pty. Ltd., Glennie Hall, Albion-street, Warwick	110½
4ZR	Roma	1,480	1,000	Maranoa Broadcasting Co. Ltd., McDowell-stret, Roma	86

COMMERCIAL BROADCASTING STATIONS IN OPERATION ON 30TH JUNE, 1956—continued.

Call Sign	Location of Station	Frequency (kc/s)	Authorized Power (Watts)	Licensee and Registered Office	Hours of Service per Week (to nearest Quarter Hour)
SOUTH AUSTRALIA.					
<i>Metropolitan.</i>					
5AD	Adelaide	1,310	2,000	Advertiser Newspapers Ltd., 121 King William-street, Adelaide	122
5DN	Adelaide	970	2,000	Hume Broadcasters Ltd., C.M.L. Building, 41 King William-street, Adelaide	122
5KA	Adelaide	1,200	2,000	5KA Broadcasting Co. Ltd., 43 Franklin-st., Adelaide	168
<i>Country.</i>					
5AU	Port Augusta	1,400	500	Port Augusta Broadcasting Co. Ltd., 43 Franklin-street, Adelaide	119½
5MU	Murray Bridge	1,460	500	Murray Bridge Broadcasting Co. Ltd., 11 Waymouth-street, Adelaide	119
5PI	Crystal Brook	1,040	2,000	Midlands Broadcasting Services Ltd., 11 Waymouth-street, Adelaide	122
5RM	Renmark	800	2,000	River Murray Broadcasters Ltd., 47 Waymouth-street, Adelaide	119½
5SE	Mount Gambier	1,370	500	South-Eastern Broadcasting Co. Ltd., 11 Waymouth-street, Adelaide	119
WESTERN AUSTRALIA.					
<i>Metropolitan.</i>					
6IX	Perth	1,240	2,000	W.A. Broadcasters Pty. Ltd., Lyric House, 223 Murray-street, Perth	119
6KY	Perth	1,320	2,000	The People's Printing and Publishing Co. of Western Australia Ltd., 17-19 James-street, Perth	120
6PM	Perth	1,130	2,000	6PM Broadcasters Pty. Ltd., St. George's House, 115 St. George's-terrace, Perth	117½
6PR	Perth	880	2,000	Nicholson's Ltd., 340 Hay-street, Perth	113
<i>Country.</i>					
6AM	Northam	980	2,000	6AM Broadcasters Pty. Ltd., St. George's House, 115 St. George's-terrace, Perth	107
6BY	Bridgetown	900	2,000	W.A. Broadcasters Pty. Ltd., Lyric House, 223 Murray-street, Perth	107
6CI	Collie	1,340	2,000	Nicholson's Ltd., 340 Hay-street, Perth	88½
6GE	Geraldton	1,010	2,000	Great Northern Broadcasters Ltd., E.S. & A. Bank Buildings, 145 Marine-terrace, Geraldton	78½
6KG	Kalgoorlie	1,210	2,000	Goldfields Broadcasters (1933) Pty. Ltd., St. George's House, 115 St. George's-terrace, Perth	80
6MD	Merredin	1,100	2,000	W.A. Broadcasters Pty. Ltd., Lyric House, 223 Murray-street, Perth	87½
6NA	Narrogin	920	2,000	The People's Printing and Publishing Co. of Western Australia Ltd., 17-19 James-street, Perth	120
6TZ	Bunbury	960	2,000	Nicholson's Ltd., 340 Hay-street, Perth	108½
6VA	Albany	1,370	2,000	Albany Broadcasters Ltd., 167 York-street, Albany	70½
6WB	Katanning	1,070	2,000	W.A. Broadcasters Pty. Ltd., Lyric House, 223 Murray-street, Perth	87½
TASMANIA.					
<i>Metropolitan.</i>					
7HO	Hobart	860	2,000	Commercial Broadcasters Pty. Ltd., A.M.P. Building, cnr. Collins and Elizabeth streets, Hobart	117½
7HT	Hobart	1,080	2,000	Metropolitan Broadcasters Pty. Ltd., cnr Elizabeth and Melville streets, Hobart	117½
<i>Country.</i>					
7AD	Devonport	900	500	Northern-Tasmania Broadcasters Pty. Ltd., 29 Paterson-street, Launceston	108½
7BU	Burnie	560	500	Burnie Broadcasting Service Pty. Ltd., 29 Paterson-street, Launceston	88
7EX	Launceston	1,010	2,000	7EX Pty. Ltd., 71 Paterson-street, Launceston	113
7LA	Launceston	1,100	2,000	Findlay and Wills Broadcasters Pty. Ltd., 21 Paterson-street, Launceston	113
7QT	Queenstown	720	500	West Coast Broadcasters Pty. Ltd., 21 Paterson-street, Launceston	80½
7SD	Scottsdale	1,450	500	North-East Tasmanian Radio Broadcasters Pty. Ltd., 29 Paterson-street, Launceston	74½

D. = Day-time.

N. = Night-time.

APPENDIX B.

NATIONAL BROADCASTING STATIONS IN OPERATION ON 30TH JUNE, 1956.

Call Sign.	Station.	Frequency (kc/s).	Aerial Power (Watts).	Hours of Service per Week (to nearest Quarter Hour).
MEDIUM FREQUENCY SERVICES.				
<i>Australian Capital Territory.</i>				
2CN	Canberra	1,540	2,000	112
2CY	Canberra Regional (Canberra)	850	10,000	122½
<i>New South Wales.</i>				
Metropolitan.				
2BL	Sydney	740	10,000	118½
2FC	Sydney	610	10,000	119
Regional.				
2BA	Bega	810	10,000	122½
2CO	Riverina Regional (Corowa)	670	10,000	122½
2CR	Central Regional (Cumnock)	550	10,000	122½
2KP	Kempsey Regional (Smithton)	680	10,000	122½
2LG	Lithgow Regional (Lithgow)	1,570	200	122½
2ML	Murwillumbah	560	200	122½
2NA	Hunter River Regional No. 2 (Newcastle)	820	2,000	116
2NB	Broken Hill Regional (Broken Hill)	760	1,000	123
2NC	Hunter River Regional No. 1 (Newcastle)	1,230	2,000	118½
2NR	Northern Rivers Regional (Grafton)	700	10,000	122½
2NU	Northern Tablelands Regional (Manilla)	650	10,000	122½
2TR	Manning River Regional (Taree)	720	200	122½
<i>Victoria.</i>				
Metropolitan.				
3AR	Melbourne	620	10,000	119
3LO	Melbourne	770	10,000	118½
Regional.				
3GI	Gippsland Regional (Sale)	830	10,000	122½
3WL	Warrnambool	1,570	200	122½
3WV	Western Regional (Dooen)	580	10,000	122½
<i>Queensland.</i>				
Metropolitan.				
4QG	Brisbane	790	10,000	119
4QR	Brisbane	590	10,000	118½
Regional.				
4AT	Atherton Regional (Atherton)	600	500	122½
4GM	Gympie Regional (Gympie)	1,570	200	122½
4QA	Mackay Regional (Mackay)	720	2,000	122½
4QB	Wide Bay Regional (Pialba)	910	2,000	122½
4QL	Longreach Regional (Longreach)	540	10,000	122½
4QN	North Regional (Townsville)	630	7,000	122½
4QS	Darling Downs Regional (Dalby)	750	10,000	122½
4QY	Cairns Regional (Cairns)	940	2,000	122½
4RK	Rockhampton Regional (Rockhampton)	840	10,000	122½
4SO	South Coast Regional (Southport)	1,590	200	122½
<i>South Australia.</i>				
Metropolitan.				
5AN	Adelaide	890	2,000	119
5CL	Adelaide	730	5,000	119
Regional.				
5CK	North Regional (Crystal Brook)	640	10,000	123
5LN	Port Lincoln Regional (Port Lincoln)	1,530	200	123
5MG	Mount Gambier	1,580	200	123
5WM	Woomera	1,580	50	123
<i>Western Australia.</i>				
Metropolitan.				
6WF	Perth	690	5,000	119
6WN	Perth	810	10,000	118½
Regional.				
6AL	Albany	650	400	122½
6GF	Goldfields Regional (Kalgoorlie)	720	2,000	122½
6GN	Geraldton Regional (Geraldton)	830	2,000	122½
6WA	South-West Regional (Wagin)	560	10,000	122½
6NM	Northam	600	200	122½

NATIONAL BROADCASTING STATIONS IN OPERATION ON 30TH JUNE, 1956—continued.

Call Sign.	Station.	Frequency (kc/s).	Aerial Power (Watts).	Hours of Service per Week (to nearest Quarter Hour).
<i>Tasmania.</i>				
<i>Metropolitan.</i>				
7ZL	Hobart	600	2,000	119
7ZR	Hobart	940	2,000	118½
<i>Regional.</i>				
7NT	North Regional (Kelso)	710	10,000	122½
7QN	Queenstown	540	200	122½
<i>Northern Territory.</i>				
5AL	Alice Springs	1,530	50	123
5DR	Darwin	1,500	2,000	123
<i>Papua.</i>				
9PA	Port Moresby	1,250	500	99¾

HIGH FREQUENCY SERVICES.*

Call Sign.	Location.	Power (Watts).	Hours of Service per Week (to nearest Quarter Hour).
VLG	Lyndhurst, Victoria	10,000	53½
VLH	Lyndhurst, Victoria	10,000	119
VLI	Sydney, New South Wales	2,000	119
VLM	Brisbane, Queensland	10,000	122½
VLQ	Brisbane, Queensland	10,000	122½
VLR	Lyndhurst, Victoria	5,000	116¾
VLT	Port Moresby, Papua	2,000	99¾
VLW	Perth, Western Australia	2,000	119
VLX	Perth, Western Australia	10,000	119

* The frequencies on which these stations transmit are varied, as required, to obtain optimum results.

FREQUENCY MODULATION SERVICES.
(Experimental.)

Location.	Frequency (Mc/s).	Power (Watts).
Melbourne, Victoria	91,100	2,000
Sydney, New South Wales	92,100	2,000
Adelaide, South Australia	97,300	3,000
Brisbane, Queensland	91,100	1,000

APPENDIX C.

PROVISIONAL PLAN FOR THE ASSIGNMENT OF CHANNELS FOR AUSTRALIAN TELEVISION SERVICES.

Area.	Channel Numbers.	Power (kw.) and Polarization, Horizontal (H) or Vertical (V).	Population Served (1954 Census).	Main Towns Served and Grade of Service.	
				Urban.	Rural.
1.	2.	3.	4.	5.	6.
<i>New South Wales.</i>					
Sydney	2 7 9 10	100 H	2,000,000	Sydney metropolitan area (including Cronulla)	Penrith, Camden Campbelltown Windsor Palm Beach
Newcastle-Hunter River ..	6 8	100 H	314,000	Newcastle Cessnock Maitland Singleton Kurri Kurri Weston The Entrance Raymond Terrace	Gosford Muswellbrook Dungog Woy Woy
Blue Mountains	4	100 H	165,000 (not including Sydney)	Katoomba Penrith Windsor Camden Campbelltown Riverstone	Lithgow Mittagong Bowral Picton
Illawarra	1 5	100 H	133,000	Wollongong Mittagong Bowral Kiama Nowra Port Kembla Berry Shellharbour	Ulladulla Moss Vale
Central Tablelands	1 5	100 V	113,000	Orange Cowra Canowindra Molong	Bathurst Parkes Forbes Wellington Young
Richmond-Tweed	1 5	100 H	93,000	Lismore Casino Byron Bay Ballina Tweed Heads Coolangatta Mullumbimby	Murwillumbah Kyogle
South Western Slopes	2 9	100 H	76,000	Cootamundra Junee Temora Murrumburrah	Wagga Young Narrandera Gundagai Grenfell Coolamon
Blue Mountains (West) ..	3	100 H	63,000	Lithgow Katoomba Portland Blackheath	Bathurst
Eastern Riverina	4 6	100 H	62,000	Wagga Junee Coolamon	Leeton Temora Narrandera Lockhart
Macleay-Hastings	9 10	100 H	54,000	Kempsey Coffs Harbour Pt. Macquarie Macksville	Dorrigo
Upper Namoi River	3 5	100 H	50,000	Tamworth Gunnedah Manilla Quirindi	Barraba
Aust. Capital Territory	7 10	100 V	44,000	Canberra Queanbeyan	Yass

APPENDIX C—continued.

Area.	Channel Numbers.	Power (kw.) and Polarization, Horizontal (H) or Vertical (V).	Population Served (1954 Census).	Main Towns Served and Grade of Service.	
				Urban.	Rural.
1.	2.	3.	4.	5.	6.
<i>New South Wales—continued.</i>					
Southern Tablelands	6 8	100 V	43,000	Goulburn Crookwell Moss Vale	Bowral
New England	6 8	100 H	40,000	Glen Innes Inverell	Barraba Part of Armidale
Clarence	2 7	100 H	39,000	Grafton South Grafton Maclean	Coffs Harbour Dorrigo
Manning River	1 4	100 H	37,000	Taree Wingham	Port Macquarie Gloucester
Central Western Slopes	7 9	100 H	36,000	Dubbo Narromine	Gilgandra Wellington
Murrumbidgee Irrigation Areas (M.I.A.)	7 10	100 H	36,000	Griffith Leeton	Narrandera
Broken Hill	4 7	100 H	32,000	Broken Hill	
Bathurst	2 10	1 V	20,000	Bathurst	
Gwydir River	2 10	100 H	19,000	Moree	Warialda Bingara
Armidale	1 4	1 V	12,000	Armidale	
<i>Victoria.</i>					
Melbourne	2 7 9 10	100 H	1,600,000	Melbourne metropolitan area Morningside Rosebud Sorrento Werribee Healesville Sunbury	Geelong Bacchus Marsh Parts of Kilmore
Ballarat	3 8	100 H	207,000 (not including Melbourne)	Ballarat Maryborough Daylesford (Parts of Geelong and Corio)	Colac Camperdown Ararat Bacchus Marsh Werribee
Latrobe Valley	4 6	100 H	132,000	Morwell Yallourn Traralgon Maffra Sale Warragul Korumburra Yarram, Moe Drouin Leongatha	Bairnsdale Wonthaggi
Bendigo	4 6	100 H	130,000	Bendigo Castlemaine Maryborough Kyneton	Seymour St. Arnaud Kyabram Rochester Echuca
Geelong	1 5	14 H	127,000	Geelong Queenscliff	Werribee Morningside Rosebud Sorrento Winchelsea
Goulburn Valley	1 5	100 H	102,000	Shepparton Wangaratta Euroa Benalla Yarrawonga Kyabram Tatura Mooroopna Numurkah Cobram	Beechworth Corowa Echuca Rutherglen Rochester

APPENDIX C—continued.

Area. 1.	Channel Numbers. 2.	Power (kw.) and Polariza- tion, Hori- zontal (H) or Vertical (V). 3.	Population Served (1954 Census). 4.	Main Towns Served and Grade of Service.	
				Urban. 5.	Rural. 6.
<i>Victoria—continued.</i>					
Upper Murray	3 8	100 H	87,000	Albury Wodonga Corowa	Beechworth Wangaratta Yarrawonga Rutherglen
Western District	2 9	100 H	75,000	Hamilton Warrnambool Port Fairy Terang	Casterton Camperdown Portland Ararat
Wimmera	7 10	100 H	48,000	Horsham Stawell Dimboola	Warracknabeal Nhill St. Arnaud
Mildura	3 8	100 H	32,000	Mildura Wentworth Red Cliffs Merbein	
Murray Valley	2 9	100 H	30,000	Swan Hill Kerang	Deniliquin
Colac	7 10	1 V	23,000	Colac	Camperdown
<i>Queensland.</i>					
Brisbane	2 7 9 10	100 H	600,000	Brisbane metropolitan area Ipswich Southport Redcliffe Beaudesert Rosewood Caboolture	Caloundra Gatton Boonah
Darling Downs	6 8	100 H	107,000	Toowoomba Oakey Gatton	Dalby Warwick Rosewood
Wide Bay	1 4	100 H	77,000	Maryborough Gympie Pialba	Bundaberg
Rockhampton	6 8	100 H	65,000	Rockhampton Mt. Morgan Yeppoon	Gladstone
Townsville	7 9	100 H	61,000	Townsville Ayr Home Hill	
Cairns	2 6	100 H	56,000	Cairns Innisfail Atherton Gordon Vale	
South Downs-North New England	3 4	100 H	44,000	Warwick Tenterfield Stanthorpe	Inglewood
Mackay	2 9	100 H	43,000	Mackay Mackay North Sarina	Proserpine
Bundaberg	7 9	100 H	33,000	Bundaberg	Childers
<i>South Australia.</i>					
Adelaide	2 7 9 10	100 H	600,000	Adelaide metropolitan area Salisbury Gawler Mt. Barker	Murray Bridge Tailem Bend Victor Harbour Maitland Tanunda Balaclava Meningie
Spencer Gulf (North)	4 8	100 H	67,000	Port Pirie Whyalla Port Augusta Jamestown Peterborough	Walleroo Kadina Clare Moonta

APPENDIX C—continued.

Area. 1.	Channel Numbers. 2.	Power (kw.) and Polariza- tion, Hori- zontal (H) or Vertical (V). 3.	Population Served (1954 Census). 4.	Main Towns Served and Grade of Service.	
				Urban. 5.	Rural. 6.
<i>South Australia—continued.</i>					
South East	1 8	100 H	37,000	Mt. Gambier Millicent Penola	Casterton
Renmark	1 5	100 H	22,000	Renmark Berri Loxton Barmere	Waikerie
<i>Western Australia.</i>					
Perth	2 7 9 10	100 H	400,000	Perth metropolitan area Gosnells Armadale Mundaring Kalamunda	Coates Pinjarra Gin Gin
Bunbury	4 8	100 H	39,000	Bunbury Collie Harvey	Busselton
Kalgoorlie	3 8	100 H	24,000	Kalgoorlie Boulder	Coolgardie
Albany	2 7	100 H	17,000	Albany Mt. Barker	Denmark
Geraldton	2 6	100 H	15,000	Geraldton Northampton	Mullewa Dongarra Mingenew Ajana
<i>Tasmania.</i>					
Hobart	2 4 6 8	100 H	120,000	Hobart metropolitan area New Norfolk Sorell Richmond	Geeveston Cygnet Franklin Oatlands
North-Eastern Tasmania	7 10	100 H	85,000	Launceston Scottsdale Longford	Georgetown Deloraine
Burnie-Devonport	5 9	100 H	59,000	Burnie Devonport Ulverstone Wynyard Latrobe Penguin	Smithton

APPENDIX D.

TELEVISION PROGRAMME STANDARDS

Determined by the Board in pursuance of the Broadcasting and Television Act 1952-1956.

INTRODUCTORY.

Section 99 (sub-sections (1) and (2)) of the *Broadcasting and Television Act 1942-1956* provides that:

"(1) A licensee shall provide programmes and shall supervise the . . . televising of programmes from his station in such manner as to ensure, as far as practicable, that the programmes are in accordance with standards determined by the Board.

"(2) If the programmes . . . televised from a commercial television station are not, in whole or in part, in accordance with the standards determined by the Board, the licensee shall, if so directed by the Board, vary the programmes so that they shall conform with those standards."

This document has therefore been prepared, after consultation with licensees and other interested bodies, for the purpose of setting out in a convenient form a statement of general programme standards to be observed by licensees. In its preparation the Board has been greatly assisted by similar statements of standards or "Codes" prepared in other countries, particularly the United Kingdom and the United States of America.

2. Wherever television has been established it has exerted a very powerful influence on the community, adults and children alike. As a medium for entertainment, information and education it will reach a great number of persons of all ages, of all educational backgrounds, and of many religious faiths, in the privacy of their homes. Responsibility for the selection of programmes to be seen and heard in each home must to some extent lie with the viewer; but it is reasonable for the viewer to assume that the programmes offered will reach standards which have been determined having regard both to the nature of the medium and the obligation to use it in the best interests of the Australian community. It is therefore the responsibility of licensees to ensure that programmes which fail to reach those standards are not broadcast.

3. Much of what follows is necessarily of a negative nature and may indeed be regarded as almost self-evident applications of the over-riding obligation of licensees to avoid those errors of taste which can cause offence to sections of the public or be harmful to the young people who will make up a large part of the television audience; but the need for a clear statement of programme standards has been demonstrated by the experience of other countries. Compliance with these standards is the least that licensees can do in the fulfilment of their responsibilities. Television can be an instrument of really significant importance in the life of the nation. Negative regulations may eliminate abuses; only the goodwill and high purpose of those who actually operate the stations and plan the programmes can ensure that television will be used constructively for the welfare of the community. This responsibility will be discharged only by constant vigilance and effort, in order both to avoid possibilities of abuse of the great medium, and what is more important, to secure and maintain the positive standards of value in television programmes to which the Royal Commission on Television referred. In this way the great opportunities which television presents will be achieved. This applies particularly to programmes for young people. It is therefore not sufficient that these standards should be regarded as a formal set of rules to be complied with to the letter: they must also be regarded as a practical guide to licensees and be applied in the spirit which this paragraph has endeavoured to indicate.

4. Section 16 of the *Broadcasting and Television Act 1942-1956* provides that the functions of the Board shall be, *inter alia*,

"to ensure that adequate and comprehensive programmes are provided by . . . commercial television stations to serve the best interests of the general public."

The Board will accordingly be anxious to provide opportunities to licensees and other interested bodies for consultation and discussion with a view to ensuring constant review of these standards in the light of developments so that the objective stated in this section of the Act may be achieved. In these discussions the Board expects to have the benefit also of the assistance and advice of its Advisory Committees on certain aspects of programmes.

5. It should be understood that these standards are not intended to prevent the televising in good faith, at appropriate times, and in appropriate circumstances, of—

- (a) genuine works of artistic or literary merit; or
- (b) serious presentation of moral and social issues.

Such programmes are, indeed, to be encouraged, so long as due warning of the nature of the programme is given, where necessary, both in advance publicity and at its commencement.

GENERAL PROGRAMME STANDARDS.

6. Fundamentally, these standards require the observance in television programmes of—

- (a) ordinary good taste and common sense;
- (b) respect for the individual opinions of the public;
- (c) proper regard for the special needs of children; and
- (d) respect for the law and social institutions.

7. In the presentation of television programmes, certain basic requirements must always be observed. These are—

- (a) No programme may contain any matter which is—
 - (i) blasphemous, indecent, obscene, vulgar or suggestive;
 - (ii) likely to encourage crime or public disorder;
 - (iii) likely to be injurious to community well-being or morality;
 - (iv) contrary to law;
 - (v) undesirable in the public interest because it includes matter of the same general nature as that referred to in the preceding sub-paragraphs.
- (b) To preserve decency and decorum in production, and so avoid embarrassment or offence to viewers at home, the presentation of all performers must be within the bounds of propriety. Special care must be taken as regards costuming, movements of dancers and others, and selection of camera angles.
- (c) Programmes which contain matter that is not generally suitable for viewing by children must not be broadcast at times when large numbers of children are likely to have access to television receivers (see paragraphs 10 to 16).

8. The following particular applications of the preceding standards refer to a number of aspects of programmes on which great care is needed in production:—

- (a) No programme should contain matter which, if imitated, could be harmful to the well-being of individuals or of the community; this includes such sequences as those which—
 - (i) demonstrate any techniques of crime in such a way as to invite imitation;
 - (ii) are likely to incite any person to crime, violence, or anti-social behaviour;
 - (iii) deride or otherwise discredit the law and its enforcement, or significant social institutions;
 - (iv) display in detail any form of violence or brutality.
- (b) Dramatic productions should not simulate the presentation of news or special events in such a way as to mislead or alarm viewers.
- (c) While the serious presentation of religious issues is to be encouraged, attacks on any established religious faiths or beliefs should not be permitted.
- (d) Any programme which includes a portrayal of religious rites should ensure the accurate presentation of those rites and correct and dignified treatment of the religious dignitaries and officers in their various callings.
- (e) Respect should be maintained for the sanctity of marriage and the importance of the home. Divorce should not be treated casually or as a convenient solution to marital problems.
- (f) The use of intoxicating liquor should not be displayed prominently in programmes, and should generally be avoided except when necessary for the development of plot or characterisation.
- (g) The portrayal of, and reference to, drunkenness and addiction to drugs or narcotics should be limited to the needs of the plot and characterisation, and not presented as desirable.
- (h) Reference to mental or physical afflictions should be treated with great care, to avoid offence to sufferers of similar ailments.
- (i) While certain forms of gambling may form an accepted part of the social structure, it is undesirable to transmit scenes or sequences which unduly emphasise betting or might tend directly to promote interest in gambling.
- (j) The presentation of superstitious or pseudo-scientific beliefs associated with the foretelling of the future is not desirable, except as required for development of plot, when it must be treated with discretion.
- (k) Reference to sex relations should be treated with discretion; reference to illicit sex relations should be avoided where possible, and should on no account be presented as commendable.
- (l) The presentation of cruelty, greed, selfishness, unfair exploitation of others, and similar unworthy motivations should not be made in a favourable light.
- (m) The condoning of crime and the treatment of the commission of crime in a frivolous, cynical, or callous manner should not be permitted.
- (n) The deliberate use of horror for its own sake, and sound or visual effects likely to cause unnecessary alarm should not be permitted.

9. The use of correct English in all programmes is important; but appropriate idiom and colloquialism may be employed sparingly when necessary for special characterisation. Care should be taken to avoid the use of objectionable words or words which though originally acceptable have acquired undesirable or offensive implications.

SPECIAL PROVISIONS FOR FAMILY AND CHILDREN'S PROGRAMMES.

10. At certain times of day, particularly in the late afternoon and early evening, and during week-ends and holidays, the television audiences is likely to contain large numbers of children and young people. Programmes to be televised at these times should therefore be wholly suitable for viewing by children, though not necessarily directed exclusively to them. There are special problems to be faced and special responsibilities to be discharged in the production and presentation of programmes during these periods. These arise mainly from the over-riding consideration that children are very vulnerable to the impact of television. The child's education and training receive very close supervision, both by his parents and by the State, so that by the time he reaches maturity he may be able to fit into the complex adult world with a minimum of difficulty. To achieve this goal, the child must

gradually acquire a sound standard of values, self-discipline, and an appreciation of adult responsibilities. In the course of his development he is brought into gradual contact with the good and not-so-good aspects of life, so that the training he has received will enable him to cope with the various experiences he will encounter. Just as a good parent would not expose his child to an aspect of life for which the child is not equipped, so the television broadcaster must allow for the likely composition of his audience at these times of day. At the same time it must be remembered that during these periods there are great opportunities for good in television, in enlarging the horizons of children and in cementing family ties and associations. It is earnestly hoped that television stations will make the most of these opportunities.

11. It is therefore necessary to make special provisions in these standards in respect of programmes to be televised between 5 p.m. and 7.30 p.m. on week-days, and at any time before 7.30 p.m. on Saturday and Sunday. Programmes to be televised during these times must be of one or other of the following classes and must comply in all respects with the relevant standards applicable to these classes:—

- (a) Family programmes, which are suitable for viewing by persons of all ages, and which will not produce any undesirable effects on children.
- (b) Children's programmes, which are specially designed for children in various age groups.

As large numbers of young persons are likely to be viewing television programmes on public holidays and during other holiday periods, it is important that care be exercised in the selection of programmes for transmission at any time before 7.30 p.m. on all such days.

12. *Family Programmes.*—These must be selected and presented with great care. It is imperative that parents feel secure in allowing children to see these programmes without supervision, and that family groups of all ages may view them with complete confidence. To ensure that this objective is achieved, it is necessary for the foregoing general standards to be scrupulously observed, and in addition that the following special provisions should be complied with:—

- (a) The selection of subject matter and treatment of themes should be wholesome and fresh in outlook. On no account should the more sordid aspects of life be presented in such a way that they appear to play a greater part in life than they actually do.
- (b) The following in particular should be avoided:—
 - (i) torture or suggestion of torture;
 - (ii) horror or undue suspense;
 - (iii) the use of the supernatural or superstition so as to arouse anxiety or fear;
 - (iv) other matter likely to lead to emotional or traumatic disturbances in children (e.g., hysteria and nightmares).
- (c) Dramatic action should not be over-accentuated, particularly by suggestions of excessive violence. Morbid sound effects intended to anticipate or simulate death or injury should not be used.
- (d) Particular attention should be paid to the treatment of child or animal characters, as children's imaginations can be readily over-stimulated by suggestions of ill-treatment of such characters.
- (e) Children readily imitate speech and pronunciations heard in sound broadcasting and television programmes. They should be encouraged in the art of correct speech and pronunciations, and slang and incorrect English should be avoided, except when necessary for characterisation, when a minimum amount of appropriate vernacular may be employed.

The provisions of this paragraph do not prevent the presentation of normal sporting fixtures or news bulletins.

13. *Children's Programmes.*—It is desirable that each station which proposes to originate children's programmes should provide for these programmes to be supervised by a person who is specially qualified for this type of work and who would be directly responsible for the meticulous supervision necessary in the preparation and presentation of all such programmes.

14. Programmes specially directed to children must comply not only with the general standards and the standards for family programmes, but also with the following special standards:—

- (a) All scripts must be carefully written, having in mind the needs of the particular age groups for which the programmes are intended.
- (b) All stories must reflect respect for law and order, adult authority, good morals and clean living. The theme must stress the importance of mutual respect of one man for another, and should emphasise the desirability of fair play and honourable behaviour. Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero.
- (c) In programmes in which children appear as artists, particular attention should be directed to avoiding the possibility of encouraging precocity in such children, who may be tempted to "show off" in front of the studio or home audience.
- (d) Contests and offers which encourage children to enter strange places and to converse with strangers for any purpose present a definite element of danger to children and should be avoided.

15. It is recommended that there be regular sessions for children designed—

- (a) to impart a broader knowledge of the history and potentialities of our country and of current affairs;
- (b) to foster an appreciation of such cultural pursuits as music, painting, ballet, the theatre and literature;
- (c) to encourage interest and active participation in simple scientific investigations such as botanical, geological, and other pursuits; and
- (d) by the use of the great examples from the Bible, and from history, biography and literature, to impart a real appreciation of the spiritual values and of the qualities of courage, honour and integrity which are essential to the full development of the individual, and of national greatness.

It is further recommended that programmes be designed to cater for children's propensities for sport and for hobbies such as handicrafts and the care of animals.

16. *Programmes Unsuitable for Adolescents.*—Certain types of programmes, either because of their themes or the method of treatment of the themes, may tend to produce in older children and adolescents a false or distorted view of life. These programmes, because they deal with certain types of social and domestic problems, some aspects of crime, or other themes which are suitable only for persons of more mature judgment, should not be televised before 8.30 p.m.

FILMS USED IN TELEVISION.

17. It is the responsibility of the Commonwealth Film Censorship Board to examine all films imported into Australia. In consequence of arrangements made with the Chief Film Censor, all imported films (and such other films and types of films as may be specified from time to time) will be classified for use in television in accordance with the relevant provisions of these standards. The classifications to be applied will be as follows:—

- (a) Unrestricted for television. (Symbol "G".)
- (b) Not suitable for children. (Symbol "A".)
- (c) Not to be televised before 8.30 p.m. (Symbol "AO".)
- (d) Not suitable for television.

Programmes classified as "Not Suitable for Children (A)" are those which do not comply with the special standards for Family and Children's Programmes, and must not be televised during periods to which these standards apply. Programmes classified as "Not to be televised before 8.30 p.m. ('AO') " are those to which reference is made in paragraph 16.

TELEVISION OF RELIGIOUS MATTER.

18. Section 103 of the *Broadcasting and Television Act 1942-1956* provides that—

"A licensee shall . . . televise from his station Divine Worship or other matter of a religious nature during such periods as the Board determines and, if the Board so directs, shall do so without charge."

19. The following principles should be applied in the allocating of time for the televising of religious matter (other than sponsored religious matter):—

- (a) Time should be allocated for the televising of matter of a religious nature to the extent of at least one per cent of the normal weekly hours of service, with a minimum of 30 minutes each week, to be scheduled either as a complete unit occupying the whole time allocated; or as a series of programmes on one or more days of the week, with a minimum of five minutes for each programme.
- (b) Station time as allocated shall be provided, free of charge, to the church or religious body concerned, but reasonable charges may be made to cover costs other than those of a programme presented in, and using the normal facilities of, a studio under the control of the licensee.
- (c) Time should be allocated among the various churches and denominations as far as practicable in proportion to the number of adherents to each denomination in the area served by the station as shown in the latest census; such arrangements should be made by mutual agreement between the licensees and representatives of the churches and denominations and should have regard to the suitability for televising of the services or other religious matter proposed to be televised.
- (d) Religious programmes should be presented only by responsible persons or bodies, and should not contain statements ridiculing any form of religious belief.

TELEVISION OF POLITICAL MATTER.

20. Sections 116 and 117 of the *Broadcasting and Television Act 1942-1956* provide, in relation to commercial television stations, that:—

116.—(2) . . . a licensee shall not . . . televise a dramatisation of any political matter which is then current or was current at any time during the last five preceding years.

(3) If, during an election period, a licensee . . . televises election matter, he shall afford reasonable opportunities for the . . . televising of election matter to all political parties contesting the election, being parties which were represented in either House of the Parliament for which the election is being held at the time of its last meeting before the election period.

(4) . . . a licensee shall not, at any time between the end of an election period and the close of the poll on the day on which the election is held . . . televise election matter.

(5) Nothing in this section requires a licensee to . . . televise any matter free of charge.

(6) In this section—

"election" means an election of a member or members of either House of the Parliament of the Commonwealth or of a State;

"election matter" means matter of any of the following kinds, namely:—

- (a) matter commenting on, or soliciting votes for, a candidate at an election;
- (b) matter commenting on, or advocating support of, a political party to which a candidate at an election belongs;
- (c) matter commenting on, stating or indicating any of the issues being submitted to the electors at an election or any part of the policy of a candidate at an election or of the political party to which such a candidate belongs; and
- (d) matter referring to meetings held or to be held in connection with an election;

"election period" means the period commencing on the day of the issue of the writ or writs for an election and ending at midnight on the Wednesday next preceding the day of the poll.

117.—(1) . . . the licensee concerned. . . shall cause to be announced the true name of every speaker who, either in person or by means of a sound recording device, delivers an address or makes a statement relating to a political subject or current affairs for . . . televising.

(2) If the speaker is not the author of the address or statement, the name of the author shall be included in the announcement.

(3) If the address is delivered or the statement is made on behalf of a political party, the name of the party shall be included in the announcement.

(4) The announcement shall be made after the address or statement if it contains one hundred words or less or before and after the address or statement if it contains more than one hundred words.

(5) . . . the licensee . . . shall keep a record of the name, address and occupation of the author of each such address or statement and shall furnish to the Board any particulars of the record which the Board by notice in writing requires.

PROGRAMMES CONTAINING MATTERS OF A MEDICAL NATURE.

21. Section 122 of the *Broadcasting and Television Act 1942-1956* provides that a licensee shall not televise a talk on a medical subject unless the text of the matter has been approved in writing by the Director-General of Health, or by a medical officer in a State to whom the Director-General has delegated this power, or, on appeal to the Postmaster-General as provided in the Act, by the Postmaster-General. The Director-General of Health has issued notes for the guidance of persons concerned with the preparation of such matter for television purposes (see Appendix).

NEWS AND NEWSREEL PROGRAMMES.

22. A station which undertakes to provide a news or newsreel service should observe the following principles:—

- (a) News should be presented accurately and impartially.
- (b) Each news session should be well-balanced and reasonably comprehensive.
- (c) Commentary and analysis should be clearly distinguished from news.
- (d) Good taste should guide the selection and presentation of news. Morbid, sensational, or alarming details not essential to factual reporting, especially in connection with stories of crime or sex, should be avoided. News should be televised in such a manner as to avoid panic and unnecessary alarm.
- (e) Pictorial representation of news should be carefully selected to ensure fairness, and should not be misleading or sensational.
- (f) No advertising matter should be offered as news, or included in the contents of a news bulletin or newsreel. This does not prevent the televising of spot advertisements during natural breaks between recognised sections of a news programme; but no advertisement in the form of a "story", or which could be mistaken by viewers for a news item, should be accepted.

TELEVISION OF SPORTING EVENTS.

23. Section 115 of the *Broadcasting and Television Act 1942-1956* provides that:—

" . . . the holder of a licence for a commercial television station shall not televise, either directly or by means of any recording, film or other material or device or otherwise, the whole or a part of a sporting event or other entertainment held in Australia, after the commencement of this section, in a place to which a charge is made for admission, if the images of the sporting event or other entertainment originate from the use of equipment outside that place."

The following rules should also be observed in relation to the televising of sporting events:—

- (a) All State or local laws concerning descriptions of, or the publication of information relating to, sporting events should also be observed.
- (b) Information concerning betting or betting odds, including totalisator dividends, in respect of any race meeting (including a trotting meeting) should not be televised prior to the conclusion of the last event on the programme of that meeting.
- (c) Advertisements soliciting business concerning forecasts of results of sporting events should not be televised. This rule does not prevent the televising of programmes containing forecasts and summaries of sporting events.

TRANSMISSION OF TELEPHONE CONVERSATIONS.

24. The privacy of telephone conversations is protected by the Telephone Regulations made under the *Post and Telegraph Act 1901-1950*, and such conversations, whether on wire or radio circuits or both, may not be included in any television programme unless, in special circumstances, permission has been granted by the Board in consultation with the Postmaster-General's Department.

TRANSMISSION OF PERSONAL MESSAGES.

25. Messages intended primarily for individual listeners should not normally be included in television programmes (see section 112 of the *Broadcasting and Television Act 1942-1956*). It is, however, permissible to transmit certain messages, under certain conditions, without contravention of the relevant statutes. The Board, in conjunction with the Postmaster-General's Department, has determined those conditions to be as follows:—

- (a) Urgent messages to persons whose present whereabouts are unknown, or who are temporarily isolated owing to breakdown of normal communication channels may be transmitted; provided that such messages are verified and approved by a senior officer of the Police Force, or his deputy.

- (b) In extreme emergency, and in the absence of any suitable or approved authorising officer, a station manager may assume responsibility for accepting and transmitting messages of an urgent and essential nature which he considers to be in the public interest. A record of such messages should be retained by the station for at least six months after the date of transmission.
- (c) Birthday and cheerio calls may be transmitted only during periods selected by the station for the purpose.

No person, whether employed by a television station or not, should transmit any message containing information of a personal nature relating either to himself or to an individual listener, except within the provisions of paragraphs (a), (b) and (c) above.

26. Programmes which are based on the exchange of letters, or include answers to correspondents do not necessarily conflict with the conditions stated above, but such letters or answers as are transmitted should be of general interest, and not limited in their application to any one listener.

USE OF FOREIGN LANGUAGES.

27. Because Australia is an English-speaking country, and because it is desirable that those persons who have migrated from other countries be assimilated into Australian life as quickly as possible, the use of foreign languages should be kept to a minimum. The following rules should therefore be observed:—

- (a) Programmes should be in English, except in the following special circumstances—
- (i) where it is unavoidable to use one or more foreign languages in the course of a programme, the matter conveyed in foreign languages should be preceded or followed by an adequate translation into English;
 - (ii) special programmes designed for use in schools, or for other educational purposes, may include matter in foreign languages where necessary;
 - (iii) brief incidental dialogue in dramatised or similar programmes may be permitted where development of the programme demands the use of a language other than English;
 - (iv) in periods of local emergency, foreign languages appropriate to the occasion may be used where it is considered to be in the interests of a reasonable proportion of viewers of the station concerned;
 - (v) programmes of a religious nature, which are televised on special occasions may be in a foreign language without being followed by a translation;
- (b) The use of foreign languages should be avoided in advertisements;
- (c) Pictorial matter, scenery, or backcloths containing words in any foreign language should be used only where necessary for establishment of scene or for development of plot.

These rules do not apply to the performance of musical items.

CONTESTS.

28. Any contest included in a programme or in an advertisement must offer the opportunity for all contestants to win on the basis of ability and skill, and not merely on chance.

29. All rules and conditions of contests, including commencing and closing dates, should be clearly and fully announced at the beginning of the contest, and thereafter adequately summarised on each occasion. The names of winners should be released as soon as possible after the close of the contest. The conditions of all contests must meet the requirements of Federal and State Laws.

30. All spoken or visual references to contests, or prizes or gifts offered in connection with contests, which constitute substantial advertisements either for the sponsor of the programme containing the contest or for other persons or organisations, should be regarded as part of, and included in, the total time allowances for advertising as set out in paragraphs 37-46 of these standards.

31. Where a contest is included in a programme which is recorded in advance of the date of transmission, the closing date for the contest must be fixed so as to provide reasonable opportunity for any person viewing the programme to send in an entry to the contest before that date. In the case of a continuing contest which closes immediately on receipt of a correct answer the licensee must ensure the immediate notification of the fact to avoid useless expenditure of time and money by viewers in the submission of entries which no longer have any chance of winning.

32. All programmes should be designed to attract audiences on their merits. Any programme planned to draw audience solely in the hope of individual gain or reward is undesirable.

ADVERTISING.

33. Section 100 of the *Broadcasting and Television Act 1942-1956* provides that—

- “(1.) Subject to this Act, a licensee may . . . televise advertisements.
- (2.) A licensee intending to . . . televise advertisements shall publish particulars of his advertising charges.
- (3.) A licensee shall not, without reasonable cause, discriminate against any person applying for the use of his advertising service.
- (4.) A licensee shall comply with such standards as the Board determines in relation to the . . . televising of advertisements.
- (5.) A licensee shall not . . . televise advertisements on a Sunday except in such manner and in accordance with such conditions as the Board determines.”

As was pointed out in paragraph 2 of these Programme Standards, television will reach persons with widely varying interests and opinions in the privacy of their homes. It is therefore most important that, in addition to being honest and truthful, all advertising matter which is televised should comply with the General Programme Standards set out in preceding paragraphs and be generally acceptable for viewing in the home. Methods suitable for other media may be quite unsuitable for television, and particular attention is invited to the necessity for examining all advertising techniques to ensure that the spirit and purpose of these standards are fulfilled. The attainment of quality in presentation applies no less to advertising than to all other parts of the programme.

34. It is therefore the responsibility of licensees to ensure that the following practices are observed in the preparation and televising of all advertising matter:—

- (a) The content, presentation and placement of all advertising matter must comply with the General Programme Standards. Very great care and judgment should be exercised in respect of advertisements to be televised during times when large numbers of children or adolescents may be likely to be viewing. All advertisements televised during such periods must conform to the principles stated in paragraphs 10, 11, 12, 14 and 16, and must especially avoid taking advantage of the natural credulity and sense of loyalty of children.
- (b) Advertising matter should be presented with courtesy and good taste, disturbing or annoying material such as blatant sound effects, persistent repetition, and words and phrases implying emergency should be avoided; every effort should be made to keep the advertisement in harmony with the content and general tone of the programme in which it appears.
- (c) Advertising matter should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.
- (d) Advertisements on Sundays must comply with the foregoing standards and are also subject to special conditions set out in paragraphs 46 and 47 of these Standards.
- (e) Advertisements containing political matter are subject to the provisions of sections 116 and 117 of the *Broadcasting and Television Act* (see paragraph 20 above).

ACCEPTABILITY OF ADVERTISING MATTER.

35. In the application of section 100 of the Act licensees should observe the following standards for the acceptability of advertising matter and the sponsoring of programmes:—

- (a) All advertising matter must comply with the laws of the Commonwealth and the States relating thereto.
- (b) A licensee should refuse the facilities of his station where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all legal requirements that apply to the advertiser.
- (c) A licensee may refuse to permit the use of advertising matter, or the advertising of products and services, which he has good reason to believe would be objectionable to a substantial and responsible section of the community.
- (d) The advertising of alcoholic liquor calls for particular care. It should be directed only to the adult audience, and no children or adolescents should be allowed to participate in the presentation of these advertisements. Liquor should not be advertised in proximity to children's sessions, or at other times when the television audience may be expected to include a large proportion of young people. Such advertisements should not be televised between 5.00 p.m. and 7.30 p.m., Monday to Saturday, inclusive, nor at any time on Sunday. Licensees should ensure that all liquor advertising, and especially that associated with sporting events (when large numbers of adolescents may be viewing) is presented in good taste and with restraint.
- (e) Because some products (especially those of a personal nature) are unsuitable for inclusion in programmes which may be viewed in the family circle, great discretion and care should be applied in the acceptance and presentation of advertisements of such products. Products which are generally regarded as unsuitable for conversation in mixed groups should not be advertised.
- (f) Advertisements relating to betting or gambling are subject to the provisions of the laws of the State in which the advertisement is to be televised. Such advertisements should not be televised in proximity to children's sessions, at times when the audience may be expected to include a large proportion of young people, between 5.00 p.m. and 7.30 p.m., Monday to Saturday, or at any time on Sunday; and when transmitted at other times should be presented in good taste and with restraint. Advertisements soliciting business concerning forecasts of results of sporting events should not be televised.
- (g) Advertisements for fortune-telling or similar superstitious or pseudo-scientific practices should not be accepted.
- (h) The advertising of firearms and associated equipment should be treated with discretion and all such advertisements should make reference to the legal conditions under which firearms may be acquired or owned.
- (i) Advertising by institutions or enterprises which, in offering courses of instruction, make exaggerated claims for the opportunities awaiting those who enrol for their courses should be avoided.
- (j) Advertisements for money-lenders should be avoided; and advertisements for any form of speculative finance should be closely examined before acceptance to ensure the bona fides of the advertiser and that his advertisement and business comply in all particulars with the law.

ADVERTISING TIME STANDARDS.

36. For the purpose of calculating the time occupied by advertising matter, this expression includes—

- (a) all advertisements for goods and services whether by means of words or of visual presentation or both, and whether in the form of direct announcements, slogans, descriptions or otherwise, as well as any identifiable reference in the course of the programme to any goods or services, whether of the advertiser or not and
- (b) all visual and sound effects (including music) associated with such advertisements.

Weekday Advertising.

37. The following time standards apply to the televising of advertising matter by a commercial television station on any day except Sundays, Christmas Day, and Good Friday.

38. In programmes which are sponsored either by one advertiser or by several advertisers jointly, the time devoted to advertising matter should not exceed the following periods:—

- (a) in programmes exceeding 15 minutes in duration, a period calculated at the rate of one and a half minutes in each 15 minutes of programme, or part thereof;
- (b) in programmes not exceeding 15 minutes in duration, the following periods:—
 - In a 5 minute programme—1 minute
 - In a 10 minute programme—1½ minutes
 - In a 15 minute programme—2 minutes

39. In each sponsored programme the periods available for advertising, as set out in the preceding sub-paragraphs, may be used either for a single advertising announcement occupying the full period, or for several shorter advertisements, at the discretion of the licensee.

40. A period equal to 30 seconds in each 30 minutes of programme transmission time should be reserved for station identification and items of national interest or importance; under normal conditions not more than one minute should be so occupied at any one time. If not required for items of national interest or importance these periods may be used for spot advertisements subject to the provisions of paragraph 42.

41. Spot advertisements may be included in "announcement programmes", which are designed to contain individual advertisements, at the rate of one minute of advertising matter in each period of five minutes. Such advertisements should be so spaced that no period of consecutive advertising exceeds two minutes. Spot advertisements may be of any duration up to two minutes.

42. Programmes should be so arranged that no more than three advertisements occur consecutively, either within a single programme unit, or at the break between two programmes. (For the purposes of this paragraph the brief announcement or visual presentation of a sponsor's name and business at the beginning or end of a programme is not regarded as an advertisement.)

43. Backgrounds, scenery, or properties which show the sponsor's name, or his product, or the name of his product, or his trade mark or slogan, should be used only incidentally. They should not obtrude on programme interest or entertainment. "On camera" shots of such materials should be brief and not too frequent, having regard to the need for maintaining a proper programme balance.

44. Paragraphs 38, 41 and 42 do not apply to programmes which take the form of a shopping guide, market information, or similar material and so provide a special service to viewers in which advertisements provide an informative and integral part of the programme content; but

- (a) such programmes should not be televised between 7.30 p.m. and 9.00 p.m.;
- (b) the time occupied by any such programme should not exceed 30 minutes at any one time;
- (c) the time occupied by an advertisement for any article should not exceed two minutes;
- (d) an interval of at least one hour should separate each such programme;
- (e) not more than three hours should be occupied by such programmes in any period of seven days.

Sunday Advertising.

45. In addition to the general provisions of these Standards, the following special provisions apply to the televising of advertisements on Sundays:—

- (a) In the application of this paragraph, the expression "advertising matter" does not include a brief announcement or visual presentation of a sponsor's name and business at the beginning and end of sponsored programmes.
- (b) Advertising matter in sponsored programmes shall be calculated at the rate of, and may not exceed in the aggregate, one minute in each ten minutes of sponsored programme time; but no advertisement shall exceed three minutes in length, and the number of advertisements shall not exceed two in any period of 15 minutes.
- (c) The total time occupied by spot advertisements shall not exceed six minutes in any period of one hour, and the time occupied by such advertisements shall not exceed two minutes in any period of 15 minutes.
- (d) The interval between advertisements, whether within the framework of one programme or in adjacent programmes or periods shall not be less than three minutes.
- (e) The price of any article or service shall not be mentioned more than once in each advertisement relating to that article or service.
- (f) No advertisements relating to alcoholic liquor shall be televised.
- (g) Sub-paragraphs (c) and (d) do not apply to a session containing a group of advertisements in the form of a shopping guide. Such programmes may be televised in conformity with the principles specified in paragraph 44.

46. Special care should be taken to ensure that advertisements are presented in good taste and with discretion. Sensational presentation and prolonged emphasis on the goods or services advertised should be avoided. Advertisements relating to medicines and medical or toilet preparations should be kept strictly within the bounds of good taste, and demonstrations of goods and services relating to personal hygiene, underclothing and the like should be avoided.

Advertising on Christmas Day and Good Friday.

47. If advertisements are televised on Christmas Day or Good Friday they should be selected and presented with discretion and in a manner suitable to the occasion. No advertisements should be televised before 6.00 p.m. and thereafter the standards for advertising on Sundays should not be exceeded.

MEDICINE ADVERTISEMENTS.

48. Section 100 of the *Broadcasting and Television Act 1942-1956* provides that a licensee shall not televise an advertisement relating to medicine unless the text of the proposed advertisement has been approved by the Director-General of Health or by a medical officer in a State to whom the Director-General has delegated this power. Any person may appeal to the Postmaster-General from any decision of the Director-General of Health or of his duly authorised delegates.

49. The Director-General of Health has issued notes for the guidance of licensees and advertisers on this subject, which are set out in the Appendix to these Standards.

APPENDIX

NOTES PREPARED BY THE DIRECTOR-GENERAL OF HEALTH FOR THE GUIDANCE OF ADVERTISING AGENCIES AND OTHERS WHO PREPARE MEDICAL ADVERTISEMENTS OR TALKS ON MEDICAL SUBJECTS FOR BROADCASTING OR TELEVISION PURPOSES.

The control of advertising matters and talks on medical subjects is provided for in the following sections of the *Broadcasting and Television Act 1942-1956*.

"Section 100—

(1) Subject to this Act, a licensee may broadcast or televise advertisements.

(6) A licensee shall not broadcast or televise an advertisement relating to a medicine unless the text of the proposed advertisement has been approved by the Director-General of Health, or, on appeal to the Minister under this section, by the Minister.

(7) The Director-General of Health may delegate to a medical officer of a State his power under this section to approve the text of an advertisement.

(8) Any such delegation is revocable in writing at will and does not prevent the exercise of a power by the Director-General of Health.

(9) A person may appeal to the Minister from any decision of the Director-General of Health or of a delegate of the Director-General of Health under this section."

"Section 121—

(1) Except as prescribed, a person shall not broadcast or televise a talk on a medical subject unless the text thereof has been approved by the Director-General of Health, or, on appeal to the Minister under this section, by the Minister.

(4) Any person may appeal to the Minister from any refusal of the Director-General of Health or a delegate of the Director-General of Health to approve of the text of a talk on a medical subject."

It should be noted that the Act does not indicate any standards upon which the Director-General of Health is to give or withhold his approval. The Act leaves the decision to the absolute discretion of the Director-General.

Experience has shown that considerable difficulties will be avoided by the publication of a guide of standards which will help in the preparation of advertisements and talks on medical subjects. These standards are offered for the guidance of those interested and do not limit the absolute discretion vested by the Broadcasting and Television Act in the Director-General.

It is also to be noted that the approval of the Director-General of Health does not remove the requirement that the general programme standards laid down by the Australian Broadcasting Control Board must be observed.

GUIDE TO STANDARDS.

A.—*Truth Generally.*

1. No matter shall be included which in any way departs from truth as to the composition, character, or action of a product or method of treatment or its suitability for the purposes for which it is recommended. No untruthful implications should be imported into any advertising matter.

2. When any testimonial is used, it must have been honestly obtained and must be limited to the actual views of the user. No testimonial should be used which has been paid for.

No testimonial given by a foreign doctor should be in any way used so as to imply that the doctor is a British doctor.

No testimonial given by a person holding the title of "doctor", who is not a doctor in medicine, should be used without a definite statement of the profession or cult in which this person holds the title.

In the case of any testimonial, the person using it may be called upon to furnish the original.

3. Any statement or testimonial given by a doctor in medicine should be accompanied in the advertising matter by the reference to the original publication in which the statement appeared.

4. Where any reference to a published statement is used the person using it may be called upon to furnish the original reference.

Any reference to a published statement will be disallowed if the passage has been removed from its context so that its original sense is distorted, or so that it is applied to support the advertiser's interests in a manner not contemplated by the original author.

5. Any implication that a product or method of treatment is used or recommended generally by doctors, dentists or hospitals will not be allowed.

6. No manufacturer or distributor of proprietary medicines should without authority use any title, description or address which may lead persons to believe that the product recommended emanates from any hospital or official source, or is otherwise than a proprietary medicine advertised by a particular manufacturer for the purpose specified.

B.—Decency and Ethics.

7. No spoken or pictorial representation may be used which dramatises distress or morbid situations involving ailments or sickness or which conveys the suggestion that harmful consequences may result from the medicine not being used.

8. No advertisement should contain any matter which would lead persons to believe from the symptoms described that they are suffering from any serious ailment.

9. No description of any proprietary medicine should be used which describes graphically or repellantly any bodily functions or matters which are generally not considered acceptable topics of conversation in mixed social groups.

For example, and without limiting the scope, the use of the following words or expressions will not be permitted:—

Bad breath, bladder disorders, bowels, diarrhoea, excreta, flushing the kidneys, festers, scabs, intestines, piles, urine, body odour, sour stomach.

Advertisements relating to contraceptives will not be permitted.

10. No advertisement should contain any intimation that:—

- (a) the person advertising is prepared to diagnose by correspondence diseased conditions or any particular diseased conditions in a human being;
- (b) the person advertising is prepared to receive from any person a statement of his or any other person's ill-health with a view to advising as to, or providing for, the treatment of such ill-health by correspondence.

11. No person should issue any advertisement claiming to cure chronic or incurable ailments or for use in conditions in which self-medication presents a risk.

12. No person should advertise any preparation which contains drugs in dangerous quantities, or which contains any drug which by the law of any State in Australia is obtainable only on a doctor's prescription.

13. An advertisement should not contain any guarantee of "money back".

14. No advertisement should contain any matter which could be regarded as claiming that any course of treatment or proprietary medicine is efficacious for the prevention or cure of a serious disease which properly should be under the care of a medical man, and, in particular, no person should advertise or offer for sale to the public any course of treatment or proprietary medicine which is directly or by implication held out as being effective:—

- (a) For the treatment of diseases of the kidneys, cancer, tuberculosis, diabetes, epilepsy, fits, locomotor ataxia, lupus, paralysis, hernia or rupture, gastric ulcer, varicose veins, gallstones, high or low blood pressure or diseased arteries, apoplexy or "stroke";
- (b) For the cure of amenorrhoea, blindness, or any structural or organic ailment of the auditory system;
- (c) For developing the bust or raising the height;
- (d) For removing sexual weakness or impotence or increasing virility or reproductive power;
- (e) for procuring miscarriage or abortion;
- (f) For the treatment of conditions or habits associated with sexual excess or indulgence or of any ailment associated with those habits.

15. In the case of any preparation stated to contain vitamins, the advertiser may be requested to furnish information as to the name of each vitamin present in the preparation and the quantity (expressed in international units or milligrams) of each vitamin in a stated quantity of the preparation.

16. Reference to alcohol as a medicine will not be permitted either by direct advertisement or by implication.

17. No derogatory reference whether spoken or visual will be allowed for advertising purposes to any physical or mental affliction or deformity. Any reference to such infirmities must avoid bringing ridicule or offence to the sufferers or their families.

18. Advertising material should contain no claims intended to disparage competitors, competing products or other industries, professions or institutions.

19. Actual methods of treatment shall not be depicted as part of an advertisement relating to any course of treatment or proprietary medicine.

20. The appearance of a patient receiving treatment, or under the influence of a drug or hypnotism will not be approved for advertising purposes.

21. The appearance of a patient implying or testifying to cure of any condition will not be approved.

C.—Truth in Relation to Medical Advertising.

22. The word "cure" or any visual implication that the proprietary medicine will definitely cure the condition described, will very rarely be justified. The use of this word and such pictorial matter will be critically examined.

23. Advertisements should not contain:—

- (a) General statements not properly qualified;
- (b) Statements directly stating or implying that "all" of a certain group of diseases will be cured by the preparation;
- (c) Statements directly stating or implying that "all" diseases are due to a particular cause.

For example:

- "(a) All skin rashes and blotches, not overlooking rheumatism, neuritis and other similar functional disorders. ALL these complaints are the direct result of improper eating of foods and the improper combination of foods."
- "(b) If your body has the right food, and digests that food properly, then you will be perfectly healthy."

24. Statements should not be used in respect of any preparation that it is "the best", "the most successful", "safest", "quickest", or containing any similar use of superlative adjectives involving comparison with other remedies, or departures from strict truth.

Examples of expressions which should not be used are:—

- "The only preparation" which will achieve a certain result.
- "A certain" or "unfailing" remedy for any particular purpose.
- "Nature's own remedy".
- "Australia's national remedy".
- "One dose will immediately . . .".
- "Never fails".
- "You can always depend on . . .".
- "Used by more persons than any other preparation of its kind".
- "There's nothing better than . . .".
- "There's nothing like . . .".
- "The ideal remedy".

One particular form of advertising should not be used. This form attempts to convey the impression that the preparation is a secret held by the manufacturers as the result of years of devoted and persistent research on the part of eminent scientists who are at last able to present the nation with wonderful results.

An alternative method of conveying the same ideas and equally to be avoided is that the formula is one that is "centuries old", "was known to the ancients"—and it is occasionally suggested that it has been lost for centuries and only just now rediscovered.

Variants of this kind of advertising are:—

- ". . . is a new scientific preparation perfected by over 50 years' scientific research".
- ". . . men of science have for years searched for . . . At last they have found it".
- ". . . unique formula adopted after years of research by highly skilled chemists".
- ". . . originated in a centuries-old oriental formula".

25. Certain words, such as "vitality", which are capable of an interpretation possibly not intended by the advertiser, should not be used.

26. There shall be no implication that the announcer is a doctor or dentist nor shall the background, set, or properties imply in any way that the announcement is being made from the professional rooms of a doctor or dentist or from a hospital.

ADMINISTRATIVE ARRANGEMENTS FOR GUIDANCE OF ADVERTISERS AND BROADCASTERS.

(a) Broadcasting—

- (i) All approvals for broadcasting script will be for a definite period only. The period will be indicated by the Director-General in his approval.
- (ii) Broadcasting scripts should reach the Director-General at least ten days before the projected date of broadcasting.
- (iii) Broadcast script must be sent in duplicate so that an approved copy may be returned to the sponsor while the original is held by the Director-General.
- (iv) Extra copies should not be sent.
- (v) Space should be left at the bottom of each page of script in order that any written approval or stamp by the Director-General may be inserted without covering the actual script.

(b) Television—

All material proposed for medical advertising by television will require to be submitted in a manner that allows the relationship of the visual and sound contents one to the other to be clearly understood.

A large proportion of television advertising will be by "stills" or by films.

For "stills", approval may be sought when the preliminary sketches have been drawn or when the slides or art work are complete.

For films being manufactured in Australia, in view of the preparation necessary and the cost involved, it is suggested that the advertisers might consult the Director-General at the commencement when little expenditure has been incurred, but when the treatment has been decided on, and at one or both of the following intermediate stages in the preparation of material if required:—

1. When the screen play, shooting script or story board has been finalised.
2. When the film has been completed but before the sound track has been added.

Films which have been imported into Australia in completed form will of necessity require to be submitted to the Director-General in that form. These films will have been subject to censorship by the Commonwealth Film Censorship Board on importation. The approval by that Board for the use on television of films which deal with matters of a medical nature, whether for advertising or other purposes, will be given subject to the subsequent approval of the Director-General of Health in the terms of his authority under the Act.

APPENDIX E.

AUSTRALIAN BROADCASTING CONTROL BOARD.
Statement of Receipts and Payments for Year ended 30th June, 1956.

Statement "A"

RECEIPTS.		30th June, 1956.	PAYMENTS.		30th June, 1956.
Previous Year		£	Previous Year.		£
2,064	Cash on hand, 1.7.55 (Provision for equipment on order)	11,725	53,399	<i>Salaries and Wages—</i>	
83,164	Parliamentary Appropriation	106,313	1,901	Salaries	£60,561
1	Miscellaneous Revenue		929	Temporary Assistance	1,353
				Extra Duty Pay	1,007
			56,229		62,921
			3,348	<i>General Expenses—</i>	
			2,140	Travelling & Subsistence	£3,567
			5,547	Postages, Telephones, &c.	1,842
				Incidentals	6,983
			11,035		12,392
			1,696	<i>Stores and Materials—</i>	
			4,544	Office Requisites	£ 2,040
				Technical Equipment	22,875
			6,240		24,915
			11,725	<i>Cash on hand, 1.7.1956</i> (Provision for Equipment on order)	17,810
£85,229		£118,038	£85,229		£118,038

Note.—Adjusted to nearest £.

J. O'KELLY, Secretary.
30th July, 1956.R. G. OSBORNE, Chairman,
30th July, 1956.

Statement of Assets as at 30th June, 1956.

Statement "B"

30th June, 1955.	Description of Assets.	30th June, 1956.
£		£
7,758	<i>Lands and Buildings</i> <i>Office Furniture and Equipment—</i> At cost to 30th June, 1955	£7,758
	Additions during year	613
		8,371
2,410	<i>Less—</i> Depreciation	£2,837
	Items written off	
5,348		2,837
		5,534
2,061	<i>Library—</i> At cost to 30th June, 1955	£2,061
	Additions during year	365
		2,426
593	<i>Less—</i> Depreciation	779
3	Items written off	
1,465		779
		1,647
20,564	<i>Technical Equipment—</i> At cost to 30th June, 1955	£20,564
	Additions during year	21,922
		42,486
3,770	<i>Less—</i> Depreciation	£7,640
	Items written off	
16,794		7,640
		34,846
11,725	<i>Cash on hand</i>	17,810
613	<i>Office Stores and Material on Hand</i>	692
£35,945		£360,529

J. O'KELLY, Secretary.
30th July, 1956.R. G. OSBORNE, Chairman,
30th July, 1956.

The above statement has been examined and is in agreement with the books. In my opinion it is a correct statement of the cash transactions and assets of the Australian Broadcasting Control Board at 30th June, 1956.

H. C. NEWMAN, Auditor-General for the Commonwealth,
16th August, 1956.

