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1959.

THE PARLIAMENT OF THE COMMONWEALTH OF AUSTRALIA.

TENTH ANNUAL REPORT

TENTH ANNUAL REPORT

OF THE

AUSTRALIAN BROADCASTING
CONTROL BOARD.

YEAR ENDED 30th JUNE, 1958.

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AUSTRALIAN BROADCASTING CONTROL BOARD.

TENTH 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 Tenth Annual Report of the Board, on its operations during the year ended 30th June, 1958, 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.

MEMBERSHIP OF THE BOARD.

3. 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, C.B.E., B.A., LL.B., Chairman, reappointed for a period of seven years from 15th March, 1957.
- 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.), re-appointed for a period of five years from 15th March, 1955.
- Mr. Reginald Arthur Yeo, B.Sc., A.C.G.I., D.I.C., appointed for a period of five years from 2nd January, 1957.

Part-time Members.

- Dr. James Ralph Darling, C.M.G., 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.

FUNCTIONS OF THE BOARD.

4. The principal functions of the Board are set out in Divisions 2 and 3 of Part II. of the *Broadcasting and Television Act 1942-1956*, and are briefly 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.

Meetings of the Board.

5. The Board holds regular meetings on the first and third Mondays of every month. Apart from its normal meetings, the Board held special meetings during the year for the purpose of holding public inquiries into—

- (a) applications received for licences for commercial television stations in Brisbane and Adelaide (see paragraphs 67–78); and
- (b) the introduction of broadcasting services in the very high frequency bands by stations using frequency modulation (see paragraph 37).

The Board also held a special meeting at Katoomba in November, 1957, when it visited that area to attend some of the functions associated with the Annual Convention of the Australian Federation of Commercial Broadcasting Stations. The Board also held ordinary meetings at Brisbane and Adelaide.

OVERSEAS VISIT BY CHAIRMAN.

6. The Chairman visited the United States of America, Canada and the United Kingdom in January-March, 1958, for the purpose of investigations into recent broadcasting and television developments and of discussions with the Federal Communications Commission and the National Association of Broadcasters (United States of America), the Canadian Broadcasting Corporation and the Canadian Association of Broadcasters (Canada), and the British Broadcasting Corporation and the Independent Television Authority (United Kingdom).

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

7. Section 16 of the *Broadcasting and Television Act 1942–1956* requires the Board to consult representatives of commercial broadcasting stations and commercial television stations in exercising its powers and functions in relation to those stations. In the case of broadcasting stations, the Board consults the Management Committee of the Australian Federation of Commercial Broadcasting Stations, which represents the licensees of all commercial stations. During the year, the Board conferred with the Management Committee on 7th November, 1957, and 15th April, 1958, the principal matter discussed being the proposed Broadcasting Programme Standards, to which reference is made in paragraphs 44 and 45. Apart from these meetings, there are consultations, as the need arises, between the Board and the executive officers of the Federation. There is no similar association of licensees of commercial television stations, but during the year there were frequent consultations between individual licensees and the Board, or its officers, on a wide range of subjects. The Board has also continued to maintain close relations 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 and electronic manufacturing industry.

STAFF OF THE BOARD.

8. The Head Office Organization of the Board consists of three Divisions, namely, the Administrative Division, the Technical Services Division and the Programme Services Division. The staff of the Board, as approved by the Public Service Board, was on 30th June, 1958, 60 persons.

STATE ORGANIZATION.

9. In accordance with the arrangements referred to in previous reports, 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, and officers of the Radio Branch of that Department performed other duties on behalf of the Board. The Superintendent (Radio) in each State also continued to act 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. de Cure
Queensland	Mr. P. Andrews
South Australia	Mr. P. B. Traynor
Western Australia	Mr. E. L. Greig
Tasmania	Mr. A. Munro

The Board paid the Department an amount of £28,395 for these services during the year.

LOCATION OF BOARD'S OFFICES.

10. The Board, together with the Administrative Division and the Programme Services Division, is located in the Rialto Building, 497 Collins-street, Melbourne. The Technical Services Division is located on the Fifth Floor of the State Savings Bank Building, Elizabeth-street, Melbourne. Five officers of the Programme Services Division, who are employed in Sydney, are located in Dalton House, Pitt-street.

PART II.—BROADCASTING—ADMINISTRATION.

LICENSING OF COMMERCIAL BROADCASTING STATIONS.

11. The statutory provisions relating to the licensing of commercial broadcasting stations are contained in Part IV. of the *Broadcasting and Television Act 1942-1956*. The power to grant, renew, suspend or revoke a licence is conferred upon the Minister, who is 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 provisions in the Act which prescribe the procedure to be followed by the Minister and the Board in this connexion, 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.

Licences are granted for an initial period of five years: thereafter licences are renewable annually subject to the provisions of the Act.

CURRENT LICENCES FOR COMMERCIAL BROADCASTING STATIONS.

12. On 30th June, 1958, there were 108 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	31	38
Victoria	6	14	20
Queensland	4	16	20
South Australia	3	5	8
Western Australia	4	10	14
Tasmania	2	6	8
Commonwealth	26	82	108

GRANT OF NEW LICENCES.

13. No new licences for commercial broadcasting stations were granted during the year. Several applications were received during the year for such licences, and some previous applications were renewed, although it is not competent for the Board to deal with such applications until the Minister has formally notified his intention to grant a licence and has referred to the Board any applications made to him. The procedure for the grant of licences is outlined in paragraph 11.

14. The only area for which the Minister formally invited applications during the year was Darwin. The population of Darwin—at the present time about 10,000—is receiving a satisfactory service from the national broadcasting station, 5DR. However, there has been in recent years, a strong public demand for an alternative service and the establishment of a commercial station in Darwin has been strongly supported by the Administrator of the Northern Territory and the Department of Territories. The Board has had some misgivings about the financial prospects of a station in Darwin which does not seem to have the advertising potentialities of a normal Australian town of the same size. The population, however, continues to increase and it is anticipated that it will be 15,000 in another five years. There is an alternative service available to listeners in every other Australian town of that size and because of the distance of Darwin from most of the existing broadcasting stations in the Commonwealth, it would be practicable to allocate a frequency channel for a station. In these circumstances, and because of the strong support of the Administrator and the Department of Territories, the Board recommended to the Minister that, pursuant to the provisions of sections 82 and 83 of the *Broadcasting and Television Act 1942-1956*, formal applications should be invited for a licence and a public inquiry held into the applications.

RENEWAL OF LICENCES.

15. The initial period of the licence for a commercial broadcasting station is five years and thereafter licences are renewable annually subject to the relevant provisions of the Act, which are designed to ensure that each licensee efficiently maintains and operates the technical equipment of his station and provides adequate and comprehensive programmes for the listeners in his service area. The Board is required by the Act to submit a recommendation to the Minister as to whether he should grant the renewal of a licence and, before doing so, it makes a complete review of the service which is being provided by the licensee. This is based on the reports received by the Board from engineers who each year make a comprehensive inspection of the technical equipment of each station, the reports of officers of the Programme Services Division who visit a number of stations each year and on extensive observations of programmes by officers of the Board and its State Representatives. The Board is able to report again this year that the standard of service being provided by commercial broadcasting stations is satisfactory and that the performance of each individual station during the year was such as to justify the renewal of its licence.

FEES FOR LICENCES FOR COMMERCIAL BROADCASTING STATIONS.

16. From 1st July, 1942, until 30th June, 1956, the licensee of each commercial broadcasting station was 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 *Commercial Broadcasting Stations Licence Fees Act 1942* was repealed in 1956, and licence fees are now 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, is £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 their industry as the "sale of station time". The total amount of licence fees payable during 1957-58 was £74,105, made up as follows:—

State.	Fees Paid by—		Total.
	Metropolitan Stations.	Country Stations.	
	£	£	£
New South Wales (including Australian Capital Territory)	14,768	15,086	29,854
Victoria	12,854	6,956	19,810
Queensland	5,928	5,934	11,862
South Australia	4,537	224	4,761
Western Australia	3,485	1,037	4,522
Tasmania	1,471	1,825	3,296
Commonwealth	43,043	31,062	74,105

In the previous financial year the total amount of licence fees paid was £70,566.

COMMERCIAL BROADCASTING STATIONS—FINANCIAL RESULTS OF OPERATIONS.

17. 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 section 106 of the *Broadcasting and Television Act 1942-1956*, show the financial results from the operations of such stations during the past sixteen 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	1,329,877	1,248,188	81,689
1942-43	96	66	30	1,298,297	1,157,294	141,003
1943-44	98	87	11	1,871,852	1,491,967	379,885
1944-45	100	89	11	2,184,686	1,758,905	425,781
1945-46	100	86	14	2,279,720	1,851,042	428,678
1946-47	101	85	16	2,388,587	2,013,363	375,224
1947-48	102	86	16	2,774,372	2,278,319	496,053
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
1955-56	107	104	3	7,382,476	5,870,794	1,511,682
1956-57	108	104	4	7,457,155	5,958,630	1,498,525

TRANSFER OF LICENCES AND LEASING OF STATIONS.

18. 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. On 4th April, 1957, the Minister gave his consent to the transfer of the licences for commercial broadcasting stations 3SR Shepparton, 3UL Warragul, and 3YB Warrnambool from the Argus and Australasian Ltd. to Messrs. A. J. Hancock and B. K. Donaldson as trustees for a company to be formed. The new company, Associated Broadcasting Services Ltd., was registered on 30th April, 1957, and the licences for the three stations were, with the Minister's consent, transferred to it by the trustees on 1st July, 1957. The licence for station 4LG Longreach was, with the Minister's consent, transferred by E. B. Connor and Company to Central Queensland Broadcasting Corporation Pty. Ltd. on 2nd September, 1957. This company was specially formed for the purpose and is controlled by shareholders who are resident in the Longreach district. The licence for station 2KO Newcastle was, with the Minister's consent transferred by The Newcastle Broadcasting Co. Pty. Ltd. to Radio 2KO Newcastle Pty. Ltd. on 31st March, 1958: all the shares in the latter company are owned by the former company. The name of the company holding the licences for commercial broadcasting stations 6KY Perth and 6NA Narrogin was changed during the year from The People's Printing and Publishing Co. of Western Australia Ltd. to Westland Broadcasting Co. Ltd.

19. At 30th June, 1958, the following four stations were, with the consent of the Minister, being operated by persons other than the licensees:—

Station.	Licensee.	Date of Original Consent.	Date of Expiry of Existing Consent.	Operating Company.
2CH Sydney ..	New South Wales Council of Churches Service	14.4.36	31.12.61	Amalgamated Wireless (A/asia) Ltd.
3SH Swan Hill ..	Swan Hill Broadcasting Co. Pty. Ltd.	4.4.37	31.12.61	Central Murray Broadcasters Pty. Ltd.
3KZ Melbourne ..	Industrial Printing and Publicity Co. Ltd.	12.2.32	30.6.59	3KZ Broadcasting Co. Pty. Ltd.
3XY Melbourne ..	Station 3XY Pty. Ltd. . . .	17.5.35	1.5.61	Efftee Broadcasters Pty. Ltd.

OWNERSHIP OF COMMERCIAL BROADCASTING STATIONS.

20. Sub-sections (1.) and (2.) of section 90 of the *Broadcasting and Television Act 1942-1956* provide—

- (1.) 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.

(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.

The administrative procedure under this section is explained in previous reports.

21. According to the information supplied by the licensees to the Board during the year, 32 of the 108 stations then in service were being operated by persons or organizations which were in a position to control only one station, and 20 by persons or organizations which were in a position to control, or were substantially interested in, two stations. The remaining stations, 56 in number, were controlled by persons or organizations which were in a position to control, directly or indirectly, or had 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 paragraph, details are given of companies or persons who have controlling or substantial interests in several stations.

22. *Advertiser Newspapers Ltd.* holds the licence for 5AD Adelaide and controls the companies holding the licences for 5MU Murray Bridge, 5PI Crystal Brook and 5SE Mount Gambier. It also holds 640,000 (5s.) ordinary shares in totals of 125,000 "A" preference, 275,000 "B" preference, 8,344,962 (5s.) ordinary and 1,400,000 special class (5s.) ordinary shares in *The Herald and Weekly Times Ltd.* (the Melbourne *Herald*) which holds the licences for 3DB Melbourne and 3LK Lubeck.

Amalgamated Wireless (Australasia) Ltd.—

- (a) holds the licences for 2AY Albury, 3BO Bendigo, 4CA Cairns and 4TO Townsville;
- (b) 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 shares) in the company which operates 4WK Warwick;
- (c) by agreement with the licensee, conducts the service of 2CH Sydney;
- (d) holds 10,000 of the 20,000 shares in 7LA Launceston, 800 of the 6,500 shares in 2SM Sydney, and 7,136 of the 400,000 shares in the Victorian Broadcasting Network Ltd. which controls 3CV Maryborough, 3HA Hamilton, 3SH Swan Hill and 3TR Sale;
- (e) 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.

Associated Broadcasting Services Ltd. holds the licences for 3SR Shepparton, 3UL Warragul and 3YB Warrnambool.

Broadcast Amalgamated Ltd. owns all the shares in the companies holding the licences for stations 2MO Gunnedah and 2TM Tamworth and owns half the shares in the company holding the licence for 2AD Armidale.

Central Methodist Mission Inc. has controlling interests in stations 5KA Adelaide, 5AU Port Augusta and 5RM Renmark.

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 shares), 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 shares) in 4SB Kingaroy.

Findlays, Tasmania.—During the year, the Minister gave his approval for the transfer of the shares previously held by Findlays Pty. Ltd. in 7HO Hobart, to D. P. Findlay and for the transfer of the shares held by members of the Findlay family in stations 7AD Devonport, 7BU Burnie and 7SD Scottsdale to K. A. Findlay. Subsequently, the Minister approved the formation of a holding company, Findlays Broadcasting Services Pty. Ltd., to acquire all the shares in 7AD, 7BU and 7SD.

The Herald and Weekly Times Ltd. holds the licences for stations 3DB Melbourne and 3LK Lubeck and is the principal shareholder, with 1,484,430 ordinary 5s. shares (in a total of 4,032,000 ordinary and 168,000 preference shares), in Advertiser Newspapers Ltd., which controls stations 5AD Adelaide, 5MU Murray Bridge, 5PI Crystal Brook and 5SE Mount Gambier. The Herald and Weekly Times Ltd. also holds 37 per cent. of the shares in Queensland Press Ltd. whose subsidiary company, Queensland Newspapers Pty. Ltd., holds the licences for stations 4AK Oakey and 4BK Brisbane.

M.P.A. Production Pty. Ltd., as at 30th June, 1958, owned all the shares in Broadcasting Associates Pty. Ltd., a company which has shareholdings as set out hereunder in several companies holding licences for commercial 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	44,468
Young Broadcasters Pty. Ltd.	2LF Young ..	8,557	2,140
Lithgow Broadcasters Pty. Ltd.	2LT Lithgow ..	3,747	750
Wollongong Broadcasting Pty. Ltd.	2WL Wollongong ..	12,000	6,000

Shares Held by Broadcasting Station 2GB 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 ordinary 2,050 preference	29,805 ordinary 450 preference
Young Broadcasters Pty. Ltd.	2LF Young ..	8,557	2,139
Lithgow Broadcasters Pty. Ltd.	2LT Lithgow ..	3,747	749
3AW Broadcasting Company Pty. Ltd. ..	3AW Melbourne ..	56,000	14,000
Hume Broadcasters Ltd.	5DN Adelaide ..	8,405 ordinary 4,000 preference	5,000 ordinary 2,000 preference

During the year, Broadcasting Associates Pty. Ltd. sold its interest in Mudgee Broadcasting Co. Pty. Ltd. and in Parkes Broadcasting Co. Pty. Ltd. to local residents and Broadcasting Station 2GB Pty. Ltd. also sold its interest in Mudgee Broadcasting Co. Pty. Ltd. to local residents. After the period to which this Report relates, the Government granted approval for the sale by M.P.A. Productions Pty. Ltd. of its shares in Broadcasting Associates Pty. Ltd. to Associated Television Ltd., London. M.P.A. Productions Pty. Ltd. also holds 1,400,000 ordinary 5s. shares in The Herald and Weekly Times Ltd. This holding constitutes 14 per cent. of the total shareholding, but the voting rights assigned to these shares are subject to special provisions which restrict those rights to 1.64 per cent. of the total.

Nicholsons Ltd., Perth holds the licences for 6PR Perth, 6CI Collie and 6TZ Bunbury.

The Victorian Broadcasting Network Ltd. is a public company which was incorporated in August, 1957, and was formed, with the Minister's approval, to acquire all the shares in—

- (a) Western Province Radio Pty. Ltd., licensee of 3HA Hamilton;
- (b) Gippsland and Latrobe Valley Broadcasters Ltd., which holds all the shares in Broadcast Entertainments Pty. Ltd., the licensee company of 3TR Sale; and
- (c) Central Murray Broadcasters Ltd., which operates station 3SH Swan Hill by agreement with the licensee.

The Victorian Broadcasting Network Ltd. has an issued capital of £200,000 in 10s. shares, comprising 250,000 shares issued to shareholders in the subsidiary companies and 150,000 shares issued to the public. The Minister's approval for the formation of the holding company was given on the understanding that residents of Sale, Hamilton and Swan Hill districts would be given priority in the allocation of shares made available to the public and that the Board of Directors of the company would contain at least one representative of the shareholders in each of these three districts. Shortly after the close of the year, the Victorian Broadcasting Network, with the approval of the Minister, acquired a controlling interest in Central Victoria Broadcasters Pty. Ltd., licensee of station 3CV Maryborough.

W.A. Broadcasters Pty. Ltd. holds the licences for stations 6BY Bridgetown, 6IX Perth, 6MD Merredin and 6WB Katanning.

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.

23. *Newspaper Companies.*—Newspaper companies, or persons substantially interested in newspapers, owned twelve of the 108 stations in operation on 30th June, 1958, and held shares in 25 other stations. The principal newspaper interests in broadcasting stations are set out below:—

Capital City Newspapers.

- 2GB Sydney John Fairfax and Sons Pty. Ltd. (the *Sydney Morning Herald*) holds 14,000 of the 99,370 shares in the licensee company.
- 3AW Melbourne Quarter interest held by David Syme and Co. Ltd. (the *Melbourne Age*).
- 3DB Melbourne { Licences held by The Herald and Weekly Times Ltd. (the
3LK Lubeck { *Melbourne Herald*).
- 4AK Oakey { Licences held by Queensland Newspapers Pty. Ltd. (the Brisbane
4BK Brisbane { *Courier-Mail*).
- 5AD Adelaide { Licence for 5AD held by Advertiser Newspapers Ltd. (the
5MU Murray Bridge { *Adelaide Advertiser*), which controls the companies holding the
5PI Crystal Brook { licences for the other three stations.
5SE Mount Gambier {
- 5DN Adelaide { News Ltd. (the *Adelaide News* and several newspapers in Western
2BH Broken Hill { Australia) owns 2BH, and has 3,405 ordinary shares 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.
- 6IX Perth { West Australian Newspapers Ltd. (the *West Australian*, Perth)
6MD Merredin { has a half interest in W.A. Broadcasters Pty. Ltd., which
6WB Katanning { controls these four stations.
6BY Bridgetown {
- 7HO Hobart Davies Bros. Ltd. (the *Hobart Mercury*) has a third interest in the station.

Other Newspapers.

- 2AD Armidale The Armidale Newspaper Co. Ltd. holds half the shares in the licensee company and is in a position to control the Board of Directors.
- 2LT Lithgow { Western Newspapers Ltd. (conducting country newspapers in
2LF Young { New South Wales) has 2,248 shares (in a total of 3,747 shares)
in Lithgow Broadcasters Pty. Ltd., which holds the licence for
2LT, and has 4,221 shares (in a total of 8,557 shares) in Young
Broadcasters Pty. Ltd. which holds the licence for 2LF.
- 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.,
2NX Bolwarra { 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.
- 3BA Ballarat The Ballarat Courier Pty. Ltd. holds all the shares in the licensee company.
- 3GL Geelong The Geelong Advertiser Pty. Ltd. holds all the shares in the licensee company.
- 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. Preference shareholders have similar voting rights to ordinary shareholders and are entitled to appoint three of the five directors of the company.
- 4IP Ipswich Queensland Times Pty. Ltd. (the *Ipswich Queensland Times*) holds 2,566 of the 6,000 shares in the licensee company.
- 4MK Mackay Mackay Printing and Publishing Co. Pty. Ltd. (*Mackay Mercury*) holds 2,000 of the 4,000 shares in the licensee company.
- 6VA Albany Albany Advertiser (1932) Ltd. holds 7,000 shares (in a total of 18,875 shares) in Albany Broadcasters Ltd., which holds the licence for the station.
- 7EX Launceston W. R. Rolph and Sons Pty. Ltd. (the *Examiner*, Launceston) holds 1,800 shares (in a total of 2,500 shares) in 7EX Pty. Ltd., which holds the licence for the station.

NETWORKS OF COMMERCIAL BROADCASTING STATIONS.

24. 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 organization 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 organization.

The two principal networks in existence at present are the Macquarie Broadcasting Network and the Major Broadcasting Network.

25. *The Macquarie Broadcasting Network* is a proprietary company, Macquarie Broadcasting Service Pty. Ltd., in which the following member stations were shareholders on 30th June, 1958:—

Macquarie Broadcasting Network.

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

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.

26. *The Major Broadcasting Network* is not a company but is an association of stations of which the following were members on 30th June, 1958:—

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

27. There are several other groups of stations which are described as networks, details of which are as follows:—

- (a) Associated Broadcasting Services, comprising stations 3SR Shepparton, 3UL Warragul and 3YB Warrnambool.
- (b) New England Network, comprising stations 2AD Armidale, 2MO Gunnedah, 2RE Taree, 2TM Tamworth and 2VM Moree.
- (c) Queensland Broadcasting Network, comprising stations 4BC Brisbane, 4GR Toowoomba, 4MB Maryborough, 4RO Rockhampton and 4SB Kingaroy.
- (d) Tasmanian Coastal Network, comprising stations 7AD Devonport, 7BU Burnie, 7SD Scottsdale and 7QT Queenstown.
- (e) Victorian Broadcasting Network, consisting of stations 3CV Maryborough, 3HA Hamilton, 3NE Wangaratta, 3SH Swan Hill and 3TR Sale.
- (f) Whitfords Broadcasting Network, comprising stations 6PM Perth, 6AM Northam, 6GE Geraldton and 6KG Kalgoorlie.

ACTIVITIES OF THE AUSTRALIAN UNESCO COMMITTEE FOR RADIO.

28. During the year, the Chairman has continued to represent the Board on the Australian Unesco Committee for Radio. This Committee, along with the other Unesco Committees in Australia, advises the Commonwealth Government on various aspects of the radio activities of Unesco. In

conjunction with the Australian Unesco Committees for Press and Films, the Radio Committee met in May this year. One of the main items considered by the joint meeting was Unesco's Proposed Programme for 1959-60, which will be submitted to the Tenth General Conference of Unesco in Paris, in November-December, 1958. Considerable discussion also took place concerning the possibilities of promoting wider publicity in Australia for Unesco activities. It was agreed that the Australian Unesco Committees for Films, Press and Radio, acting as a public information and public relations advisory committee, should endeavour to assist Unesco's activities in the field of public relations in Australia. The Committees propose to direct their attention particularly to programmes designed to interest and inform the general public through groups or organizations. Among other matters also considered by the meeting were progress reports from a Working Party set up to examine Australia's contribution to the Unesco Major Project on the Mutual Appreciation of Eastern and Western Cultural Values and from a Working Party studying the practical implications of Australian adherence to the Unesco-sponsored Agreement on the Importation of Educational, Scientific and Cultural Materials. Both of these Working Parties were mentioned in an earlier report. In the course of an overseas visit, Dr. K. Barry, Chairman of the Radio Committee, discussed aspects of Unesco's radio programme with members of the Secretariat in Paris and attended a Unesco Youth Institute Study Seminar held at Marly-le-Roi near Paris.

29. As in previous years, the Committee has provided information on developments in the field of radio in Australia to the Clearing House in Unesco's Department of Mass Communications. Both national and commercial radio stations have continued to publicize the work of Unesco in interviews with people connected with Unesco and in broadcasts specially devoted to the work of the organization in Australia and overseas. A number of recorded programmes produced by the Radio Division of Unesco has been broadcast in Australia. Among the most popular of the new Unesco features distributed by the Committee was a series of ten half-hour programmes on modern developments in science entitled "Signposts for the Atomic Age".

PART III.—BROADCASTING—TECHNICAL SERVICES.

30. On 30th June, 1958, broadcasting services were being provided by 164 medium frequency stations (56 national and 108 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".

DEVELOPMENT OF THE NATIONAL BROADCASTING SERVICE.

31. The Board's plan for the development of the National Broadcasting Service, which is explained in earlier reports, provided for the establishment of seventeen new stations and substantial increases in the power of 27 existing stations. With the opening of station 5MV Renmark on 31st July, 1957, all the new stations are now in operation, with the exception of 2WN Wollongong, which is expected to commence service before June, 1959, and 2AN Armidale and 3BN Bendigo, the establishment of which is at present under consideration.

32. The power of the undermentioned national stations has been increased as indicated—

2CO	Corowa	Increase from 7,500 to 10,000 watts.
2NA	Newcastle	Increase from 2,000 to 10,000 watts.
2NR	Grafton	Increase from 10,000 to 50,000 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.
5CK	Crystal Brook	Increase from 7,500 to 10,000 watts.
5DR	Darwin	Increase from 200 to 2,000 watts.
6WA	Wagin	Increase from 10,000 to 50,000 watts.
6WN	Perth	Increase from 6,000 to 10,000 watts.
7NT	Kelso	Increase from 7,000 to 10,000 watts.
7ZL	Hobart	Increase from 2,000 to 10,000 watts.

Stations 2NR Grafton and 6WA Wagin were the first Australian stations to operate on 50,000 watts, and commenced to operate on that power on 16th July, 1958, and 9th October, 1957, respectively. Substantial improvement in reception over a wide area has resulted from these increases. It is expected that the power of stations 2NC Newcastle and 7ZR Hobart will be increased before the end of 1958 and that station 4QN Townsville will commence operations from a new site on 50,000 watts about the middle of 1959. Orders have been placed for three additional 50,000-watt transmitters.

33. Notwithstanding the improvements made and yet to be made in the coverage of the National Broadcasting Service in accordance with the approved plans, there will still be some areas which will not receive a completely satisfactory service from any existing or proposed station. In this connexion, of particular concern are outlying areas of the Northern Territory, Queensland and Western Australia, where the medium frequency service is very poor, and where the reception of high frequency (short wave)

services for various reasons leaves much to be desired. For the purpose of securing first-hand knowledge of this problem, the Board sent an engineer, during 1957, to various centres in the Northern Territory and to Mount Isa and other areas in North Queensland, and in April, 1958, to the more remote parts of Western Australia. After considering his report on the Northern Territory and North Queensland, the Board, with the Minister's approval, varied the plan for the development of the National Broadcasting Service by the addition of low powered stations at Mount Isa, Tennant Creek and Katherine. Sites have been selected and preparatory action has been taken for the establishment of these stations, the operating conditions of which will be—

4MI Mt. Isa	Frequency 1,080 kc/s, Power 200 watts.
5KN Katherine	Frequency 670 kc/s, Power 50 watts.
5TC Tennant Creek	Frequency 680 kc/s, Power 50 watts.

The Board has authorized a change in the operating frequency of national station 5DR Darwin from 1500 kc/s to 650 kc/s in order to provide a stronger signal than was previously available at Batchelor and Rum Jungle. It should be explained that the allocation of frequencies for these stations is practicable because their remoteness permits of their operation on channels used by distant stations without serious degradation of the service provided by those stations.

34. The engineer's report on his investigations in Western Australia was receiving consideration by the Board at the time this report was being prepared. In the course of his visit to all the areas mentioned in the preceding paragraph, he made extensive observations of the short wave services on which scattered listeners in the remote areas of the Commonwealth will have to continue to rely for their broadcasting services. These observations confirmed the general opinion, formed from the regular reports which the Board is, by arrangement with the Department of Civil Aviation, receiving from competent personnel at aeradio stations in a number of areas, that steps should be taken to improve the effectiveness of the short wave services. The Board is at present considering means for achieving this objective. One of the difficulties to be overcome arises from the great demand throughout the world for frequency channels for short wave services. A draft high frequency (short wave) plan, intended to form the basis for co-ordinated short wave broadcasting services throughout the world, will be considered by an international conference at Geneva next year. The information which has been obtained concerning the Australian services, although it covers only a limited period of the sunspot cycle in which there are considerable variations in the reception of signals, will be of great value to the Board in preparing its comments on the plan for submission to the International Frequency Registration Board.

DEVELOPMENT OF COMMERCIAL BROADCASTING SERVICE.

35. Commercial broadcasting stations in Perth increased their operating power to 2,000 watts on 1st April, 1958, and, with this event, the Board's plan for improving, by means of power increases, the coverage of 24 stations in capital cities and Newcastle, and 63 shared channel stations in other areas was completed. From a technical point of view, it has been a great success, and has ensured much better reception for great numbers of listeners. The Board realizes that still better results could be achieved if the operating frequencies of some stations could be changed, but, as has been explained in previous reports, this cannot be done without the concurrence of the New Zealand Administration, with which the Commonwealth has an agreement concerning the use in Australia and New Zealand of the medium frequencies reserved by the International Radio Regulations for broadcasting purposes. Negotiations proceeded with New Zealand during the past year, covering not only changes which it was desired to make in respect of the channels of certain Australian stations, but also variations desired by the New Zealand Administration to provide for the development of the broadcasting service in that country. Some progress was made, as a result of which the Board was enabled to transfer the following commercial broadcasting stations in Western Australia to lower frequencies on 1st January, 1958:—

6VA Albany	From 1,370 kc/s to 780 kc/s.
6KG Kalgoorlie	From 1,210 kc/s to 860 kc/s.
6PM Perth	From 1,130 kc/s to 1,000 kc/s.
6IX Perth	From 1,240 kc/s to 1,080 kc/s.
6CI Collie	From 1,340 kc/s to 1,130 kc/s.
6KY Perth	From 1,320 kc/s to 1,210 kc/s.

These changes, especially in the case of the Perth stations which, as indicated above, increased their power on 1st April, 1958, have resulted in an appreciable increase in the service area of these stations and greatly improved reception for listeners, particularly those in districts where only a marginal service was previously received. The New Zealand authorities also agreed to other proposals as a result of which the Board was able to improve conditions for station 2PK Parkes, whose power was increased from 500 watts to 2,000 watts as from 1st July, 1958, and for stations 5AU Port Augusta and 7SD Scottsdale, whose sharing conditions were changed. It has not yet been practicable to reach agreement with respect to other alterations which the Board desires to make so as to remove severe restrictions on the service of certain stations, but the negotiations with New Zealand are being continued.

36. The Board is also examining the possibility of securing the more effective use of the available channels by the use of directional aerials by stations operating on shared channels. The use by a shared channel station of a directional aerial, designed to limit radiation in the direction of the other station or stations operating on the same channel, would make it practicable for the Board to authorize higher power for such a station. Moreover, the use of such aerials by two or more stations on the same channel would, because of the reduced area of night-time interference, result in a greatly improved service to listeners. The Board has discussed this matter with several licensees of shared channel stations, who are showing keen interest in the possibilities of the use of directional aerials as a means of extending the night-time coverage of their stations.

PLANS FOR THE FURTHER DEVELOPMENT OF BROADCASTING SERVICES.

37. The difficulties which are being experienced in making adjustments to the frequency allocation plan for the purpose of providing better reception for listeners to existing stations emphasizes the complexity of the problem of finding medium frequencies for the development of the broadcasting services for the purposes described in paragraph 53 of the Board's Ninth Annual Report, and in particular for new stations which may be required in areas of rapidly increasing population. Because of these difficulties, the Board, with the approval of the Minister, decided to hold a public inquiry into the question of introducing frequency modulation broadcasting in the very high frequency band so that all the technical and economic factors which are involved might be thoroughly examined in the light of evidence provided by the many interested parties. The Board heard evidence in Sydney from 19th to 21st August, 1957, and in Melbourne on 9th and 10th September, 1957: nineteen persons gave evidence and a number of written submissions were received. At the request of the Australian Federation of Commercial Broadcasting Stations, which wished to discuss the matter at its Annual Convention held in November, 1957, the inquiry was adjourned until 14th April, 1958, when officers of the Federation gave further evidence. The Board has since been fully occupied on inquiries into applications for licences for commercial television stations and matters arising therefrom (*see* paragraphs 67-82) and has not yet completed its investigations into the question of the introduction of frequency modulation broadcasting in the very high frequency band. It can be said, however, that the evidence given to the Board was such as to make it plain that, in present circumstances, there are very real practical objections to the introduction of frequency modulation broadcasting.

EXPERIMENTAL INVESTIGATIONS.

38. For a number of years the Board has had an arrangement with the Postmaster-General's Department in accordance with which the Department makes measurements of distant medium frequency broadcasting stations at night in the form of recordings of indirect ray field strengths. The main purpose of these measurements has been to obtain statistical data to facilitate the assessment of the extent of interference between shared channel stations and the technical planning of those stations. The recordings in Melbourne have been mainly of stations in New South Wales and Queensland; in Brisbane, they have been of stations in New South Wales and Victoria; and in Perth, of stations in Queensland. In addition to the purely statistical aspect, the data have been analysed on a more fundamental basis, and an attempt has been made to correlate field strength with sunspot activity and with the critical frequency of the ionospheric layer reflecting these signals. The analysis so far has revealed a correlation with sunspot activity for sunspot numbers below 80 with a maximum field strength at sunspot 30. For sunspot numbers above 80, there appears to be little correlation. For the period of higher sunspot activity, a significant correlation between E layer critical frequency and field strength has been observed. These results were submitted to the Geneva meeting of Study Group VI. of the C.C.I.R. (Comité Consultatif International des Radio-Communications) on Ionospheric Propagation held in July, 1958. The results which are being obtained are valuable for the purpose of planning and of sufficient interest from a scientific point of view to warrant continuance of the recordings.

RADIO RESEARCH BOARD.

39. The primary purpose of the Radio Research Board, the establishment of which, in 1926, was sponsored by the Commonwealth Scientific and Industrial Research Organization and the Postmaster-General's Department, is to encourage research in radio propagation and allied questions within the Universities of Australia. As a result of the work undertaken by Australian scientists with the encouragement of the Radio Research Board, Australia has assumed a position of prominence in this field which is recognized throughout the world, and the policy of that Board has had a very marked influence on the progress of radio communications in Australia. The accumulation of fundamental knowledge on radio propagation is a subject in which this Board is vitally interested, and accordingly it makes an annual contribution of £2,000 to the work of the Radio Research Board. During the year to which this report relates, this Board accepted an invitation to be represented as a member of the Radio Research Board and nominated the Director of Technical Services (Mr. D. McDonald), as its representative.

PART IV.—BROADCASTING—PROGRAMME SERVICES.

40. During the year, the Board continued its regular review of the programmes and programme services of commercial broadcasting stations. Observations are made periodically of the programmes of all stations, but, unless it becomes evident that special investigations are necessary, a detailed examination of the programme services of each station is usually made once every two or three years. During 1957-58, visits were made to 39 stations, and one special investigation was found necessary.

41. Some effects of television on broadcasting became noticeable during the year, especially as a result of the change in policy of certain national advertisers who discontinued the sponsorship of well-established programmes. There is some reason to fear that, in consequence of these changes, country broadcasting stations, which are for the most part dependent on capital city stations and programme production agencies for the supply of transcribed programmes, may be deprived of a quantity of their normal programme material, and that the pattern of country programmes may in this manner be indirectly affected by television services in metropolitan areas. Up to the present this has not happened to any serious degree. The framework of the programmes of some country stations has been altered to some extent by this change in policy by national advertisers, but in some cases their programmes are still being sponsored on country stations.

42. There has been a more obvious change in the programmes of certain stations in Sydney and Melbourne, which have increased the amount of music broadcast and decreased the proportion of dramatic entertainment. On the other hand, there has been an increase in the number of serials broadcast by some stations, particularly during daytime sessions. The endeavour to increase the daytime audience is quite apparent in these cities, where television has materially affected the size of evening audiences for broadcast programmes. The practice of providing news and information services and music as the essential constituents of the programmes of a broadcasting station operating in competition with television, is becoming increasingly evident. However, there are as yet no clearly defined changes in the pattern of broadcast programmes which are common to all stations and there is no reason to suggest that the programmes which are being provided are not, at this stage, reasonably adequate and comprehensive. The existence of television services will undoubtedly give rise to many problems for the broadcasters in this country, but there is ample evidence that they are meeting the challenge of television by positive station policies.

PROGRAMME STATISTICS.

43. An analysis of broadcast programmes in Sydney, Melbourne, Brisbane and Perth was published in paragraph 57 of the Board's Eighth Annual Report. The following tables contain a similar analysis of programmes broadcast by commercial broadcasting stations in Sydney, Melbourne, Adelaide and Hobart, and a group of such stations in Central New South Wales, the figures being derived from the records of all stations in the areas concerned, based on a typical week early in 1958. The tables show under various general headings the percentage of different classes of programmes which are broadcast. For the purposes of simple presentation the types of programme have been grouped under broad classifications and the figures should be read in conjunction with the following explanatory notes:—

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.

Drama—

Adventure, Crime—includes Westerns;

Human interest—includes all serials, other than adventure, which are designed mainly for use in daytime programmes when women make up a large part of the audience.

Variety includes all programmes which include more than one main type of entertainment, and all "talent" shows.

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.	Percentage of Programme Time.				
	Sydney Stations.	Melbourne Stations.	Adelaide Stations.	Hobart Stations.	N.S.W. Country Stations.
Music—					
Serious	2.00	3.76	1.79	0.35	1.10
Light	14.82	12.22	9.25	4.18	8.79
Popular, Dance	42.04	36.65	37.82	30.77	29.23
Hill Billy	0.49	1.30	1.64	1.34	1.73
All Music	59.35	53.93	50.50	36.64	40.85
Drama—					
Adventure, Crime	3.72	3.36	6.14	10.39	5.14
Human interest	4.23	5.09	5.71	15.89	7.57
Other	0.71	0.80	1.35	1.98	2.05
All Drama	8.66	9.25	13.20	28.26	14.76
Comedy	0.15	0.31	0.31	0.55	0.12
Variety and Talent	1.86	1.50	1.95	2.17	1.84
Quiz, Game and Panel	0.76	1.02	1.55	1.98	2.47
Women's	1.34	2.78	1.07	0.50	1.39
Children's	1.44	2.16	1.62	..	2.44
Sport	2.78	4.10	2.96	2.65	5.75
Talks, Interviews, Commentaries	2.19	3.91	2.66	2.48	4.08
News and Weather	4.99	5.38	6.36	7.52	9.02
Religious	3.76	2.09	3.84	3.26	1.98
Community Service	0.94	0.77	1.83	0.55	2.82
All Programme Material	88.22	87.20	87.85	87.16	87.52
Advertisements—					
In sponsored programmes	4.57	5.41	4.58	4.90	4.58
Spot Advertisements	7.21	7.39	7.57	7.94	7.90
All Advertisements	11.78	12.80	12.15	12.84	12.48
	100.00	100.00	100.00	100.00	100.00

BROADCASTING PROGRAMME STANDARDS.

44. Section 99 (1.) of the *Broadcasting and Television Act 1942-1956* 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.

This provision, in its present form, came into force on 1st July, 1956. Discussions have taken place with the Management Committee of the Australian Federation of Commercial Broadcasting Stations over the past two years with a view to the determination, as required by the Act, of suitable programme standards. The Board was anxious to take advantage of the experience of Australian broadcasters, as evidenced particularly by the Standards of Broadcasting Practice issued by the Australian Federation of Commercial Broadcasting Stations in 1946, and of the various statements of standards or "Codes" in other countries. Moreover, the Board wished to produce a set of standards which would not only express its own views but would also have the endorsement of the Federation. The Board's task was made easier by reason of its determination, in 1956, of Television Programme Standards, which were taken as a model in the formulation of Broadcasting Programme Standards. As a result of early discussions with the Board, the Management Committee of the Federation appointed a sub-committee to examine in detail a draft prepared by the Board which followed the general lines of the Television Programme Standards. This sub-committee, after pointing out the similarity in principle of the proposed Standards with those already adopted by the Federation, recommended a number of modifications in the draft, many of which the Board was able to accept without hesitation. Special attention was given to adapting for broadcasting the principles of the provisions for Family and Children's Programmes, which had been successfully established in respect of television (*see* paragraphs 125 to 127). The Federation claimed that local conditions, which vary both within and between the States, made it undesirable to adopt specified periods of the day for the application of these principles. The Board, after full discussion with the Federation, accepted this view and the Standards therefore provide that the special conditions for Family and Children's Programmes will apply generally during periods when large numbers of children and young persons are likely to be listening and not necessarily during the hours specified in the Television Programme Standards. The Board considers however that the periods during which these provisions of the

Standards should be observed include the early morning, the late afternoon and the early evening of weekdays, and also the greater part of Saturdays, Sundays, and holidays. Several social studies (to which reference is made in paragraphs 140 to 143) are now being undertaken, and it is expected that these will produce a reliable guide to the times of day at which children of various ages have access to broadcast programmes. Special reference is also made in the Standards to the selection of times for the presentation of programmes which are unsuitable for adolescents, that is, programmes which 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. For some years the Board has held the view that programmes of this type should not be broadcast before 8.30 p.m. on any night. Although this time has not been specified in the Broadcasting Programme Standards, the Board sees no reason to depart from what it regards as a well settled rule as to the presentation of such programmes. Amongst the other important matters incorporated in the Standards are provisions relating to advertising which will be a guide to licensees in connexion with the acceptability of advertising matter.

45. The discussions on the Broadcasting Programme Standards were not completed during the year under review, but they were finally adopted by the Board on 6th October, 1958. They are set out in Appendix "C" to this report. The Board acknowledges the assistance received from the Federation in the preparation of the Standards, which, the Board is confident, will be of great assistance to licensees of stations in the day-to-day selection and presentation of programmes.

CHILDREN'S PROGRAMMES.

46. In preceding paragraphs, reference is made to the special provisions for Children's Programmes which have been included in the Broadcasting Programme Standards. This action was foreshadowed in the Board's Ninth Annual Report, and the Board feels that with the co-operation of licensees of commercial broadcasting stations, there will be a better and more wholesome selection of programme matter broadcast during the late afternoon and early evening periods. In its approach to this question, the Board has had regard constantly to the very real responsibilities of parents in selecting or restricting the programmes to which children may listen. These responsibilities cannot be discharged by the Board. It is the Board's view, however, that at certain times of the day parents should be able to feel safe in allowing children to listen to programmes without supervision; those periods are, as already explained, for the present defined as the "times of day particularly in the late afternoon and early evening when the audience is likely to contain large numbers of children". It is the responsibility of licensees of commercial broadcasting stations to keep prominently in mind the requirements of their child and juvenile audiences, and to adjust their programmes accordingly.

47. The Broadcasting Programme Standards insofar as they relate to children's programmes deal, on the one hand, with the approach to programme matter and the basic principles on which programmes for children should be constructed, and, on the other, with possible ways of expanding, through broadcast programmes, the child's horizons, in the sense of increasing and intensifying the interests and activities of children, whether as part of, or in addition to, entertainment programmes. The Board has therefore reiterated in its Standards the generally accepted principles designed to safeguard the moral and physical welfare of children, and has also recommended types of programme which may offer positive benefit to children by arousing and stimulating their interests in many fields. Broadcasting is a considerable force for stimulating the interest and imagination, and it is important that programmes which are readily available to children should produce impressions of a type that would be beneficial to their balanced development. The essence of such programmes is wholesomeness and freshness of outlook; incidental but substantial good will accrue from the presentation of ideas which, if imitated, will be of benefit to the imitators. Programmes of this kind have been broadcast by some commercial broadcasting stations for many years, but the Board feels that each licensee should carefully examine the programmes provided by his station to ensure that, to the limits of his ability and facilities, he is constructively assisting the younger generation to take its proper place in the life of the community. The Board wishes to point out that these provisions of the Standards are not new; the general principles have been accepted for more than fifteen years. It is rather disappointing to find that more has not been done over this period to put them into practice, although real credit is due to those stations which have made genuine endeavours to provide material of value to children.

48. In previous Annual Reports reference has been made to the growing dissatisfaction of responsible sections of the community in regard to some types of programmes broadcast for the entertainment of children. During the year the Board has, with its limited resources, attempted an appraisal of some of these programmes which has led it to the conclusion that there has been some improvement in the general standard. Typical children's programmes observed during the year fall into three main classes; adventure, real and fictional; entertainment for its own sake; and the attempt to provide something constructive along with entertainment. The most common form of children's programme is the adventure type. This ranges from a tightly compressed mass of excitement and tension, often quite unreal, to relatively straightforward accounts of trigger-happy "goodies and baddies". Amongst the former there have been occasional examples of episodes ending on an alarming note (e.g.,

blood-curdling screams, a character killed in the middle of a sentence, persons left in situations from which death or disaster must result within minutes). Programmes of this sort, particularly those which end on a note of unresolved tension, may have undesirable effects on some types of children, especially sensitive children, although not necessarily disturbing to adults. Children readily identify themselves with their favourite characters and often have difficulty in distinguishing between what is real and what is fantasy. The Broadcasting Programme Standards attempt to deal with this aspect of children's programmes in paragraphs 10 to 15, and the Board hopes that licensees will carefully consider these aspects of child behaviour before including material of this kind in their programmes.

49. "Entertainment for its own sake" is intended to mean programmes which merely occupy the attention of a child and leave him without any definite impression. While there is no objection to this type of programme in moderation, some stations tend to provide this kind of matter almost exclusively, and thus lose opportunities to provide items of real and permanent value to the child audience. The view, indeed, seems to be held by many broadcasters that in children's sessions entertainment should be paramount, and educational matter should be avoided. This assumes, illogically, that there is a gulf between entertainment and education which cannot be bridged. One has only to watch children's interest in natural history, for example, to realize that this is not justified. The only serious problem appears to be the development of appropriate techniques for combining entertainment with material of an educational or informative nature. Such techniques are being used successfully in other countries, and by some Australian stations, with consequent enrichment of their children's programmes and of the art of broadcasting generally. There are still many stations, however, which have not progressed beyond the stage of providing entertainment which, because it lacks intrinsic value, merely induces passive listening. Another type of programme in this field may be described as time-filling matter. This includes inept conversations, protracted birthday calls, attempts at humorous sketches or patter (often impromptu) and "talking down" to the children. A most undesirable aspect of this type of programme is the use of slang words, ungrammatical sentences and mispronunciations which tend to destroy the efforts of parents and teachers to encourage children to appreciate the English language and use it correctly. In the third type of programme mentioned, namely the provision of something constructive with entertainment, a sincere attempt is made to arouse and hold children's interest in everyday life, in matters requiring thought and some constructive effort, and in simple social studies. Unfortunately, this type of programme is still rare but commendable examples have been heard, in which help is given to school-age children with their studies, and an outline of possible careers is presented. There seems to be no substantial reason why broadcasting stations do not do much more in this field.

50. From time to time inappropriate types of advertisements, are heard during, or in proximity to, children's programmes. Occasional advertisements of this kind may do little direct harm; but continued exposure to such advertisements may be as undesirable as exposure to unsuitable programme matter. The Board has emphasized this danger in its Standards dealing with advertising matter, which point out that great care must be exercised in respect of advertisements broadcast during times when large numbers of children or adolescents may be listening; that such advertisements must be in keeping with the principles governing family and children's programmes; and that in particular they must avoid taking advantage of the natural credulity and sense of loyalty of children, or arousing false hopes in their minds. It is the responsibility of licensees to ensure that advertisements broadcast at such times are of a suitable character.

COMMUNITY SERVICE.

51. Promotion of the well-being of the community served by a broadcasting station is one of the obligations of every licensee. It is also recognized by many licensees as an important factor contributing to successful operation. Country stations perhaps more than city stations have become closely identified with the domestic, social and cultural life of local residents. The regular community service of a station establishes, to a large extent, the degree of trust which listeners will place in that station—a most important factor in times of emergency when persons threatened by such disasters as bush fires or floods will look to their local station for warning of approaching danger, and for up-to-the-minute news and guidance in action. The Board is happy to report that, with the exception of a few stations operating wholly or partly on relay, licensees exhibit commendable enthusiasm and initiative in their approach to this important phase in their operation. Mention has been made in earlier reports of the valuable support given to charity by the licensees of commercial broadcasting stations. Not only do they participate in many local appeals, but in many instances one whole day each year is set aside when the full resources of the station are devoted to raising money for specified charities.

NEWS BROADCASTS.

52. Broadcasting stations continue to give attention to the development of news services. There are now few stations which do not provide their listeners with reasonably comprehensive reports of local and overseas news. In many instances city stations supplement their normal news services by news flashes, news commentaries and discussions. Several stations undertake additional supplementary programmes in the form of actuality reports obtained with mobile recording equipment. Unfortunately the excitement of the occasion has sometimes led the roving reporters into undesirable sensationalism,

and the Board has found it necessary to request certain stations to avoid the inclusion of harrowing sound effects and descriptions which, though possibly genuine enough, are both unnecessary and in very doubtful taste. In accordance with an arrangement approved by the Minister in 1952, the Postmaster-General's Department makes landlines available to commercial broadcasting stations for the relay of up to three news sessions daily from the capital city of the State in which they are located. The charge for this service is £52, an amount which bears no relation to the actual cost to the Department of providing the landlines. The concession enables all commercial broadcasting stations, irrespective of their location, to transmit regular news services. Following comments on the effect of this concession which were made in the Auditor-General's report for 1956-57, the matter was reviewed by the Government during the year: it was decided that for the time being the present rate of payment should not be altered.

RELIGIOUS BROADCASTS.

53. The Act requires every licensee to broadcast from his station Divine Worship or other matter of a religious nature during such periods as the Board determines. The Board has determined that each station should devote at least one hour each week, free of charge, for this purpose, the time being distributed among the various denominations, as far as practicable, in proportion to their numerical strengths as revealed by the latest census. In practice most stations broadcast considerably more than this minimum period of religious matter without charge, often in the form of weekday programmes such as devotional periods, hymns, thoughts for the day and epilogues. At the end of the year under review, licensees were providing 286 hours per week which represents an average of about $2\frac{3}{4}$ hours per week for each of the 108 stations in operation. In addition sponsored religious sessions total 164 hours per week.

POLITICAL BROADCASTS.

54. There is no statutory obligation on the licensee of a commercial broadcasting station to broadcast political matter, but section 116 of the *Broadcasting and Television Act 1942-1956* provides, in subsection (3.), that—

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.

During the year ended 30th June, 1958, general elections were held as follows:—

Queensland	Legislative Assembly, 3rd August, 1957.
Victoria	Legislative Assembly, 31st May, 1958. Legislative Council, 21st June, 1958.

Following its usual practice the Board obtained details of the broadcasts undertaken in connexion with those elections in Queensland and Victoria. It would appear from these details, and from the absence of complaints to the contrary, that the provisions of section 116 (3.) were observed by licensees during these election campaigns.

EMPLOYMENT OF AUSTRALIAN ARTISTS.

55. Section 114 of the *Broadcasting and Television Act 1942-1956* provides—

(1.) The Commission and licensees shall, as far as possible, use the services of Australians in the production and presentation of broadcasting and television programmes.

(2.) 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 Australians.

(3.) In this section "Australian" means a person who was born or is ordinarily resident in Australia.

The obligation of licensees to employ Australians, as far as possible, in the production and presentation of their programmes is clearly of great importance to the future of the industry. The overriding obligation imposed by the Act on each licensee is that he will take every reasonable opportunity to use Australian artists and so help to create that reserve of talent, and enthusiasm for performance, which is essential for a truly Australian broadcasting system. The Board's officers, in their discussions with stations, pay special attention to this aspect of programme service and have noted that the number of variety, talent quest and similar programmes produced by city and country stations in their own studios has been well maintained. Such programmes provide the medium by which local artists can give expression to their talent and ability, and, particularly for country stations, are of considerable value as a closer bond between the station and listeners. The Board feels, that with few exceptions, licensees of metropolitan stations, who are in the best position to do so, have fairly discharged their obligations under this section. It has been unable to find any evidence that the importation of programmes has seriously affected the employment of Australians by broadcasting stations, although this complaint is sometimes made.

56. The following table shows the percentage of time devoted to the works of Australian composers in the past five years. Up to 30th June, 1956, the statutory requirement was 2½ per cent. of the total time occupied in the broadcasting of music; from 1st July, 1956, this requirement was increased to 5 per cent.

Year.	Australian Broadcasting Commission.	Commercial Broadcasting Stations.	
	Average Percentage of Metropolitan Stations.	Average Percentage of Commercial Stations.	Number of Stations below prescribed Percentage.
1953-54	4.06	3.64	17
1954-55	4.78	3.91	3
1955-56	5.59	3.51	10
1956-57	6.54	5.07	49
1957-58	6.12	6.13	16

Of the 16 commercial stations which did not comply with the statutory requirements, 7 used between 4.9 per cent. and 5 per cent. of Australian music, 5 used between 4.5 per cent. and 4.9 per cent. and 4 used less than 4 per cent. 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.

ADVERTISING.

57. Section 100 of the *Broadcasting and Television Act 1942-1956* provides, *inter alia*, that—

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

Part 2 of the Broadcasting Programme Standards (*see* Appendix "C"), sets out the standards determined by the Board, pursuant to sub-sections (4.) and (5.), in relation to the broadcasting of advertisements. It may be useful to emphasize again that in determining these advertising time standards, the Board endeavoured to strike a reasonable balance between the desire of licensees to sell time, the desire of advertisers to promote the sales of their goods or services, and the interests of listeners, which in this context means their capacity to accept advertisements in a spirit of goodwill. Some licensees are enforcing a policy of limiting the amount of advertising from their stations to a smaller quantity than the Board permits; this is in marked contrast to the expansion of certain forms of advertising in which an attempt is made to disguise advertisements as informative or community service matter and so take improper advantage of the Board's provisions for programmes of the "shopping guide" type. The great majority of stations conscientiously adhere to the standards, realizing that it is in their own interests to do so. There are, however, a few stations which for one reason or another tend to load certain programmes with an excessive amount of advertising. In these cases it has been necessary for the Board to take appropriate action.

MEDICAL ADVERTISEMENTS AND TALKS.

58. Sections 100 and 122 of the *Broadcasting and Television Act 1942-1956* respectively prescribe that a licensee shall not broadcast an advertisement relating to a medicine, or a talk on a medical subject, unless the text has been approved by the Director-General of Health, or, on appeal to the Minister, by the Minister. No appeals under these sections were made during the year under review although on several occasions the Director-General of Health refused to approve advertising copy in the form originally submitted to him. The policy of limiting the period of approval for medical advertisements, which was introduced by the Director-General in 1957, has been continued, and no approval is now given for a period exceeding two years.

HOURS OF SERVICE.

59. During the year 30 stations increased their daily periods of transmission: in nineteen instances the increase was effected by opening the station at an earlier hour, the average opening time on week days now being 6.00 a.m. At 30th June, 1958, 108 stations were operating for an aggregate of 12,686 hours per week, which was 46 hours a week more than at the close of the previous year. Temporary variations in hours of commercial broadcasting stations were authorized during the year on 532 occasions, a few of which related to temporary all-night programmes connected with specific advertising campaigns. Six commercial broadcasting stations continue to provide a regular 24-hour service, namely, 2UE and 2UW Sydney, 2KO Newcastle, 3XY Melbourne, 4BC Brisbane and 5KA Adelaide.

The 65 stations of the National Broadcasting Service were operating for a total of 7,810 hours a week at 30th June, which was an increase of 166 hours a week on the figure for the previous year. Station 5MV Renmark came into operation; capital city and Newcastle stations carrying the interstate programme commenced transmission 30 minutes earlier (at 6.00 a.m.); and station 9PA Port Moresby commenced unbroken transmission during the day, Monday to Friday inclusive.

BROADCASTS IN FOREIGN LANGUAGES.

60. In earlier Annual Reports the Board has referred to the problems arising in connexion with the use of foreign languages by broadcasting stations. Basic principles were established in 1952, the intention of which was to limit the extent to which foreign languages would be used in broadcasting programmes. The growth of Australia's population by immigration has made a review of these principles desirable, and this has been undertaken during the past two years simultaneously with a close examination of the practices of all stations in this respect. The 1952 rules required that the use of foreign languages in advertisements should normally be avoided, but certain exceptions were made, in order to assist in the assimilation of migrants whose mother tongue is not English. However, experience showed that these exceptions tended to increase in number until they included advertisements of a very general kind, such as for general stores, house and land agents, and motor car retailers; banks also employed foreign language announcers to promote business. After consultation with the appropriate authorities, the Board decided to retain the principles adopted in 1952 to govern the use of foreign languages, and to re-state the rules in more precise terms. The relevant paragraph of the Broadcasting Programme Standards reads as follows:—

24. The use of foreign languages in programmes should be kept to a minimum, and should be avoided in the presentation of advertisements. If a language other than English is used in a programme the matter conveyed in a foreign language should be preceded or followed by an adequate translation into English, except in the following instances:—

- (a) programmes designed for use in schools, or for other educational purposes;
- (b) brief incidental dialogue in dramatized or similar programmes where the development of the programme requires the use of a language other than English;
- (c) programmes of a national nature which are broadcast on special occasions;
- (d) periods of local emergency during which it may be beneficial to convey warnings or instructions on safety measures in one or more foreign languages as well as in English.

These rules do not apply to the performance of musical items, or to the broadcasting of religious services.

The Board expects that advertisements in foreign languages will be eliminated as existing contracts expire.

BROADCASTING OF OBJECTIONABLE MATTER.

61. Observations of programmes by the Board's officers and its State representatives during the year did not reveal any breach of the provisions of section 118 of the *Broadcasting and Television Act* 1942-1956, which prohibits the broadcasting of any matter which is blasphemous, indecent or obscene. The Board investigated a number of complaints received from listeners concerning the broadcasting of objectionable items but it was not found that any grossly offensive matter had been broadcast.

ROYAL VISIT.

62. During February and March, 1958, Her Majesty Queen Elizabeth, the Queen Mother, visited all States of the Commonwealth. A comprehensive coverage of the Royal Tour was given by national and commercial broadcasting stations, working both jointly and separately. The highly successful manner in which broadcasts of this nature were carried out reflected credit on all concerned.

PART V.—TELEVISION—ADMINISTRATION.

63. As was indicated in the Board's Ninth Annual Report, television services were inaugurated in Sydney and Melbourne during 1956-57 by the following national and commercial television stations which commenced operations on the dates shown:—

- National Station ABN Sydney, 5th November, 1956.
- National Station ABV Melbourne, 18th November, 1956.
- Commercial Station TCN Sydney, 16th September, 1956.
- Commercial Station ATN Sydney, 2nd December, 1956.
- Commercial Station HSV Melbourne, 4th November, 1956.
- Commercial Station GTV Melbourne, 19th January, 1957.

As will be seen from subsequent paragraphs of this report, remarkable progress was made during 1957-58 by the Australian Broadcasting Commission and the licensees of the commercial stations with the development of the services from these stations. The hours of operation have been steadily increased, a wide variety of programmes is being provided, the technical quality of the services is of a high standard and the keen interest of the public is demonstrated by the fact that at 30th September, 1958, there were 390,059 television viewers' licences in force (198,522 in New South Wales, 191,492 in Melbourne and 45 in Tasmania) and the number was increasing at the rate of 1,000 each day.

64. Following the successful commencement of both national and commercial television services in Sydney and Melbourne, the Board submitted proposals to the Minister for the extension of television to other centres. After these proposals had been considered by the Government, the Minister announced in the House of Representatives on the 4th September, 1957, that the Government had decided to proceed with the second phase of the development of television services in Australia. Arrangements would be made, he said, for the establishment of national television stations in Brisbane, Adelaide, Perth and Hobart and for the Board to hold public inquiries into applications for licences for commercial television stations in those cities. The Minister pointed out that this decision was in accordance with the policy announced by the Government in 1954 that television would be introduced into the Commonwealth on a gradual basis, the extent and timing of each stage in the development of the services being determined by the knowledge gained in the previous stages and the economic circumstances of the nation.

THE NATIONAL TELEVISION SERVICE.

65. Section 59 of the *Broadcasting and Television Act 1942-1956* imposes on the Australian Broadcasting Commission the responsibility of providing the programmes of the National Television Service, while section 74 of the Act requires the Postmaster-General's Department to provide and operate the national television transmitting stations as well as the technical equipment required to connect the studios of the Commission to the local transmitter. The Commission provides and operates all other technical equipment. The sites of the transmitting stations for Sydney and Melbourne are at Gore Hill and Mount Dandenong respectively. The Commission commenced the national service in both cities on an interim basis on low power and from temporary studios. The transmitters commenced operations on full power on 8th August, 1957, and 17th September, 1957, in Sydney and Melbourne respectively, and the new national television studios adjacent to the transmitting site in Sydney and at Ripponlea, a suburb of Melbourne, were completed during the year and brought into operation on 29th January, 1958, and 21st May, 1958, respectively.

66. Tenders, closing on 20th March, 1958, were invited in December, 1957, for the technical equipment required by the Department and the Commission for the national stations in Brisbane, Adelaide, Perth and Hobart. On 24th July, 1958, the Minister announced that orders had been placed by the Postmaster-General's Department for transmitting equipment, including the radiating systems and towers, and by the Commission for the technical equipment for the studios and associated facilities. The value of the contracts let by the Department was about £750,000 and those let by the Commission about £590,000. The Minister also stated that the target date for the opening of the Brisbane station was November, 1959, and this would be followed by the Adelaide station (February, 1960), Perth (March, 1960) and Hobart (May, 1960).

THE COMMERCIAL TELEVISION SERVICE.

Applications for Licences—Brisbane and Adelaide.

67. In accordance with the decision of the Government referred to in paragraph 64, and in pursuance of section 82 (1.) of the Act, the Minister, by notice dated 17th October, 1957, published in the *Gazette* on 24th October, 1957, invited applications, to be lodged with the Secretary of the Board not later than 31st March, 1958, for the grant of licences for commercial television stations in the Brisbane and Adelaide areas. The number of licences to be granted in each case was not specified in this notice. In response to this invitation, applications were received from the following:—

(a) *For the Brisbane area—*

- (1) Queensland Television Ltd.
- (2) Brisbane TV Limited.
- (3) Australian Consolidated Press Limited, on behalf of a company to be formed.

(b) *For the Adelaide area—*

- (1) A. G. Healing Limited, on behalf of Healing Television Proprietary Limited (a company to be formed). (This application was subsequently withdrawn.)
- (2) Australian Consolidated Press Limited, on behalf of a company to be formed.
- (3) Southern Television Corporation Limited.
- (4) Television Broadcasters Limited.

Public Inquiry by the Board.

68. Pursuant to section 83 (1.) of the Act, the Minister, by instrument in writing dated 9th April, 1958, referred these applications to the Board for its recommendation as to the exercise by him of the powers conferred by sub-section (1.) of section 81 of the Act. The Board, having given notice of the time and place of the hearing of the inquiry to each applicant and by public notice, held a public inquiry into the applications in Brisbane on 28th April to 2nd May, in Adelaide on 6th to 9th May, and in Melbourne on 20th to 23rd May, 26th to 30th May and 2nd June. Pursuant to section 22 of the Act, Queensland Television Ltd. was represented at the inquiry by Mr. R. Else Mitchell, Q.C., and Mr. J. Philp; Brisbane TV Limited by Mr. G. A. G. Lucas, Q.C., and Mr. J. L. Kelly; Australian Consolidated Press Limited, in respect of its application for the Brisbane area, by Mr. A. Larkins, Q.C., and Mr. P. Connelly, and in respect of the Adelaide area by Mr. A. Larkins, Q.C., and Mr. C. J. Legoe; Southern Television Corporation Limited by Mr. H. G. Alderman, Q.C., and Mr. R. J. Clark; and Television Broadcasters Limited by Mr. A. Pickering, Q.C., and Mr. H. Sykes.

69. At the commencement of the inquiry and during the proceedings the Board granted permission to—

- (a) Television Corporation Limited;
- (b) Australian Association of Advertising Agencies;
- (c) Trades and Labour Council of Queensland;
- (d) Film and Television Council of South Australia;
- (e) Amalgamated Television Services Pty. Ltd.,
- (f) General Television Corporation Pty. Ltd.; and
- (g) Australian Association of National Advertisers,

to be heard on the question of the number of licences which should be granted in each area and on other aspects relevant to the inquiry. These interests were represented respectively by Mr. A. Larkins, Q.C., with Mr. P. Connelly, and Mr. C. J. Legoe; Mr. L. W. Farnsworth and Mr. J. R. Humphrey; Mr. A. McDonald; Miss M. Mills; Mr. R. L. Taylor, Q.C., with Mr. J. J. Hedigan; Sir Arthur Warner, and Mr. J. N. Bowden. Mr. K. R. Murdoch, representing Southern Television Corporation Ltd., was granted approval by the Board to appear at the Brisbane sittings in order to address the Board on the subject of the number of licences to be granted in Brisbane.

*Constitution of the Applicant Companies.
Brisbane.*

Queensland Television Ltd.

70. At the date of submission of the application, 5,400 shares (fully paid to £1) had been issued to 54 shareholders, each holding 100 shares (subsequently 600 shares were issued to six additional subscribers). The company proposed to issue initially 600,000 shares of which 300,000 would be offered for subscription by the general public. An agreement had been entered into with three firms of Brisbane stockbrokers for the underwriting of the public issue of shares. During the Board's inquiry it was stated that 200,000 of the public share issue would be placed with clients of the underwriters and the remaining 100,000 shares would be allotted at the discretion of the directors of the company. An agreement had also been entered into with "Truth" and "Sportsman" Ltd., whereby this company or its nominees would, subject to certain conditions, subscribe 30 per cent. to 35 per cent. of the issued capital up to £600,000. Two overseas companies, Associated Television Ltd., London, and N.B.C. International Ltd., Montreal, had each undertaken to subscribe 10 per cent. of the issued capital. During the inquiry which was conducted by the Board into the applications, evidence was given that, in the event of two licences being granted in the Brisbane area, it would be impracticable to arrange for the underwriting of a public issue of more than 50,000 shares. Under these circumstances, it was contemplated that the public issue of shares would be limited to 150,000, of which 100,000 would be taken up by existing shareholders in Queensland Television Ltd. The remaining 450,000 shares in the company would be subscribed by other interests. The Board was therefore asked to consider the application of Queensland Television Ltd., in the event of two licences being granted on the basis of an issued capital of 600,000 shares of £1 each, allotted as under:—

Queensland shareholders	150,000 shares.
"Truth" and "Sportsman" Ltd.	110,000 shares.
Amalgamated Television Services Pty. Ltd.	110,000 shares.
General Television Corporation Pty. Ltd.	110,000 shares.
N.B.C. International Ltd.	60,000 shares.
Associated Television Ltd.	60,000 shares.

Brisbane TV Ltd.

71. This applicant proposed to issue 1,400,000 10s. shares, of which 700,000 (50 per cent.) would be offered for subscription by the general public. The remaining shares would be taken up as follows:—

Queensland Newspapers Pty. Ltd.	240,000 (17.14 per cent.)
Telegraph Newspaper Co. Ltd.	156,000 (11.14 per cent.)
Associated Newspapers Ltd. (London)	100,000 (7.14 per cent.)
Commonwealth Broadcasting Corporation (Qld.) Ltd.	50,000 (3.57 per cent.)
Amalgamated Wireless (A/asia) Ltd.	50,000 (3.57 per cent.)
Email Ltd.	50,000 (3.57 per cent.)
The Southern Electric Authority of Qld.	20,000 (1.43 per cent.)
Toowoomba Newspaper Co. Ltd.	10,000 (0.72 per cent.)
Northern Star Ltd. (Lismore)	10,000 (0.72 per cent.)
Evans, Deakin & Co. Ltd.	10,000 (0.72 per cent.)
J. H. Hoare	2,000 (0.14 per cent.)
Tweed Newspaper Co. Ltd. (Murwillumbah)	2,000 (0.14 per cent.)

Australian Consolidated Press Ltd. on behalf of a Company to be Formed.

72. This application was submitted on behalf of a company to be formed with a nominal capital of £2,000,000 divided into 4,000,000 shares of 10s. each. Subsequently, on 28th April, 1958, Consolidated Television Queensland Ltd. was incorporated in the State of Queensland. The applicant informed the Board that it was proposed to issue initially 1,500,000 shares of 10s. each. An agreement would be entered into between Consolidated Television Queensland Ltd. and Consolidated Press Holdings Ltd. whereby the whole of the proposed initial issue of 1,500,000 shares would be allotted to the latter company. The agreement would further provide that Consolidated Press Holdings Ltd. would, two years after the granting of a licence, offer to the public not less than 70 per cent. of the issue shares, at par, and that three years after the grant of a licence, any shares not purchased by the public as a result of the first offer would again be offered to the public, at par, plus 6 per cent. interest (computed from the date of the previous offer). Preference would be given to Queensland residents in the purchase of these shares.

*Adelaide.**Australian Consolidated Press Ltd. on behalf of a Company to be Formed.*

73. This application was identical with that submitted by Australian Consolidated Press Ltd. in respect of the Brisbane area, except that the company which was subsequently formed was incorporated as Consolidated Television South Australia Ltd.

Southern Television Corporation Ltd.

74. This applicant proposed initially to issue 2,400,000 5s. shares, News Ltd. accepting full responsibility for providing or arranging the capital required. It had been agreed, however, that Hume Broadcasters Ltd., the licensee of commercial broadcasting station 5DN Adelaide, would subscribe for 10 per cent. of the share issue, and, in the event of only one licence being granted in the Adelaide area, the applicant was prepared to invite the licensee of commercial broadcasting stations 5KA and 5AU to subscribe for 10 per cent. It was also proposed, once the station had become established, to make not less than 25 per cent. of the share capital available to other investors either by a public issue or by placement. In evidence it was stated that these shares would be offered at par and the percentage to be made available to the public would be increased if this were required as a condition of a licence.

Television Broadcasters Ltd.

75. This applicant proposed to issue 3,000,000 5s. shares of which 900,000 (30 per cent.) would be offered for subscription by the general public. The public share issue would be underwritten by Advertiser Newspapers Ltd. The remaining shares have been taken up as follows:—

Advertiser Newspapers Ltd.	900,000 (30 per cent.)
Advertiser Broadcasting Network (represented by Midland Broadcasting Services Ltd.)	300,000 (10 per cent.)
5KA Broadcasting Company Ltd.	300,000 (10 per cent.)
Associated Newspapers Ltd. (London)	300,000 (10 per cent.)
Philips Electrical Industries Pty. Ltd.	300,000 (10 per cent.)

Board's Report to the Minister.

76. The Board's report on the applications for licences in Brisbane and Adelaide was submitted to the Minister on 25th July, 1958. The Board feels that, although the report was considered by the Government after the close of the period to which this annual report relates, it would be desirable to set out here its recommendations and the decisions which were taken by the Government. The Board recommended—

- (1) that fresh applications be invited for one licence for a commercial television station in Brisbane and for one licence in Adelaide;
- (2) that in the selection of a licensee in either city, so far as practicable, the company will be preferred which is able to demonstrate that it is substantially locally owned and is not controlled in any way by any of the companies holding the licences for existing stations in Sydney and Melbourne or significant shareholders in these companies; and
- (3) that it be understood and, if necessary, be a condition of any licence for a television station in Brisbane and Adelaide, that the licensee shall not enter into any exclusive arrangement with any other commercial television station for the provision of programmes or the sale of station time or advertising.

77. The Board's reasons for these recommendations were explained at length in its report: they may be briefly summarized as follows:—

- (a) the main issue which arose at the inquiry was whether expansion of the interests of groups already powerful in the fields of mass communications is to be accepted or whether, in the public interest, the local ownership of television stations and the independence of licensees is the objective to be achieved;
- (b) it was desirable to prevent any trend towards the concentration of the ownership or control of commercial television stations by such groups: this view is generally accepted in other English-speaking countries and is supported by section 91 of the *Broadcasting and Television Act 1942-1956* which prohibits the ownership, or direct or indirect control, by any person, of more than two commercial television stations;
- (c) If a start were to be made with two licences, it seemed certain that a great deal of the capital would have to be obtained from the existing television interests in Sydney and Melbourne and newspaper companies;

- (d) each of the companies holding licences for the existing commercial television stations in Sydney and Melbourne, or substantial shareholders in those companies, were seeking substantial interests in the Brisbane and Adelaide stations: although these interests did not amount to a majority of the shares in the companies seeking licences, they would, in some cases, in the view of the Board, give the Sydney and Melbourne licensees de facto control of the stations concerned, or, at least, a dominating influence on their operations;
- (e) it would not be practicable, either in Brisbane or Adelaide, to secure the establishment of a genuinely independent local company, with capital subscribed by local firms and organizations and the local public, if two stations were to be established at the outset;
- (f) the question of the number of licences to be granted had to be considered not only in relation to the availability of local capital, but also in relation to the consistent policy of the Government that television should be introduced into Australia on a gradual basis;
- (g) the grant of two licences in Brisbane and Adelaide, thus providing the same number of stations for those cities as for Sydney and Melbourne, seemed to be inconsistent with that policy;
- (h) the omission from the Minister's invitation of applications of any definite indication as to the number of licences to be granted led to considerable confusion, and it appeared to the Board that applicants were, in some cases at least, embarrassed and possibly prejudiced in the presentation of their claims to a licence, and for this reason also, it was desirable for fresh applications to be invited for one licence in each area.

Government's Decisions.

78. The Board's report was considered by the Government on 10th September, 1958, and on 11th September, the Postmaster-General made the following statement in the House of Representatives:—

I lay on the table of the House the report of the Australian Broadcasting Control Board on its inquiry into the applications received for licences for commercial television stations in Brisbane and Adelaide. The principal recommendation in the Board's report is that one licence should be issued in each of those cities. The Government has decided that two licences should be granted in each case. It has asked the Board to make recommendations as to which applicants should receive the licences.

The Board made a supplementary report to the Minister on 26th September, 1958, in which it pointed out that the considerations on which its report of 25th July was based seemed to be no longer applicable in view of the Government's decision: the Board appeared to be limited in its present recommendations to the applications recently considered by it and felt obliged to set aside the considerations, notably the desirability of securing the operation of television stations by independent local companies and the question of newspaper control of television stations, upon which the recommendations in its previous report were based. The Board informed the Minister that each of the three applicants in Brisbane and Adelaide appeared competent to provide a satisfactory service, and that after reconsidering the proposed constitution of the applicant companies, the quality of their applications and their standing in the areas which they desired to serve, it had decided to recommend that licences for commercial television stations should be granted to—

For the Brisbane area—

Brisbane TV Ltd.
Queensland Television Ltd.

For the Adelaide area—

Southern Television Corporation Ltd.
Television Broadcasters Ltd.

The Board's report was considered by the Government on 13th October, 1958, when approval was given for the grant of licences to these companies, subject to the Minister being satisfied as to the constitution of the companies, including the terms of the memorandum and articles of association, and the shareholding and directorate.

Applications for Licences—Perth and Hobart.

79. Pursuant to section 82 (1.) of the Act, the Minister, by notice dated 17th October, 1957, published in the *Gazette* on 24th October, 1957, invited applications, to be lodged with the Secretary of the Board not later than 30th June, 1958, for the grant of licences for commercial television stations in the Perth and Hobart areas. The number of licences to be granted in each area was not specified in this notice, but all the applicants in Perth and Hobart agreed that only one station should be licensed in those cities. In response to this invitation, applications were received from the following:—

(a) *For the Perth area—*

1. TVW Ltd.
2. Western Television Services Ltd.

(b) *For the Hobart area—*

1. B. A. McCann and Metropolitan Broadcasters Pty. Ltd., on behalf of Hobart Television Ltd. (a company to be formed).
2. J. F. Clarke on behalf of Australian Features Television Ltd. (a company to be formed). This application was subsequently withdrawn.
3. Tasmanian Television Ltd.

Public Inquiry by the Board.

80. Pursuant to section 83 (1.) of the Act, the Minister, by instrument in writing dated 2nd July, 1958, referred these applications to the Board for its recommendation as to the exercise by him of the powers conferred by sub-section (1.) of section 81 of the Act. The Board, having given notice of the time and place of the hearing of the inquiry to each applicant and by public notice, held a public inquiry into the applications in Perth on 28th to 30th July and in Hobart on 18th to 20th August. Pursuant to section 22 of the Act, TVW Ltd. was represented by Mr. R. I. Ainslie and Mr. H. V. Reilly; Western Television Services Ltd. by Mr. O. Negus, Q.C., and Mr. G. W. Gwynne; B. A. McCann and Metropolitan Broadcasters Pty. Ltd. by Mr. Else Mitchell, Q.C., and Mr. K. F. Lowrie; Tasmanian Television Ltd. by Mr. F. M. Neasey and Mr. R. T. Holt. At the commencement of the inquiry in Perth, the Board granted permission to Western Press Ltd., a shareholder in Western Television Services Ltd., and Southern Television Corporation Ltd., an applicant for the grant of a licence for a commercial television station in the Adelaide area, to be heard on aspects relevant to the inquiry. These interests were represented by Mr. H. Aldermann, Q.C. At the inquiry in Hobart, the Board granted permission to Mr. W. G. Wedd to be heard.

81. The Board submitted a report to the Minister on 26th September, 1958, in which, after reviewing the applications which had been made and the evidence which had been given, the Board recommended that licences for commercial television stations should be granted to—

TVW Ltd.—for the Perth area,

Tasmanian Television Ltd.—for the Hobart area.

TVW Ltd., a company promoted by West Australian Newspapers Ltd., with an authorized capital of £1,000,000 in 10s. shares, informed the Board that West Australian Newspapers Ltd. had undertaken to take up 600,000 10s. shares at par in TVW Ltd., and that the general public of Western Australia was to be given the opportunity of subscribing £300,000 to £400,000 by applying for shares or registered unsecured notes. Prior to the commencement of the inquiry, the company filed a prospectus for the issue of 1,200,000 shares of 10s. each at par and £300,000 of 7 per cent. redeemable registered unsecured notes. The public was invited to subscribe for 600,000 shares and for £300,000 of registered unsecured notes redeemable on 31st October, 1968, and carrying an option to take up 100 shares at par for each £50 of notes on the 31st October, 1961, 1962 or 1963. In evidence it was stated that applications had been received by the company from 427 applicants, all resident in Western Australia, for a total of 747,768 shares (including the 600,000 to be taken up by West Australian Newspapers Ltd.) and from 1,649 applicants for a total of £504,475 of notes. With the exception of four, all the applicants for notes were residents of Western Australia. It was also stated in evidence that the company, if granted a licence, would allot in full the shares for which application had been made and would allot the notes in such a way as to ensure participation by all applicants; those applying for the smaller number of shares would receive preference.

Tasmanian Television Ltd. a company promoted by Davies Bros. Ltd. (the *Hobart Mercury*) with an authorized capital of £500,000, informed the Board that it intended to make a public issue of 600,000 shares of 10s. each, which would be underwritten in equal parts by four stock and sharebroking firms, two of Melbourne and two of Hobart. The 600,000 shares would be allotted as follows:—

Davies Bros. Ltd.	75,000
Robert Nettlefold Pty. Ltd.	25,000
Commercial Broadcasters Pty. Ltd.	20,000
Public Subscription	480,000

If the public did not take up all the 480,000 shares offered, the subscribing companies would in accordance with the conditions of the undertaking to underwrite, subscribe for shares up to the following limits—

Davies Bros. Ltd.	115,000
Robert Nettlefold Pty. Ltd.	65,000
Commercial Broadcasters Pty. Ltd.	20,000

82. The Board's report was considered by the Government on 13th October, 1958, when approval was given for the grant of licences to the companies mentioned in the preceding paragraph, subject in each case to—

- (a) the Minister being satisfied as to the constitution of the company, including the terms of the memorandum and articles of association, and the shareholding and directorate; and
- (b) the company's giving an undertaking that no exclusive arrangement will be entered into with the licensee of any other commercial television station for the provision of programmes or the sale of station time or advertising.

Existing Licences for Commercial Television Stations.

83. The licensees of the four commercial television stations at present in operation are:—

- Station ATN, Sydney—Amalgamated Television Services Pty. Ltd.
- Station TCN, Sydney—Television Corporation Ltd.
- Station HSV, Melbourne—Herald-Sun TV Pty. Ltd.
- Station GTV, Melbourne—General Television Corporation Pty. Ltd.

The licences were granted for a period of five years commencing on 1st December, 1955, in accordance with the provisions of regulations under the *Television Act 1953*, which were subsequently incorporated in the *Broadcasting and Television Act 1942-1956*.

84. Details were given in paragraph 96 of the Board's Ninth Annual Report of the shareholdings in each of the licensee companies. There was no substantial change, during the year, in the constitution of the companies, except in the case of Amalgamated Television Services Pty. Ltd., which, for the purpose of increasing its capital by £300,000, formed two new groups of shareholders, "The Fairfax-2GB-Artransa-A.W.A.-Email Group", and "The Combined Group", details of which are given in the following list of shareholders in the company:—

The Sun-Herald Group—

Associated Newspapers Ltd.	125,000
John Fairfax & Sons Pty. Ltd.	175,000*
					<hr/> 300,000

*Includes 25,000 acquired during the year from Radio 2UE Sydney Pty. Ltd.

The 2UW Group—

The Australian Broadcasting Co. Pty. Ltd.	75,000
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The A.W.A. Group—

Amalgamated Wireless (A/asia) Ltd.	75,000
Email Ltd.	89,000
N. L. Nock (Sir)	5,000
Gearin O'Riordan Ltd.	10,000
Washington H. Soul Pattinson & Co. Ltd.	25,000
Beale and Co. Ltd.	10,000
G. B. S. Falkiner	10,000
T. G. Murray	5,000
Mrs. C. Murray	5,000
W. H. Paling & Co. Ltd.	10,000
Mrs. H. M. Stevenson	7,000
C. N. McKay	7,000
H. V. McKay	7,000
Australian Record Co. Ltd.	5,000
The Anglo-Australian Corporation Pty. Ltd.	10,000
Cranbrook Holdings Pty. Ltd.	10,000
Australian United Investment Co. Ltd.	10,000
					<hr/> 300,000

The 2GB-Macquarie-Artransa Group—

Broadcasting Station 2GB Pty. Ltd.	}	119,118
Macquarie Broadcasting Service Pty. Ltd.		
Artransa Pty. Ltd.		

The John Fairfax-Macquarie Group—

John Fairfax & Sons Pty. Ltd.	340,000
2GB-Macquarie-Artransa	60,000
					<hr/> 400,000

The Fairfax-2GB-Artransa-A.W.A.-Email Group—

No shares have been issued in this group but, in consideration of loans or guarantees, options to take up shares have been given as follows:—

John Fairfax & Sons Pty. Ltd.	100,000
Amalgamated Wireless (A/asia) Ltd. and Email Ltd.	27,500
Broadcasting Station 2GB Pty. Ltd. and Artransa Pty. Ltd.	22,500
					<hr/> 150,000

Combined Group—

John Fairfax & Sons Pty. Ltd.	82,582
Broadcasting Station 2GB Pty. Ltd.	11,250
Artransa Pty. Ltd.	11,250
The Australian Broadcasting Co. Pty. Ltd.	8,370
Email Ltd.	6,504
Amalgamated Wireless (A/asia) Ltd.	20,504
Washington H. Soul Pattinson & Co. Ltd.	3,140

Combined Group—continued.

The Anglo-Australian Corporation Pty. Ltd.	940
Mrs. H. M. Stevenson	880
C. N. McKay	880
H. V. McKay	880
W. H. Paling & Co. Ltd.	1,250
Australian United Investment Co. Ltd.	1,570
				150,000

Commercial Television Stations—Financial Result of Operations.

85. The *Broadcasting and Television Stations Licence Fees Act 1956* prescribes that the fee for the first period of a licence for a commercial television station shall be £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. Each licensee is required to furnish an audited balance-sheet and profit and loss account to the Board for each year ending on 30th June, or such other date as is approved by the Board. The following particulars have been compiled from the accounts furnished to the Board by the licensees of the four stations in Sydney and Melbourne, for the year ended 30th June, 1957, in the case of three stations, and for the year ended 30th September, 1957, in the case of the fourth. It should be noted that these figures cover the first year of their operations, during which they provided services for periods varying from five and a half months to eleven months.

	£
Total expenditure of the four stations	1,742,164
Gross income of the four stations	1,190,950
Gross earnings of the four stations from the televising of advertisements or other matter	692,744

The licence fees payable by the licensees of the four stations in respect of the year commencing 1st December, 1957, amounted to £7,325.

Extension of Television Services.

86. The next stage in the development of the television services will be their extension to country areas, from many of which representations have been received urging the early establishment of stations. All aspects of the matter are being examined by the Board which has already made interim reports to the Government. It is understood that this subject will be considered by the Government early in 1959.

PART VI.—TELEVISION—TECHNICAL SERVICES.

87. 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.

88. The first step taken by the Board in connection with the development of plans for the provision of services by television stations was the preparation of a Provisional Frequency Assignment Plan, the purpose of which was to allocate channels for television stations throughout the Commonwealth from the following ten channels in the very high frequency band which, according to a notification from the Postmaster-General's Department dated 10th December, 1954, were available 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.

Appendix "C" to the Board's Ninth Annual Report contains a copy of the Provisional Frequency Assignment Plan under which channels have been allocated in such a way as to provide for four services in the capital city of each State and two services in every town throughout the Commonwealth with a population in excess of 5,000. Shortly before the time of writing of this report, the Board received advice from the Postmaster-General which suggested that it may not be practicable for the services using frequencies within the band reserved for Channel 4 to vacate them before 1970. This development is receiving consideration.

89. The operating frequencies and powers of the stations in Sydney and Melbourne are—

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.

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.

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.

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.

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.

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.

TELEVISION STANDARDS.

90. The general technical standards determined by the Board for the Australian television services were published in Appendix "D" to the Board's Sixth Annual Report (1953–54). Reference was made in paragraph 90 of that Report to these Standards which were in conformity with the 625 lines standards recommended by Study Group XI. of the Comité Consultatif International des Radiocommunications (C.C.I.R.). The excellent technical quality of the service provided by both national and commercial television stations in Sydney and Melbourne during the first eighteen months of their operations has clearly vindicated the choice of the 625 line standards for use in the Commonwealth. However, as was foreshadowed in paragraphs 114 and 115 of the Board's Ninth Annual Report, some minor modifications were made to the Standards during the year, partly as a result of experience gained in the operation of the stations in Sydney and Melbourne and partly to conform with variations adopted by the Plenary Meeting of the C.C.I.R. held in Warsaw in 1956.

91. Details of these modifications, which were finally determined by the Board after consultations with the Postmaster-General's Department, the Australian Broadcasting Commission, the licensees of commercial television stations and receiver manufacturers, and in the light of the information obtained as a result of tests undertaken in the Board's laboratory, are given hereunder—

- (a) The waveform is now defined in terms of a standard monitor having a specified phase characteristic. Such a phase characteristic had not been previously specified, as the Board felt that at the time of the earlier issue of the standards there was insufficient information available on which to determine such a standard. Three types of phase characteristics were proposed as alternatives, namely those of—
- (i) a Nyquist minimum phase shift receiver with an amplitude characteristic such as that specified in Specification 5/2 of the Radio Technical Institute (R.T.I.) of the Association of German Broadcasting Authorities (A.R.D.);
 - (ii) a phase linear receiver with substantially flat response to 5 Mc/s.;
 - (iii) a receiver of agreed characteristics intermediate to (i) and (ii) above.

A characteristic of the type (iii) was chosen having a constant delay at low and medium video frequencies and increased delay at high video frequencies. Such a delay is attained fairly readily in an otherwise phase linear receiver cutting off sharply in amplitude at 5 Mc/s.

- (b) The brightness characteristic of the system has been defined more rigidly in terms of a gamma of 0.5 in accordance with the C.C.I.R. standards.

- (c) Tolerances have been established for set up, or difference between blanking and black level, in accordance with those laid down by the C.C.I.R. and the Federal Communications Commission of the United States (F.C.C.). The previous requirement, in accordance with earlier F.C.C. practice, of as small a set up as possible prevented proper adjustment of the receiver for simultaneous reproduction of near blacks, and suppression of fly back lines, and was not in fact used by television stations here.
- (d) Modifications in the waveform set out in paragraph 115 of the Ninth Annual Report, which have been adopted, include an increase in front porch width to 1.0-1.5 microseconds with a reduction in the width of the horizontal synchronizing pulse and the equalizing pulse, an increase in rise and decay times of synchronizing pulses to 0.2-0.4 microseconds and a reduction in vertical blanking period to 1,160-1,417 microseconds.

The increase in front porch width reduces the effect of the content of the video signal in line synchronizing and has been anticipated by television station engineers who had in general adjusted the front porch to the previous maximum tolerance which was approximately 1.0 microsecond. Trouble had been experienced in some receivers with ringing and overshoot during the flyback period following the end of the horizontal synchronizing pulse. This trouble, which was referred to in paragraph 121 of the Board's Ninth Annual Report, produces respectively a series of grey vertical bars and a white vertical bar in the picture; it has been substantially overcome by receiver adjustment, but it is also diminished by the increase in the decay time of the transmitted horizontal synchronizing pulses. The reduction in vertical blanking period introduces a difficulty in some synchronizing generators in use in Sydney and Melbourne which employ a blanking period equal to 25 line periods or 1,600 microseconds. The modification of these synchronizing generators to produce a different vertical blanking period appears to be a major operation, and although it was regarded as desirable to specify a vertical blanking period in accordance with the C.C.I.R. standard, it is not proposed to insist on the modification of existing equipment to conform to this standard. Some minor inconsistencies in the original issue of the standards including one in the vision amplitude frequency response were remedied. The revised technical standards are set out in Appendix "D".

STANDARDS FOR THE TECHNICAL EQUIPMENT AND OPERATION OF TELEVISION STATIONS.

92. In paragraph 96 of its Eighth Annual Report, the Board stated its intention of deferring the final adoption, pursuant to section 16 (1.) (b) of the *Broadcasting and Television Act 1942-1956* of Standards for the Technical Equipment and Operation of Television Stations, which had been prepared after consultation with the Postmaster-General's Department, the Australian Broadcasting Commission and the licensees of commercial television stations, until their applicability in practice had been tested by the actual operation of the television stations in Sydney and Melbourne. A revised draft of the Standards was provided to the Department, the Commission and the licensees in October, 1957, and, following consideration of their views, the Board formally determined the Standards in February, 1958. The chief addition to the original draft was the specification for transient response of the picture transmitter, and studio and radio link vision equipment. This has been specified in terms of a step waveform applied to the input in each case, values being specified at the output for rise time, ringing, overshoot, preshoot, and tilt. Alternatives were considered, namely specification in terms of a step wave of finite rise time or a sine squared pulse. Although it is true that these methods have certain advantages and that, in any case, it is necessary to take into account the finite rise time associated with practical testing equipment, it was considered that specification in either of these ways would involve an undesirable standardization of test equipment and that specification in terms of step was more applicable to the various types of test equipment employed by existing stations and likely to be employed in future. The transient frequency response to any of the above wave forms having been measured, a fairly simple numerical process will determine whether the response to a unit step is within limits.

93. In the case of the transmitter, the transient response is specified in relation to a standard monitor having phase and amplitude characteristics the same as those specified in the general technical standards set out in Appendix "D". In addition to the specification of the standard monitor given in the general technical standards, the Nyquist slope is included. This is not considered necessary in the general technical standards because these imply that a receiver should correct for the phase characteristics of its own Nyquist flank. It is necessary in the case of the transmitter specification because the phase correction, being a video correction which provides a compromise for the ideal of correction over the whole radiofrequency channel, produces an overall correction for transmitter and receiver which depends to a second order on the slope of the Nyquist flank. In addition to the specification of limits of set up given in the basic standards, it is recommended that closer tolerances within 1 per cent. of peak carrier amplitude be aimed at in transmissions serving the same area, as this would minimize brightness adjustment, when switching from station to station, in receivers which re-establish the d.c. component.

94. Investigations made by the Board's staff during the year indicated that the technical equipment and operation of television stations are substantially in accordance with the Standards. In each case where it was necessary to direct the attention of a station to any deficiency, corrective measures were taken. There has been very gratifying co-operation between engineers of the national broadcasting service, and the commercial television stations and the Board's technical staff, in all matters relating to the technical operation of the stations.

TELEVISION OPERATOR'S CERTIFICATE OF PROFICIENCY.

95. Section 93 of the *Broadcasting and Television Act 1942-1956* provides that the technical equipment of a commercial television station "shall be operated in such manner as the Board approves and only by such persons as, in the opinion of the Board, are competent to operate the equipment". The Board has determined that—

- (a) all technical staff operating television transmitters should be required to hold the Board's Television Operator's Certificate of Proficiency or to be otherwise qualified to the satisfaction of the Board;
- (b) during all actual broadcasts of programmes from studios or outside broadcasting 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.

Examinations of candidates for the Television Operator's Certificate of Proficiency are now conducted by the Board in June and December each year. The following figures show the number of candidates for the examination during the past year and the number who passed:—

					Number of Candidates.	Number of Passes.
December, 1957	82	24
June, 1958	59	31

Since the examination was first held in December, 1955, 371 candidates have been examined and 150 have passed. It is proposed to review the syllabus, which was contained in Appendix "D" of the Board's Seventh Annual Report, at an early date, after discussions with the Postmaster-General's Department, the Australian Broadcasting Commission, the licensees of commercial television stations and the Technical Colleges in the various States. The examinations have in the past been held only in Sydney and Melbourne but arrangements have been made for the written portion of the examinations to be held in the other capital cities commencing with the December, 1958, examination; the practical tests will be arranged in these capitals as soon as the necessary equipment is available.

SITES FOR TELEVISION STATIONS.

96. As was stated in paragraph 119 of the Board's Ninth Annual Report, preliminary investigations have been made in a number of districts by the Board's engineers of sites chosen provisionally for television stations, for which allocations have been made tentatively in the Provisional Frequency Assignment Plan. In view of the Government's decision to proceed with the establishment of television services in Brisbane, Adelaide, Hobart and Perth, comprehensive investigations were made during the year into the suitability of sites for transmitters to serve those cities and as a result, the Board determined that the transmitting installations for those areas should be located—

- For the Brisbane area—on the summit of Mt. Coot-tha,
- For the Adelaide area—on Mt. Lofty,
- For the Perth area—near Bickley
- For the Hobart area—on Mt. Wellington.

97. The sites selected, while in each case ensuring more than adequate field strength in the metropolitan area, are the most suitable for also ensuring good reception by the population in districts surrounding the metropolitan area. Mount Wellington was selected by the Board only after very careful consideration of the problems which may arise because of snow drifts on the summit for a considerable portion of the year, and the difficulties of access on account of fog and heavy falls of snow. However, after discussion with local authorities with long experience of conditions on Mount Wellington, and examination of available records, it was concluded that these problems could be overcome if equipment was provided for clearing the road and sleeping accommodation was provided for the use of the technical staff on nights when weather conditions rendered a return from the mountain to Hobart difficult. It would also be necessary to take special precautions to protect buildings on the site against snow drifts, and to provide de-icing equipment on aërials. The Postmaster-General's Department, which will be responsible for the installation and operation of the national television transmitting station on Mount Wellington, is taking appropriate action in regard to these matters and the licensee of the commercial television station will doubtless take suitable precautions, in co-operation wherever possible with the Department. Although the problems arising from the selection of Mount Wellington will increase the cost of the television services in Hobart, they are not so serious as those experienced by the operators of some television stations in Europe and North America.

98. Before a decision was reached in respect of Mount Wellington, other sites were examined, special consideration being given to an area near Flagstaff Hill on the east of the Derwent River, on which the Post Office had acquired a site for radio telephone and other services, and to Mount Nelson, on the west of the Derwent. These sites, as in the case of other elevated areas in or near Hobart, would provide adequate field strength in the metropolitan area but a somewhat reduced coverage in surrounding country areas. However, the incidence of ghosts, due to reflections of the television signals, is of great

significance in the selection of a site for a television station and this factor was of paramount importance in the Board's choice of the site for television stations in Hobart. The nature of the terrain in Hobart is such that ghosts on transmissions will be a source of annoyance to viewers whatever site is selected, but the use of any site except Mount Wellington would produce much greater problems in this connection. For this reason the Board felt that it would not be justified in selecting any site other than Mount Wellington.

99. In Brisbane and Hobart, the land on which the site was chosen is controlled by the City Councils, and in Perth by the Lands Department. Each of these authorities has, after negotiations with the Board, agreed to reserve sufficient land to accommodate up to four television stations with separate buildings and masts. In Adelaide, the land on the site is privately owned, except for a block occupied by the Postmaster-General's Department which is used for a transmitting site for general purposes and will be the location of the television transmitter station for the national service.

GHOSTS ON TRANSMISSIONS DUE TO REFLECTIONS.

100. Reference was made in paragraph 108 of the Board's Ninth Annual Report, and in earlier reports, to the possibility of ghosts or displaced images appearing on receivers as a result of reflections from the masts of television stations occupying adjacent sites and it was stated that the Board proposed to make detailed measurements of the magnitude of any such reflections. During the year measurements were made in Melbourne of the magnitude of reflections from the HSV and ABV masts with a temporary transmitter radiating from the GTV and HSV aerials. Tests were also carried out on typical receivers to determine the magnitude of reflection tolerable at varying values of delay. The tests disclosed that, in the direction of the transmitting mast from the reflecting mast, the reflected signal was slightly greater than in other directions and was high enough to cause noticeable but not serious ghosts in about 10 per cent. of the locations along a line in this direction, and that the worst spacing between masts was about 350 feet. Closer spacing permits a stronger reflection without impairing the picture, because the picture and ghost are closer together and the ghost is somewhat masked by the image producing it. Wider spacing reduces the magnitude of the reflection. In other directions, the closer spacing of image and ghost permits stronger reflections without their being noticeable. The conclusion was reached that in only a very small percentage of the locations would it be possible to observe a ghost whatever the spacing of the masts, and that in very few locations would the ghost impair the picture. No evidence could be found of a directional pattern associated with the structure of the reflecting mast. The results are consistent with the fact that in Melbourne no complaints have been directly attributable to this cause. The existence of more irregular terrain in Sydney and of obstructing objects such as chimneys and buildings in the transmitting area suggest that little would be gained by repeating tests of this nature in Sydney.

101. Several viewers in certain low lying areas in the eastern suburbs of Melbourne have complained of the existence of a dark vertical bar on pictures. This has proved to be a reflection of the line synchronising pulse from a large building recently erected in East Melbourne. The remedy for this trouble is the improvement of receiving aerials at viewers' premises so as to reduce the strength of the reflected signal from the building.

EXPERIMENTAL INVESTIGATIONS.

102. During the year the Board conducted investigations into the appearance in some receivers of a herringbone pattern when they are tuned to channel 2. (This matter was referred to in paragraph 121 of the Board's Ninth Annual Report.) The pattern is caused by a combination of the vision and sound carriers beating with the receiver oscillator to give a frequency 2.25 Mc/s removed from the standard vision intermediate frequency of 36 Mc/s, which was recommended by the Board, after consultation with receiver manufacturers, in 1955, for use in Australian receivers. Investigations have been made in the field and in the Board's laboratory of methods which have been found effective in alleviating the trouble, and, at the time this report was being prepared, the Board was discussing the matter with receiver manufacturers for the purpose of determining the best means of eliminating the trouble.

103. Measurements have been made of the field strength of the Melbourne and Sydney television stations at a considerable distance from their transmitters, and the data so obtained will be of great assistance in enabling an estimate to be made of the extent of interference which will arise from co-channel operation of stations when stations are established in country districts. Two types of interference are anticipated, one due to tropospheric propagation at distances of the order of 200 miles, and the other to ionospheric propagation occurring on the low frequency channels which is most serious at distances of the order of 1,000 miles. In order to obtain reliable data on the former, field strength recordings have been made of the three Melbourne stations, at Camperdown and Warrnambool, approximately 120 and 160 miles distant respectively. These recordings are now being analysed.

104. Observations have also been made of transmissions on channel 2, in Brisbane from stations in Melbourne and Sydney, and in Adelaide on transmissions from Sydney. The observations have been on a qualitative basis as field strength recording equipment has only recently become available. Signals at these distances have been observed mostly in the summertime and are stronger than would be expected from tropospheric propagation. They are estimated to be strong enough to cause interference with a co-channel station for a fraction of 1 per cent. of the time over a whole year, day and night.

Co-channel interference of this type would be worse on channel 1, particularly in Australian latitudes where interference would possibly be more serious than in the United States of America and in Europe. It is proposed to carry out observations on channel 1 over a path of about 1,000 miles with equipment recently delivered. The Adelaide observations suggest the possibility of mutual interference between the Melbourne and Sydney stations for a very small proportion of their total periods of transmission. This would be most noticeable in the fringe areas north of Sydney and south of Melbourne where the interference could not be reduced by the use of a directional receiving aerial. However, no complaints of interference of this type have been reported.

MEETING OF C.C.I.R. STUDY GROUPS.

105. A meeting of Study Group XI of the Comité Consultatif International des Radio Communications (C.C.I.R.), on Television was held in Moscow in June, 1958, and a meeting of Study Group VI on Ionospheric Propagation in Geneva in July, 1958. The Board arranged with the Postmaster-General's Department for an engineer from the Department's London office, Mr. F. L. C. Taylor, to attend the Television Study Group meeting as a representative of the Board. The Board submitted a contribution to each Study Group, including a statement of the general details of the television standards adopted in Australia (see paragraphs 91 and 92), and a report on observations of the magnitudes of the indirect ray field strengths of medium frequency broadcasting stations as set out in paragraph 38.

106. *Phase Characteristics.*—The question of phase characteristic of the vision transmitter (see paragraph 91) was discussed and the following recommendation adopted:—

- (a) that the television picture transmitter shall introduce such linear pre-correction of the radiated signal that after envelope demodulation in the standard Nyquist slope receiver, and with the brightness steps in the grey region not exceeding 30 per cent. of the black-white transition, the video signal shall be as free from linear distortion effects as the state of the art permits; and
- (b) that the group delay error of the standard Nyquist slope receiver over the video frequency range from zero to a frequency equal to twice the width of the Nyquist slope shall not exceed half the value exhibited by a receiver using only minimum phase shift networks.

This recommendation is a compromise between the phase linear characteristic, and one providing pre-correction at the transmitter for a typical receiver. The transmitter meeting this standard has a group delay of 90 nanoseconds (millimicroseconds) at zero frequency falling to zero at 2 Mc/s and remaining phase linear at frequencies above 2 Mc/s. It differs from the Australian characteristic which is phase linear at zero frequency rising to 160 nanoseconds at 5 Mc/s, but it is nearer the Australian standard than is the German standard and differs from the former by sufficient to cause a minimum detectable delay error.

107. *Colour Systems.*—A number of contributions to the C.C.I.R. study group meetings concerning colour systems have already been received. Both the Netherlands and the U.S.S.R. have submitted proposals for a 625 line compatible colour television system, occupying a 7 Mc/s channel width in the former case, and 8 Mc/s in the latter with more space for chrominance signals. Both systems are similar to the United States standardised 525 line system, modified for the different number of lines and bandwidths. In both systems a sub-carrier frequency of approximately 4.43 Mc/s is used, being the 567th harmonic of the half line frequency. Discussions at the meeting related to the use of colour in Europe in the ultra high frequency bands. Countries observing the 625 line standard favoured the retention of that standard for colour; France desires to retain 819 lines while the United Kingdom proposes further study before deciding on 625 or 405 lines. A standard bandwidth throughout Europe would facilitate frequency planning and some countries now using 7 Mc/s for the 625 line system have indicated their willingness to adopt 8 Mc/s if that would bring about a common standard.

108. *Frequency Tolerance of Transmitters.*—Attention was drawn to the advantages of very close tolerances of a few cycles per second in carrier frequencies for reducing interference between co-channel television stations. This technique involves the use of the earlier technique of an offset frequency between two stations determined as a fraction (2 3rd or 4 3rds) of the line frequency, but the offset is also adjusted to a close multiple of the field frequency as well as being approximately 2 3rds or 4 3rds of the line frequency. Tolerances of the order of 1 part in 10^8 are necessary for the vision carrier and 5 parts in 10^6 for the line frequency. This is a matter which will become of increased importance in Australia when, with the establishment of country stations, tighter sharing of channels may be introduced. At the present time the frequency tolerance of the vision carrier specified by the Board, is ± 0.0005 per cent., or 5 parts in 10^6 , and of the line frequency 1 part in 10^3 .

INTERFERENCE TO RECEPTION OF TELEVISION PROGRAMMES.

109. Section 134 of the *Broadcasting and Television Act 1942-1956* provides that the Governor-General may make regulations for preventing interference to reception of programmes of broadcasting stations or television stations. The Board has not considered it desirable to propose the making of regulations because it feels that the television services have not yet been in operation for a sufficiently long period to enable a proper assessment to be made of the extent of interference which is likely to be experienced in this country. Moreover, any requirements which might be prescribed in respect of

electrical equipment could have serious implications, not only for manufacturers and operators, but also the public. Although there is much to be said in favour of the incorporation, during manufacture, of suppression devices in equipment likely to cause interference, there is the possibility that any such step could affect its design with consequent increase of costs. Another consideration is that, because of the conditions under which some of the equipment may normally be used, any radiations from it may cause serious trouble only in isolated cases.

110. In the field of broadcasting and radiocommunications, it has always been the practice to rely upon the voluntary co-operation of the owners and users of appliances causing interference to take any corrective measures necessary to suppress radiation. This approach to the problem has been found to be reasonably satisfactory and has been extended to the field of television. The Board is responsible for the planning of the measures to be taken and, in each State, the Postmaster-General's Department maintains a staff of inspectors for the purpose of investigating complaints and recommending the remedial action necessary. During the year ended 30th June, 1958, 2,778 complaints of interference to reception of television programmes were reported (1,197 in Sydney and 1,581 in Melbourne), representing about one per cent. of the total number of viewers' licences in force in those cities at that date. The main causes of the complaints were as follows:—

Receiver faults (including faulty tuning)	899
Power reticulation services	416
Propagation peculiarities	122
Domestic electrical apparatus	104
Radiocommunication services	89
Industrial and medical equipment..	135
Motor car ignition systems	28

In paragraph 126 of the Board's Ninth Annual Report, reference was made to the fact that the Standards Association of Australia was preparing standards fixing limits of interference from electrical appliances. During the year, the Association completed draft standards which were circulated to local and overseas bodies for comment. They are now being reviewed by the Association in the light of the comments which it received. The Committee of the Association which is dealing with this matter is also preparing standards relating to instruments and methods for measuring interference.

PART VII.—TELEVISION—PROGRAMME SERVICES.

111. Section 99 of the *Broadcasting and Television Act 1942-1956* requires the licensee of each commercial television station to 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. The Board's Television Programme Standards which were issued in 1956 were discussed fully in the Board's Eighth and Ninth Annual Reports. (A copy was published in Appendix "D" of the Eighth Report.) The progress towards the development of programme services of a comprehensive character, to which reference was made in the Ninth Annual Report, has continued, and the expansion in hours of operation has exceeded expectations (*see* paragraph 149). With some regrettable exceptions, which appear to have been due mainly to inadequate supervision and rehearsal, the programmes of commercial television stations have, during the year, been presented substantially in accordance with the Board's standards. Departures from the basic principle of good taste have been promptly criticised by viewers, and in several cases a tendency towards an undesirable aspect of presentation has been observed by the Board's officers and checked before it could develop serious proportions. Licensees have, indeed, expressed on a number of occasions appreciation of the Board's views which have been conveyed informally to the responsible officers of the stations. The effect of audience measurement surveys on the arrangement of programme schedules is unfortunately evident. It is a matter for regret that licensees have been influenced by these surveys, sometimes, it would seem, against their better judgment. In the process of competition for the available audience, several programmes of real merit have disappeared, or have been transferred to relatively poor viewing times and replaced by a programme, similar in character to that being televised at the same time by a competing station. This was noticeable during one period when feature films were televised simultaneously from several stations. More recently the national and commercial stations in Sydney have simultaneously transmitted Western adventure programmes. This arrangement of programmes is not in the best interest of viewers as it deprives them of an adequate choice of programme, and may also deny them the opportunity to see a desired programme. It has also been found by licensees, through audience measurement surveys, that the public generally prefers imported films to local live productions. The consequent re-arrangement of programmes has, to some extent at least, led to the removal of live programmes from peak viewing periods, and even caused some live programmes to be abandoned altogether. This unfortunate development is discussed in paragraph 122.

112. In general, the pattern of commercial television programmes has taken a more definite form than in the first year of operation. Dramatic programmes are the most numerous; music has not yet established itself, although it occurs regularly as an aid or incidental to other forms of programme; crime and adventure of the Western type have occupied much of the peak viewing period each week; and the presentation of news has declined considerably. These and other aspects of television programmes are dealt with in greater detail in subsequent paragraphs.

TYPE OF PROGRAMMES PROVIDED BY COMMERCIAL TELEVISION STATIONS.

113. The following table shows the various types of commercial television programmes and the percentage of time devoted to each. These figures were compiled from logs of the actual transmissions of each commercial television station during one week in the winter of 1958, and represent the proportions of each type of programme available to viewers in Sydney and Melbourne. Certain programmes which have similar underlying ideas have been grouped for convenience, and programmes have been classified in accordance with the following broad definitions:—

Music—

As music is an incidental part of many programmes, only those in which it is the main subject have been included under this heading. It does not include music used during periods of test pattern transmission.

Drama—

Adventure, Crime, includes Westerns.

Human Interest includes those programmes designed to portray family life whether in serial, episode or other form.

Feature films includes only programmes on film which were originally produced for theatrical screening, irrespective of subject matter, which may take the form of comedy, adventure, crime, domestic or serious drama, or musicals.

Variety and Talent includes all programmes in which more than one main type of light entertainment is presented.

Women's includes only those parts of the stations' programmes that are directed primarily to women, such as talks, fashion displays, demonstrations, and studio entertainment; it does not include afternoon transmission of films.

Children's includes all parts of the programme which are presented specially for children.

Sport includes previews, summaries and discussions on the subject, as well as actual field transmissions.

Cartoons include films of this type designed for entertainment, but not for any other purpose. (Other headings are self-explanatory.)

Composition of Commercial Television Programmes, Winter 1958.

Type of Programme.	Percentage of Programme Time.	
	Sydney.	Melbourne.
<i>Programme Material—</i>		
<i>Music—</i>		
Light	0.97	..
Popular	2.81	0.72
Total Music	3.78	0.72
<i>Drama—</i>		
Adventure, Crime	22.71	17.96
Human Interest	0.65	.84
Feature Films	6.16	5.82
Other	3.99	3.72
Total Drama	33.51	28.34
Comedy	1.93	3.83
Variety and Talent	9.01	19.26
Quiz, Game and Panel	1.73	1.94
Women's	8.84	4.54
Children's	8.36	12.90
Sport	6.49	5.29
Documentaries	3.25	1.86
Talks, Interviews, Commentaries	2.72	1.91
News and Weather	3.99	3.41
Religious	1.72	1.89
Cartoons	1.85	1.36
Fill-in Material	2.78	2.09
Total Programme Material	89.96	89.34
<i>Advertisements—</i>		
In Sponsored Programmes	4.33	5.65
Spot Advertisements	5.71	5.01
Total Advertisements	10.04	10.66
	100.00	100.00

The succeeding paragraphs contain observations on some of these programmes.

Drama.

114. This type of programme occupies the greatest proportion of time in television, in one or other of its forms. Most of the imported films are dramatic in character and those based on themes of adventure or crime are very numerous. There has been some change in the point of emphasis in some of the more recent crime programmes, in that the solution, and the factors contributing to it, are receiving more attention than formerly. Perhaps a more important change is arising from the number of one hour films now being transmitted. The greater duration of the programme is an aid to a better standard of characterization and production than can usually be achieved in a half-hour unit.

Comedy.

115. The early success in Australian television of comedy programmes which had been successful in the United States of America has led to the scheduling of an increased number of programmes based on comedy for Australian viewers. Many of these have domestic situations for their theme, and in some cases the humour of the plot is strongly supported by matter of practical value from a moral or social viewpoint.

Variety and Talent Programmes.

116. It is in this type of programme that the majority of live productions occurs. All four commercial television stations have established regular variety programmes which, besides being built around central figures, employ a number of artists on a regular or casual basis. Talent programmes cover a wide range of ages, and appear to achieve about the same results in the discovery of talent as similar broadcasting programmes. However, as television makes use of talent with visual as well as aural interest, to which broadcasting is confined, a much wider field is open for selection, including all those forms of entertainment designed for the eye alone. Even so, there appears to have been considerable difficulty in obtaining an adequate number of performers of a suitable calibre.

Women's Programmes.

117. As the evening operation of television stations moved towards a reasonable maximum in hours of service, it was to be expected that stations would look to the daytime for an additional source of income. All four commercial stations have now commenced afternoon programmes at an earlier time than formerly, and at the time this report was being prepared, programmes were available in Sydney from 12 noon and in Melbourne from 1 p.m. on most weekdays. Although these afternoon programmes contain much matter of general interest (especially repetitions of films shown previously in the evenings), there is a well-established pattern of programmes concerning matter almost exclusively of interest to women. In these parts of the programme much use is made of displays and demonstrations, to which television is well suited.

News and Weather Data.

118. Although all commercial television stations originally made a feature of these programmes there has recently been a marked decline in the amount of time occupied, and a marked economy in the form of presentation. The Board had originally expected that owing to the high cost of collection and presentation of pictures news programmes would be limited. The surprisingly elaborate news services which were presented in the early stages of programme development have mostly disappeared and the presentation of news services is now much more restrained. The National Television Service has also recast its news programmes.

Religious Programmes.

119. In the Board's Ninth Annual Report, the requirements for the televising of religious matter were stated in paragraph 147. From the commencement of regular television services all licensees have been anxious to comply with these provisions, although there has been a considerable difference of opinion as to the best or most suitable means of doing so. Each station has provided, without charge, at least 30 minutes each week for the purpose of televising matter of a religious nature. (Most stations also televise other religious matter for which a charge is made.) Initially, religious programmes in free time consisted of short devotional sessions, or readings from the Bible, or appropriate films. During the year some attempts have been made to present live programmes designed to create interest in the practice of religion. There have been several different approaches to this matter, but all must be regarded as experimental at this stage. During the year, an appeal was made to the Minister by the

Christian Science Committee on Publications for New South Wales against the decision of the Director-General of Health, under section 122 of the *Broadcasting and Television Act 1942-1956*, in respect of a number of programmes which were considered by the Director-General to constitute "talks on medical subjects" within the meaning of that section. On appeal, the Minister, after consulting the Attorney-General's Department, upheld the appeal on the ground that the programmes were not, in fact, talks on a medical subject.

Music.

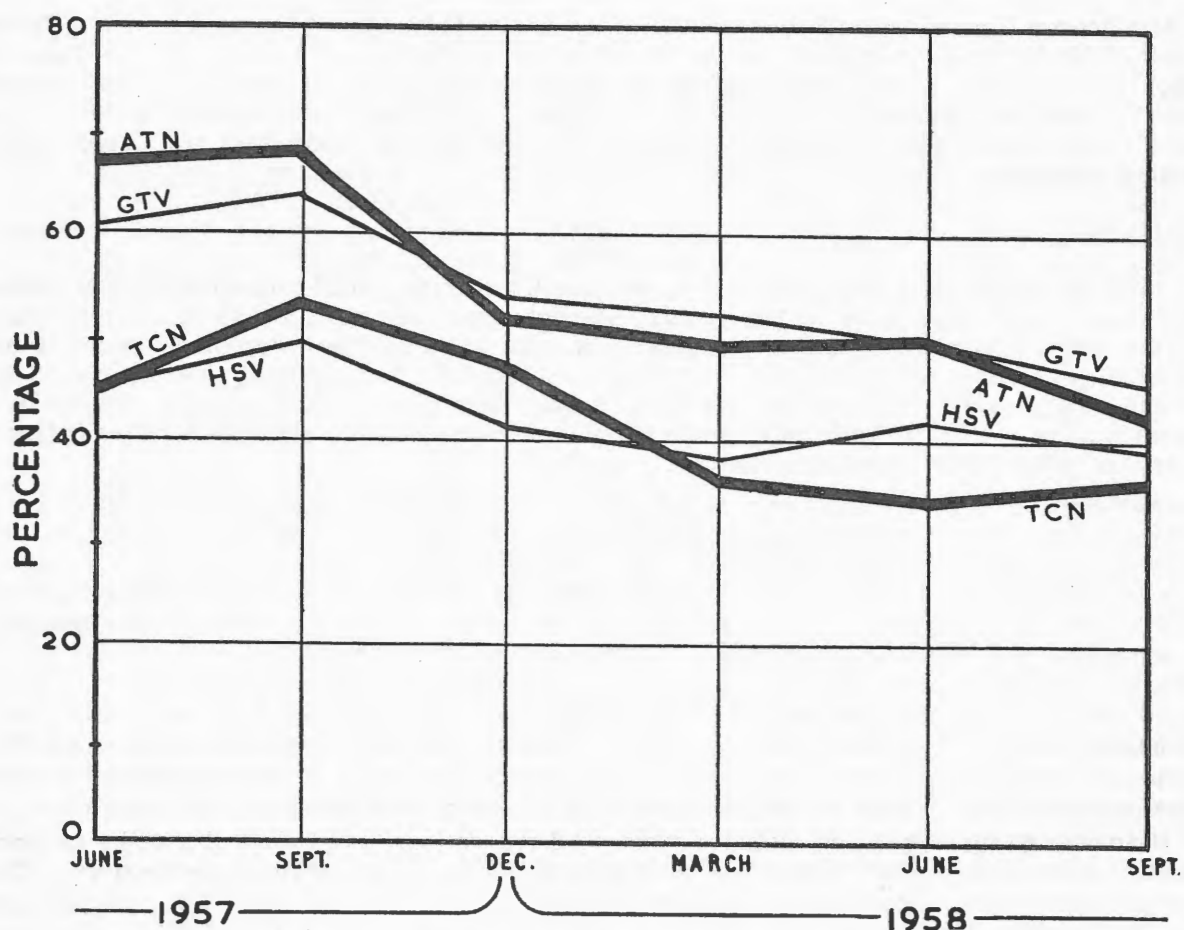
120. As mentioned in paragraph 112, music by itself has, so far, failed to establish itself in television in Australia, as in other parts of the world. Attempts have been made by all stations to televise performances of musical items, but for the most part, such items have now become incidental to other types of programmes in which their use has been quite successful. Some notable presentations of opera were imported by commercial stations and more recently some local productions were televised by the national stations. The excellence of the material in each case tended to establish a better balance in the types of programmes available to viewers.

EMPLOYMENT OF AUSTRALIANS.

121. Section 114 of the *Broadcasting and Television Act 1942-1956* requires the licensee of a commercial television station, as far as possible, to use the services of Australians in the production and presentation of television programmes. In this connexion, it is important to remember that the production and presentation of programmes involves the whole organization of a station. The staff engaged on production and presentation is very numerous in television, and it is necessary to have a considerable number of experts in different fields to ensure that each artist who appears before the camera and microphone is seen and heard to best advantage. Each of the commercial television stations has established a staff of considerable size for the purpose of presenting live programmes and each is anxious to make good use of these staffs. All the stations have indicated a desire to employ Australian artists and so create a reserve of Australian talent as a source of future programmes. There have been experiments with numerous types of live programme, not all of which have been successful. It has been found that the success of an artist in broadcasting is not necessarily followed by similar success in television. In the search for talent, some stations have been able to establish small house groups, mainly of dancers, which have developed considerable skill, and a number of young artists has been employed on a casual basis. There is still some hesitation on the part of stations to attempt live dramatic productions, and this has caused dissatisfaction in some quarters. There are, however, special problems, primarily financial, in the production and presentation of live drama programmes: the cost of producing such a programme is, at present, far in excess of the amount which is likely to be met by an Australian sponsor, and, at this stage, it does not seem reasonable to expect stations to carry any substantial amount of such programmes as a "station feature" or "sustaining programme". The Board would be disturbed if stations failed to keep the possibility of this type of production in mind, and it was pleased to note that, at the end of the period under review, some stations had plans for the presentation of Australian dramatic productions. It may be expected that the opportunities for the presentation of Australian productions will be greatly improved as additional stations are established.

122. Audience measurement surveys have shown that as a rule the public prefers imported programmes to live productions. The early enthusiasm for late-night live variety programmes in Sydney and Melbourne has been generally maintained and the impression originally formed, that television would change domestic habits by retaining large audiences until a later hour than broadcasting, is justified by recent surveys. These indicate that a large number of television receivers is in use at least an hour later than is usual for a comparable number of broadcast receivers. However, whereas live programmes originally caused large audiences to carry over into the late evening, it is now evident that this high level of viewing is retained to a considerable degree by films, and that an audience previously attracted to an evening live programme can be seriously affected by the counter-attraction of a film. This has had a marked effect on the placing of live programmes, the majority of which are now to be found at times other than those of peak viewing periods.

123. During the year, the Board at regular intervals analysed the programmes of commercial television stations to ascertain the amount of time devoted to programmes of Australian origin. For this purpose, the Board has accepted as of Australian origin all programmes which involve the use of the station's television cameras in the studio or on location, as well as programmes which are specially made in Australia on film for use by the station. Advertisements have not been included in these calculations. The analysis indicates that the proportion of Australian material which is being televised at the present time is slightly less than in June, 1957, although the amount of such programmes is still very substantial. Seasonal effects, including the incidence of sporting features, are responsible for changes in the figures for all stations. The proportion of Australian programmes is illustrated in the accompanying graph which covers the period from June, 1957 to September, 1958.



Percentage of time devoted to programmes of Australian origin by commercial television stations, as at end of each quarter from June, 1957, to September, 1958.

124. The following table shows the percentages of programme material of Australian origin, based on the detailed analysis of programmes for a sample week in the winter of 1958 (see paragraph 113).

AUSTRALIAN CONTENT OF COMMERCIAL TELEVISION PROGRAMMES.

	Percentage of time devoted to—		
	Programmes other than Advertisements.	Items of Australian origin.	Imported Items.
Sydney stations	89.96	41.18	48.78
Melbourne stations	89.34	42.43	46.91

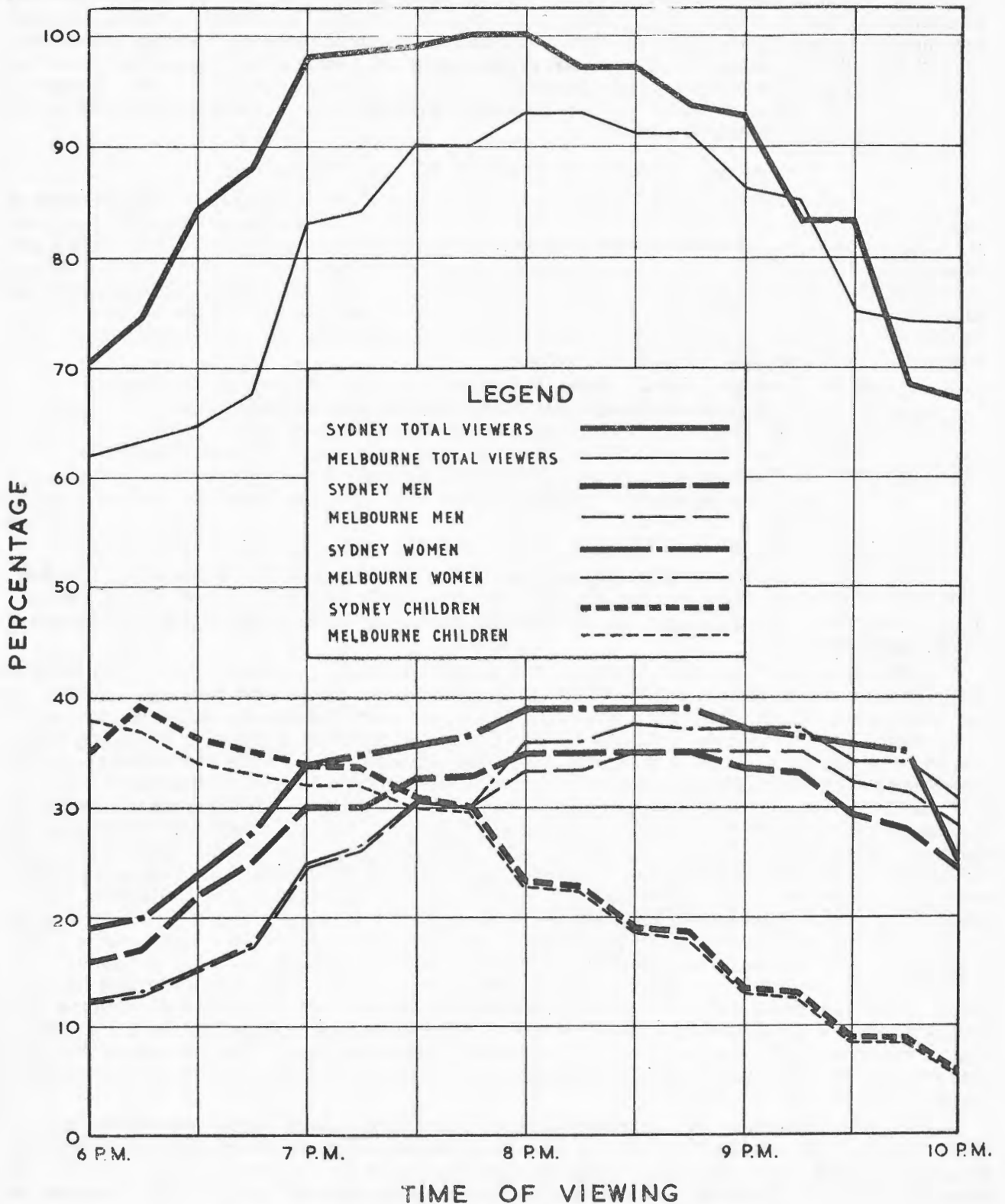
The majority of advertising matter also involves the employment of Australians; consequently, if advertisements are taken into account, the amount of programme and advertising matter exceeds 50 per cent. of all transmission time. On the whole, the Board does not regard this as unsatisfactory. It has, however, adopted the policy, when considering proposals for extensions of hours of operation, of requiring licensees to ensure as far as possible that, in each permanent extension, a substantial amount of the new programme is of Australian origin. On several occasions individual stations have presented programmes which are described overseas as "spectaculars". These employ a considerable number of casual artists and involve a very great amount of original and imaginative work in preparation by station staffs. Although such programmes are comparatively rare, they are a further indication of the licensee's desire to attain a high standard of local production with local artists. It is also to the credit of those concerned that a competition for an original play for television was jointly sponsored by stations ATN Sydney, GTV Melbourne and the Shell Co. of Australia, with prize money totalling £3,000.

FAMILY AND CHILDREN'S PROGRAMMES.

125. The Television Programme Standards contain special provisions designed to ensure that, between 5.00 p.m. and 7.30 p.m. on weekdays and at any time before 7.30 p.m. on Saturdays and Sundays, when the television audience is likely to contain large numbers of children and young people, there will be good, wholesome programmes which family groups of all ages may view with complete confidence. Experience has shown that these provisions have operated very satisfactorily in practice and that the television audience for the benefit of which they were designed enjoys, in general, a high standard of

programmes with sufficient variety to meet the taste of adults and young people alike. A great deal of apprehension has been expressed in many quarters concerning the possible ill-effects on children of programmes which contain elements of crime and violence. The Board believes that the provisions of the Standards deal adequately with this problem so far as it is related to the period from 5.00 p.m. to 7.30 p.m., Most questions relating to scenes involving crime and violence arise in connexion with imported films, and there is a very close and, we believe, effective liaison between the Board and the Chief Film Censor on the more difficult questions arising under the Standards. (The censorship of films for television is discussed in paragraphs 134 to 139.) There are many obscure problems in this field, and reference is made in paragraph 143 to the research investigations promoted by the Board in an endeavour to arrive at satisfactory conclusions. At present, the Board is not persuaded that drastic action of the kind urged by some people is really called for although we believe that the cumulative effects of viewing films of this kind may produce unfortunate results. This is the subject of a special investigation.

126. The Board, in determining these special standards, has endeavoured to give an assurance to parents that during the specified periods no programmes will be televised which would be unsuitable



Average viewing per day expressed as a percentage of Sydney peak audience.

for the average child. Beyond this the Board cannot be expected to go. While parents may feel secure in allowing children to view programmes unsupervised at these times, it is their responsibility, in respect of other periods, to select programmes for viewing by their children. They may, however, assume that programmes which, either because of themes or the treatment of themes, may tend to produce in older children and adolescents a false or distorted view of life, will not be televised before 8.30 p.m. on any day. It need not be assumed that all programmes after 7.30 p.m. will be unsuitable for children. Many items televised after that time are wholly suitable for family viewing and include films classified "G" by the Chief Film Censor (*see* paragraph 134). The Censor's classifications does not relieve licensees of their responsibility to supervise their programmes in accordance with the Television Programme Standards, although they are a useful guide to the suitability of a programme. The Board is endeavouring to secure wider publicity for these classifications, which will be an additional aid for parents in the selection of programmes for family viewing. The accompanying graph, which depicts the composition of television audiences in Sydney and Melbourne, averaged over a week, is an indication of the extent to which television programmes are usually seen by children and may serve to illustrate the views expressed in this paragraph.

127. From its observations during the year, the Board believes that the programmes presented by commercial television stations for children and young people are of a steadily improving standard. In some cases these programmes are provided at considerable cost to the stations concerned; commercial support for children's sessions is not as readily available as it is for programmes televised at times when the audience is likely to contain a larger proportion of adults. The Board wishes to acknowledge the very real attempts which are being made by all stations to ensure that programmes presented for the young audience are of a suitable standard.

Advisory Committee on Children's Television Programmes.

128. In paragraph 134 of its Eighth Annual Report, the Board referred to the establishment of this Advisory Committee and its functions and composition. During the year, submissions were made to the Board by several organizations which desired to be represented on the Committee. The Board believes that the principle on which the Committee was constituted is sound, namely that it is an expert committee consisting of people who have special qualifications and practical experience in the upbringing, education and welfare of children. Accordingly, the Board has not thought it desirable to accede to requests for representation on this Committee of persons nominated by particular organizations. The members of the Committee during the year were—

- Mr. W. Trudinger—Head Teacher, Valkstone State School, Melbourne (Chairman).
- Mr. C. M. Blackshield—Headmaster, North Auburn Public School, Sydney.
- Professor W. H. Frederick—Professor of Education, University of Melbourne.
- Mr. P. Loftus—Public Relations Officer, Victorian Association of Youth Clubs.
- Mrs. M. Matheson—Founder of the Children's Library and Crafts Movement, Sydney.
- Mrs. E. I. Shann—Convenor, Standing Committee on Television, National Council of Women, Victoria.

Mr. A. Snare, of the Board's staff, acts as Secretary to the Committee.

129. The Board wishes to express its very great regret at the death of Mr. Trudinger on 16th July, 1958, and to record its appreciation of the work which he performed as Chairman of the Committee since its inception. Mr. Trudinger did very valuable pioneering work in this field and performed a notable public service.

130. During the year, the Committee met on two occasions. Its major task consisted of a thorough examination of the Board's Television Programme Standards, with particular reference to the provisions relating to children's programmes, in order to determine how far they were appropriate in the light of programmes being televised. The Committee presented a report to the Board which was based on members' studies of programmes and their experience of the needs of children of various age-groups. The Committee invited representatives of the commercial television stations to take part in these discussions, in order that it might become fully acquainted with the stations' aims and aspirations in relation to the problems of production and cost associated with the presentation of children's programmes of the type envisaged in the Board's Television Programme Standards. The Committee reported its opinion that, in general, the Television Programme Standards satisfactorily meet the requirements of the young audience, and it endorsed the Standards as a document which, while giving valuable guidance to all connected with television programmes, makes a positive attempt to set a high but realistic standard of performance for commercial television stations to observe. The Committee also considered very carefully the content and presentation of children's sessions on commercial television stations. It felt that the impact of the medium on children is such that they can derive substantial and lasting benefits from programmes that are well designed and presented, but considered that, at the time it made its report, many of the programmes intended for children exhibited a great weakness in that for the most part they induced passive watching. They thought it desirable that emphasis should be placed on encouraging creative activity among the audience to counteract this inherent tendency of television.

131. The Committee also considered that, in many cases, there appeared to be a lack of understanding of the fundamental need for these programmes to be in harmony with well-established principles of child development and expression, and pointed to the importance of the provision of paragraph 13 of the Standards which states that 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. The Committee also felt that children are exposed for a disproportionate amount of time to programmes which are characterized by the use of poor quality American speech. Suggestions were made for overcoming this.

132. In its discussions with representatives of the commercial television stations, the Committee was impressed with one particular problem which confronts the commercial but not the national stations. This concerns the difficulty they have experienced in obtaining, for use on television, films which have been imported into Australia by educational and similar authorities. These films appear to cover many of the subjects which are lacking in many children's sessions at the present time, such as natural science, geography and history. The Committee was informed that these films are imported free of customs duty if they are to be used for educational purposes in schools or in public halls. However, if they are to be used in commercial television, even though their purpose is primarily educational, duty becomes payable. After examining the ways in which such films could be used, if available, the Committee recommended that the Board should endeavour to obtain the agreement of the Department of Customs and Excise to admit the importation of educational films for use by commercial television stations free of customs duty, provided that they are to be used wholly for educational purposes and that no direct commercial benefit accrued to the station from their use. Following representations made to him by the Postmaster-General, on the advice of the Board, the Minister for Customs and Excise approved, in principle, of the Committee's recommendation. This matter was being discussed with the licensees of stations at the close of the period to which this report relates.

133. The Board is very pleased with the work done by the Committee in the short time since its establishment. Its recommendations have been brought under the notice of the licensees of commercial television stations which have made some progress in developing programmes along the lines suggested by the Committee. Arising from a suggestion by the Board's Research Advisory Committee, steps have been taken for that Committee and the Advisory Committee on Children's Television Programmes to exchange reports so that each Committee is informed of the other's activities. This is desirable, as some important research work in the field of children's programmes is being undertaken by the Research Advisory Committee.

CENSORSHIP OF FILMS FOR TELEVISION.

134. The arrangements made with the Commonwealth Film Censorship Board, which were outlined in some detail in the Eighth Annual Report, have operated most satisfactorily during the year. The number of imported television films has increased considerably during that time, and appears likely to increase still further as television services are extended to other States. With the increasing volume of work it was found necessary to enlarge the membership of the Film Censorship Board, and steps have since been taken to increase still further the number of censors available to examine films imported for television. The classifications in use for television films which are registered by the Chief Film Censor are—

G—unrestricted for television.

A—not suitable for children (and consequently not to be televised between 5.00 p.m. and 7.30 p.m. on weekdays, or at any time before 7.30 p.m. on Saturday and Sunday).

AO—not to be televised before 8.30 p.m. (on any day).

The fact that a film carries a particular classification does not relieve licensees of the responsibility for ensuring that it is suitably placed in their programmes. The work of the Chief Film Censor ends with the classification of the film; it is still the responsibility of the licensee to observe the spirit, as well as the letter, of the Board's Standards.

135. The Chief Film Censor reports that—

During the year ended 30th June, 1958, 8,218 films totalling six million feet passed through Censorship. This is equivalent to a continuous screening time of 2,650 hours i.e. slightly more than 50 hours screening time per week. Of the six million feet, approximately four million feet were cleared by Censors during the six months January-June, 1958. Approximately 80 per cent. of the total footage originated in U.S.A. and 10 per cent. in United Kingdom. Cuts were made in 730 films and 48 films were rejected by the Censors. Most of the cuts concerned scenes of excessive violence and in the main were taken from films required by the stations for transmission between 5.00 p.m. and 7.30 p.m.

No appeals were received against TV films rejected by the Censorship Board. One appeal against cuts was disallowed. Of five appeals against classification three were allowed and two disallowed.

In relation to the two appeals which were disallowed, the Chief Film Censor invited the Board to explain in some detail the intention of the Standards as regards the portrayal of excessive violence and tension. After examining the films concerned, the Board was satisfied that valuable assistance would be obtained in determining these questions by the application of principles that had been ascertained as a result of research undertaken on the advice of the Board's Research Advisory Committee (*see* paragraph 143). The Chief Film Censor was advised that, in the opinion of the Board, films of this type should be classified as not suitable for children if—

- (a) the emotional anxieties aroused in children by scenes and sequences are unlikely to be dissipated by subsequent action;
- (b) scenes portraying violence or brutality are slowed down or accentuated by close-ups or other means so that emphasis centres on detail rather than on the scene as a whole.

Whilst the proportion of imported television films which has been rejected by the Chief Film Censor is very small, it is sufficient to indicate the need for care by licensees in making bulk purchases of material overseas.

136. Commercial television stations have pointed out that problems have arisen from the classification of feature films which they wish to include in programme channels which commence in the early evening. For example, it has been claimed that a film classified AO (not to be televised before 8.30 p.m.) might be transmitted at 8.00 p.m. if the earlier part of the film was suitable for transmission at that time. The reason for classification as AO is that the film is based on a theme or employs a method of treatment of a theme that may tend to produce in adolescents a false or distorted view of life; in general such films would be suitable only for persons of more mature judgment. The Board came to the conclusion that the televising of any part of such a film before the time specified in the Standards should not be permitted. It has assumed, with considerable support from audience measurement statistics, that once a viewer's attention has been attracted by a programme it is likely that the whole programme will be watched. Similar objections exist to proposals to allow any part of a film classified A to be transmitted between 5.00 p.m. and 7.30 p.m. on weekdays, or before 7.30 p.m. at weekends.

137. The physical burden of handling a vast footage of film has become very prominent during the year, and the Chief Film Censor has introduced a number of working arrangements by which time and labour may be saved, both by his organization and by stations. An effective reduction of screening time has been brought about by arranging for stations to indicate the time of transmission for which a film is intended, and consequently the classification which it is hoped the film will be given. This enables the censors to view a film with a specific object in mind, and has obviated much of the re-screening that had previously been found necessary.

138. The question of the televising of "horror" films arose during the year, due to the use of highly imaginative though inaccurate publicity by a commercial television station, which advertised a programme as a "horror" film although in fact the film had been classified "A". The provisions of the Television Programme Standards (paragraph 8 (n)) prohibit the use of such matter in television programmes by providing that the deliberate use of horror for its own sake, and sound or visual effects likely to cause unnecessary alarm, should not be permitted. The Chief Film Censor has informed the Board that since 1948 his Board has refused to approve "horror" films for any purpose and that a film will be regarded as a "horror" film if it—

- (a) portrays characters of a monstrous or abnormal type, or
- (b) contains episodes of a hideous, revolting or gruesome nature tending to terrify or shock sensitive persons irrespective of age, or
- (c) has a main theme which may be classed as horrific, and is portrayed in a manner tending to appear abnormal.

These working definitions are in keeping with the spirit of the Board's standards. It is a matter for regret that the subject, which has been adequately provided for, should have been raised in this rather irresponsible manner.

139. The Board wishes to acknowledge the value of the work which the Chief Film Censor (Mr. C. J. Campbell) and members of the Film Censorship Board have performed in the interests of television. It is evident that much careful thought has been given to the application of the Board's Standards, and the degree of speed and efficiency with which a great quantity of film has been handled reflects great credit on all concerned.

RESEARCH INTO THE SOCIAL EFFECTS OF TELEVISION.

140. In its Eighth and Ninth Annual Reports, the Board referred to the necessity for a programme of research into the social effects of television on the Australian community and to the work being done in this field as a result of the activities of the Board. During the past year, the Board has continued to receive valuable assistance from the organizations represented on its Research Advisory Committee which was referred to in paragraph 155 of the Ninth Annual Report. The membership of the Committee during the year included the following:—

Mr. J. Pratt	Deputy Director, Commonwealth Office of Education (Chairman).
Dr. W. C. Radford	Australian Council for Educational Research.
Professor W. H. Frederick	Department of Education, University of Melbourne.
Dr. E. R. Wyeth	Department of Education, University of Melbourne.
Mr. Newman Rosenthal	Department of Audio-Visual Aids, University of Melbourne.
Dr. F. Emery	Department of Audio-Visual Aids, University of Melbourne.
Mr. R. J. Thomson	Department of Audio-Visual Aids, University of Melbourne.
Professor O. A. Oeser	Department of Psychology, University of Melbourne and the Social Science Research Council of Australia.
Professor J. F. Clark	Department of Applied Psychology, New South Wales University of Technology.

Professor W. F. Connell	..	Department of Education, University of Sydney.
Dr. W. J. Campbell	..	Department of Education, University of Sydney.
Professor W. M. O'Neil	..	Department of Psychology, University of Sydney.
Professor L. C. Webb	..	Australian National University.
Dr. K. A. Barry	..	Australian Broadcasting Commission.
Mr. D. A. Jose	..	Australian Broadcasting Control Board.

Dr. E. R. Wyeth and Dr. F. Emery have now been appointed to positions in the United States of America and the United Kingdom respectively. The Board wishes to record its appreciation of their contributions to the work of the Committee: both were associated with research studies of great value in this field. Mr. R. J. Thomson, who has joined the staff of the Department of Audio-Visual Aids, University of Melbourne, and the Board's Research Advisory Committee, was formerly a senior research officer on the Board's staff. In the following paragraphs, reference is made to the work being done in this field by organizations represented on the Committee. The Board contributed the sum of £3,700 to the cost of these investigations during 1957-58.

141. Substantial progress was made during the year with the investigations in Sydney into the pattern of domestic habits before television services were introduced. The Department of Education, University of Sydney, has completed its study of the leisure-time activities of adolescents and their attitudes to family, neighbourhood and community. It proposes to repeat this investigation during 1959 in order to ascertain the changes which have occurred, some of which may be due to the influence of television. The Department has continued its examination of the social pattern of a rural community which is likely to have a television service in the near future, with the object of studying the social effects which may be associated with the introduction of television into that kind of community. The initial investigation is expected to be completed in the latter half of 1958.

142. The Department of Applied Psychology, University of New South Wales (formerly of New South Wales University of Technology,) has completed its investigation of the home and social habits and interests of Sydney families before the advent of television. Contributions to the cost of this investigation were also made by the Australian Broadcasting Commission. The preliminary results of this study have aroused the interest of a wide variety of organizations, both academic and business, as this is the first time that such detailed information has been made available in respect of an Australian capital city. It is proposed to repeat this investigation during 1959, in order to ascertain any changes in habits and interests that may occur after television services have become well established. The Department of Psychology, University of Sydney, has undertaken an experimental investigation into the development of the visual perceptual process. Although this study is exploratory in nature, it is hoped that it will throw light on such problems as the comprehensibility of programme material for young children and the processes involved in subliminal perception to which reference is made in paragraph 154. The results of this study are expected to be available by the end of 1958.

143. At the University of Melbourne, the Department of Education has made further progress with a three-year investigation into the changes in the habits and interests of school children of 10, 13 and 16 years of age, 16-year olds who have left school, and their parents. The period covered includes the year before television commenced in Melbourne and the first two years after its introduction. The work will be completed during 1958-59. This study is supplemented by a similar study in Brisbane, with the object of using as a control for the main investigation groups of children without access to television programmes. The Department of Audio-Visual Aids, University of Melbourne, now has staff and equipment for experimental investigations into the effects of television programmes on sample audiences, which has enabled some progress to be made in fundamental research of an experimental nature in this field, as urged by the Board's Research Advisory Committee (*see* Board's Ninth Annual Report, paragraph 158). During 1957, a study was made of a typical "Western" film with the object of assessing the effectiveness of current research techniques in this complex field: the results are of great interest and value, as they add to the theoretical understanding of children's reactions to situations involving sustained periods of tension and instances of violence and brutality as depicted in many western films seen on television. Some of the findings of this study form the basis of the advice given to the Chief Film Censor in connexion with his examination of films which portray excessive violence and tension (*see* paragraph 138). The Board asked the Department to investigate, during 1958, the effects on young audiences of crime-drama films, including the cumulative effects of regularly viewing such films. Apprehension has been expressed by many responsible organizations about the effect on young people of programmes which have crime as their central theme. This investigation is now proceeding and is expected to yield considerable information concerning the kind of television programmes which young people watch, together with data which may reveal how adequately they understand the implications of the complex social situations which are usually found in crime stories. A preliminary report on the findings of this study is expected early in 1959.

144. The Board's Research Advisory Committee was very active during the year and at the end of 1957 presented a report to the Board containing recommendations for a co-ordinated programme of research which it urged should be undertaken as soon as possible. The Committee recommended that—

- (a) Sociological surveys now in progress should be continued.
- (b) Follow-up studies arising from current or completed investigations in Sydney and Melbourne should be undertaken.

- (c) Subject to justification by the experience gained from pre-television social surveys of Sydney and Melbourne, it may be desirable to undertake similar studies in other capital cities before the introduction of television; it may also be desirable to undertake limited studies with emphasis on attitudes rather than on activities.
- (d) Experimental investigations into the fundamental problems associated with television in the home should be undertaken.
- (e) Immediate steps should be taken to consolidate the scattered findings from psychological, sociological, literary and other journals which are likely to have relevance in the investigation and analysis of television effects.

The Board has accepted these recommendations but the extent to which they can be implemented will be subject to the availability of funds and the resources of the Universities. The crime-drama study referred to in paragraph 143 has been undertaken as a result of the Committee's recommendations with respect to experimental investigations into fundamental problems associated with television.

TELEVISIONING OF OBJECTIONABLE MATTER.

145. Section 118 of the Act provides that a licensee shall not televise matter which is blasphemous, indecent, or obscene. The Board has, in the Television Programme Standards, provided that no programmes may contain any matter which is vulgar or suggestive. During the year, no programmes have come under the notice of the Board which contravened the provisions of the Act, although there were several occurrences which were regarded, both by the Board's officers and by viewers, as vulgar or suggestive. Live programmes which include variety and dancing acts of the music-hall type have occasionally been considered to fall below accepted standards of good taste, particularly when performers appearing before a studio audience strive to gain expressions of appreciation. There have also been occurrences in which regular programme personalities have introduced jokes, comments or actions capable of bearing a double-meaning; that the less desirable meaning had not been missed was made evident by the audience. These matters have been brought to the notice of the stations concerned, which have undertaken to avoid recurrences. It appears that insufficient rehearsal and a tendency to indulge in unprepared "patter" are often the cause of the trouble.

TELEVISIONING OF POLITICAL MATTER.

146. The general elections for both Houses of the Victorian Parliament held in May and June 1958 were the first parliamentary elections to be held in a State in which television services had been established and it was the first occasion in Australia on which the television medium was used in a political campaign. The national television station (ABV) allotted time to the parties represented in the previous Parliament on the basis of 45 minutes each to the Australian Labor Party and the Liberal-Country Party, 30 minutes to the Country Party of Victoria and 15 minutes to the Democratic Labor Party. The two commercial television stations offered to sell time to the various political parties and all requests for time were met. The Australian Labor Party used paid time totalling 199 minutes, the Liberal-Country Party 97 minutes, and the Democratic Labor Party 20 minutes. The most usual method of presentation adopted was in the form of a panel of persons on camera who answered questions put to them by a speaker off camera. Slides were used to provide the video component for the 10-second and 20-second spot announcements. The Board had occasion to invite the attention of one station to a programme which appeared to contain election matter and was televised during a polling day, contrary to the provisions of section 116 (4.) of the Act. This programme took the form of an interview with a member of Parliament which had been recorded on film during its original presentation in Sydney some time earlier. The programme made reference to parties contesting the Victorian elections and to issues which were before the electors. The Board accepted the station's assurance that the transmission of the programme at that time had been made unwittingly.

THE ROYAL TOUR.

147. The coverage by radio and television of the visit to Australia by Her Majesty, Queen Elizabeth, the Queen Mother, was an historic event in communication services. As mentioned elsewhere in this report (see paragraph 62) the national and commercial broadcasting services collaborated to produce a highly creditable series of broadcasts. Television coverage was naturally more restricted, and was undertaken jointly by national and commercial stations in Sydney and in Melbourne. As a result of an effective system of pooling available equipment, the combined facilities enabled an extensive coverage of the many functions attended by the Queen Mother. During these programmes, no station identifications were given and no commercial announcements were made. One Sydney commercial television station showed considerable enterprise and technical skill in arranging a direct telecast of the Queen Mother's visit to Canberra to present the Queen's Banner to cadets at the Royal Military College, Duntroon, and to attend the Royal Ball at Parliament House.

CHRISTMAS BROADCAST BY HER MAJESTY, QUEEN ELIZABETH.

148. The 1957 Christmas Day broadcast by Her Majesty, Queen Elizabeth, was the first Christmas message by the reigning sovereign to be televised in Australia. It coincided with the 25th anniversary of King George V.'s first broadcast message to the peoples of the British Commonwealth. The Queen's message was transmitted by broadcasting and television stations throughout Australia.

HOURS OF SERVICE.

149. Section 16 (2.) of the *Broadcasting and Television Act 1942-1956* empowers the Board to determine the hours during which programmes may be televised. The Board attaches considerable importance to this responsibility because of its bearing on the standard of programmes, the suitability of programmes to the times of transmission, and the use of Australians in the production and presentation of programmes as required by section 114 (1.) of the Act. Consequently, the Board requires stations to give adequate notice of any proposals for permanent variations in hours of service. All television stations, with the approval of the Board, increased their hours on several occasions during the year. The authorized weekly periods of transmission at 1st July, 1957, and 30th June, 1958, are shown below—

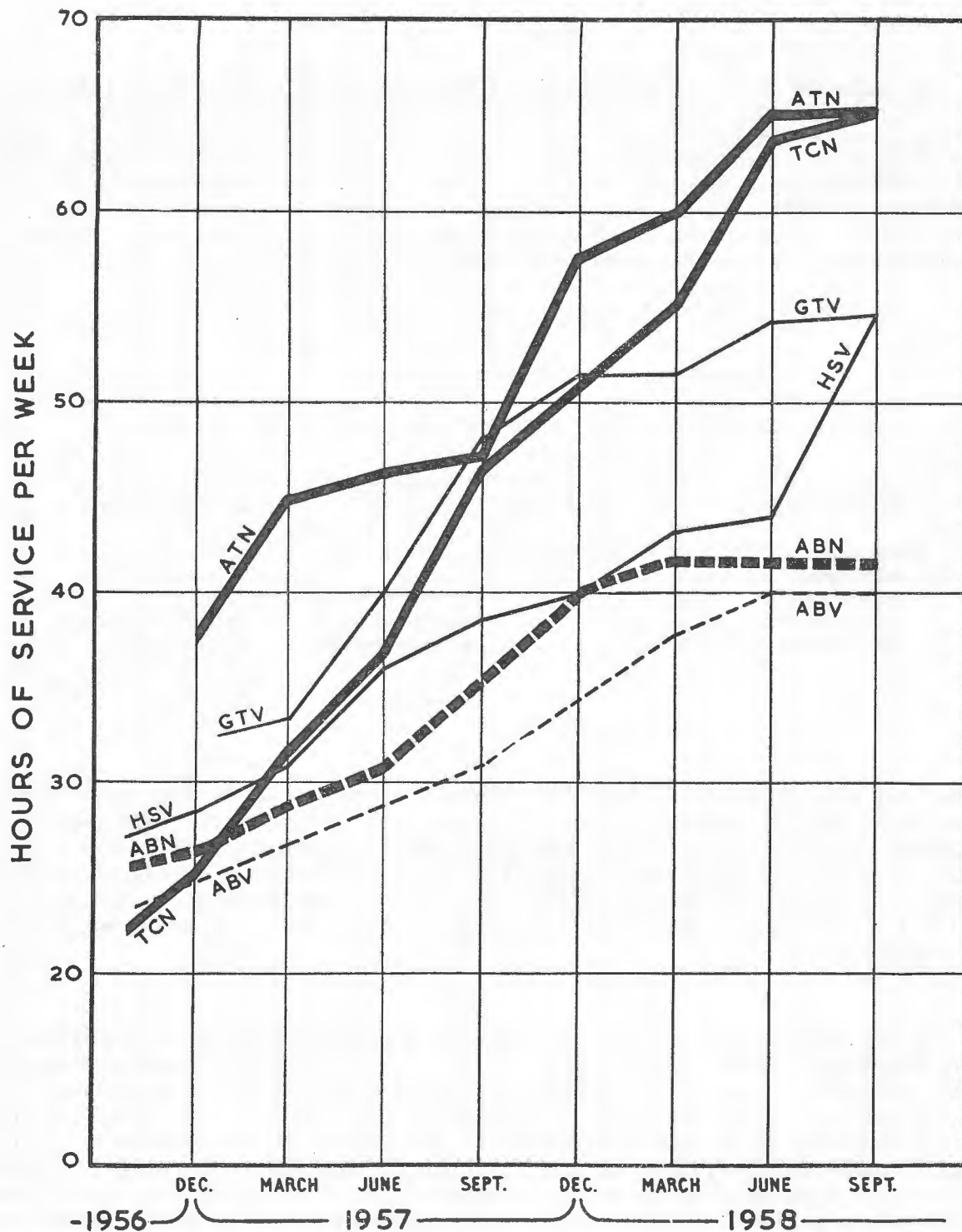
Station.	Weekly Hours.	
	1.7.1957.	30.6.1958.
<i>National</i>		
ABN Sydney	31 hours 15 mins.	42 hours 40 mins.
ABV Melbourne	30 hours	40 hours 10 mins.
<i>Commercial</i>		
ATN Sydney	47 hours	65 hours 35 mins.
TCN Sydney	39 hours 15 mins.	62 hours
GTV Melbourne	44 hours 20 mins.	54 hours 25 mins.
HSV Melbourne	41 hours 20 mins.	46 hours 5 mins. (48 hours 5 mins. last week each month)

For the most part, stations close their daily transmissions between 11.00 p.m. and 11.30 p.m. : commencement times vary between 12 noon and 5.00 p.m. and from day to day. The graph on page 46 illustrates the rate at which hours of service have been increased since television services were established. During the year, two stations (one in Sydney, one in Melbourne) introduced experimental programmes on Saturday morning; the Melbourne programme was discontinued after the summer months and the Sydney programme has been changed in format so as to concentrate entirely on matters relating to sport.

150. The principle of Sunday morning programmes was raised with the Board shortly before the close of the year under review. The Board was aware that in the United Kingdom television stations were not permitted to operate before 2.00 p.m. on Sundays except for religious programmes. After considering the reasons for this decision, the Board came to the conclusion that a similar restriction would not be appropriate to Australian conditions. While the Board was prepared to accept the principle of Sunday morning programmes, it stipulated that any such transmissions would be authorized only after careful examination of the proposed programme material and on condition that the general character of the programme material was not varied without the approval of the Board. At the present time, the only Sunday morning programmes are the religious services transmitted by the national television stations each alternate Sunday.

TELEVISION ADVERTISING STANDARDS.

151. The Television Advertising Standards determined by the Board in accordance with section 100 of the *Broadcasting and Television Act 1942-1956* were set out in Appendix D. of the Eighth Annual Report. It was provided that advertising matter must comply with the general programme standards and thus be acceptable for viewing in the home. In programmes which are sponsored, advertising matter is permitted on the basis of $1\frac{1}{2}$ minutes in each 15 minutes of programme. Individual or "spot" advertisements may be included in announcement programmes at the rate of one minute of advertising matter in each period of five minutes. These standards were determined by the Board after consultation with licensees of commercial television stations and representatives of advertising agencies and national advertisers, and experience has shown them to be adequate and to operate successfully in practice.



Hours of service of Australian television stations as at end of each quarter from commencement of service until September, 1958.

152. The Board's officers have observed some instances of excessive advertising and poor taste. Where these have been pointed out to licensees, they have readily undertaken to make the necessary alterations. The failures to observe the prescribed time limits for advertisements have not, in the main, been serious but they have been sufficiently numerous to stress the need for adequate rehearsal and accurate timing, particularly for advertisements which are presented "live", as announcers appear to have a tendency to depart from the prepared script. The majority of filmed advertisements are accurately timed. Television advertising is expensive and some advertisers and agencies seem to favour the use of "hard sell" presentation in an endeavour to extract from the medium the maximum effectiveness. For the most part, however, television advertising has been acceptable and in many instances there is evidence of careful thought, originality and ingenuity in the method of presentation.

153. The Board's Standards require that special care should be taken in regard to advertising on Sundays to ensure that advertisements are presented in good taste and with discretion. Sunday advertising is subject to some special restrictions which do not apply on weekdays; for example, the extent of advertising matter permitted is less than on weekdays and no advertisements relating to alcoholic liquor may be televised. The Standards also provide that on Good Friday and Christmas Day no advertisements are to be televised before 6.00 p.m. and thereafter the Standards for advertising on Sundays must not be exceeded.

SUBLIMINAL ADVERTISING.

154. Considerable interest was shown by some sections of the television industry in the possible use of subliminal perception for advertising purposes. The principle underlying subliminal (or subthreshold) perception is that the eye is capable of collecting, and feeding to the subconscious mind, images which are of insufficient duration for the viewer to perceive consciously, and the idea of putting before the public advertising matter in a form which would not interfere with the presentation of programmes, but would effectively influence their buying habits, may have the charm of novelty. Unfortunately, if really effective, this method of influencing the mind could be used for harmful purposes, and its anti-social possibilities have been recognized both overseas and in Australia as being sufficiently dangerous to make the practice undesirable. The National Association of Broadcasters in the United States of America and the Institute of Practitioners in Advertising in the United Kingdom have declared this form of advertising totally unsuitable for use on television or otherwise. The Board has informed the licensees of commercial television stations that the use of subliminal perception techniques for advertising purposes would be a matter for which the Board would be obliged to establish standards, and that stations should not enter into any commitments on the assumption that the Board would approve this type of advertising.

PART VIII.—GENERAL—FINANCIAL ACCOUNTS OF THE BOARD.

155. In conformity with the provisions of section 28 of the *Broadcasting and Television Act 1942-1956*, a statement of the financial accounts of the Board for the year ended 30th June, 1958, together with the report of the Auditor-General as to those accounts, appears in Appendix "E" of this report.

ANNUAL DEVELOPMENT OF BROADCASTING AND TELEVISION.

156. The following table shows the progressive development in the number of broadcasting and television stations and licensed listeners and viewers since the inception of broadcasting in 1923 and television in 1956:—

Year.	Number of broadcasting stations in operation.		Number of licensed listeners.	Number of television stations in operation.		Number of licensed viewers.
	Class "A"	Class "B"		National.	Commercial.	
30th June—						
1924	1,206
	Class "A"	Class "B"				
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	2,088,793
1957	55	108	2,107,253	2	4	73,908
1958	56	108	2,137,865	2	4	291,186

In addition to the above national broadcasting stations, there were, as at 30th June, 1958, nine high frequency (short wave) transmitters providing services to listeners in remote areas.

LISTENERS' LICENCES.

158. The following table shows the various classes of broadcast listeners' licences which were current on 30th June, 1958:—

Class of Licence.	New South Wales.	Victoria.	Queensland.	South Australia.	Western Australia.	Tasmania.	Commonwealth.
Ordinary	694,230	508,525	285,587	217,124	142,271	68,142	1,915,879
Pensioners	87,715	47,817	33,065	20,723	16,648	7,384	213,352
Blind Persons	863	582	353	313	336	199	2,646
Schools	2,089	1,036	1,621	756	296	190	5,988
Total	784,897	557,960	320,626	238,916	159,551	75,915	2,137,865
Ratio to 100 of Population	21.21	20.66	22.88	26.40	22.78	22.27	21.93

The fee for a broadcast listener's licence is £2 15s. for Zone 1, which includes all places within a circle having a radius of 250 miles from a broadcasting station specified by the Board. All except 13,259 of the broadcast listeners' licences current on 30th June, 1958, were issued in Zone 1. The fee for such licences in Zone 2 is £1 8s. The fee for licences granted to certain types of pensioners is 10s. in Zone 1 and 7s. in Zone 2. Licences are granted free of charge to blind persons and schools.

VIEWERS' LICENCES.

159. The following table shows the various classes of television viewers' licences which were current on 30th June, 1958. The fee for a television viewer's licence is £5, except in the case of certain classes of pensioners who pay a licence fee of 25s. Licences are granted free of charge to blind persons and schools.

Class of Viewer.	New South Wales.	Victoria.	Tasmania.	Commonwealth.
Ordinary	138,425	143,791	43	282,259
Pensioner	4,923	3,838	..	8,761
Blind	55	68	..	123
School	19	24	..	43
Total	143,422	147,721	43	291,186

The distribution of the licences in force on 30th June, 1958, was as follows:—

	Total in Force.	Metropolitan Area.	Country Area.
New South Wales	143,422	130,412	13,010
Victoria	147,721	134,078	13,643
Tasmania	43	..	43
Total	291,186	264,490	26,696

COST OF NATIONAL BROADCASTING SERVICE AND NATIONAL TELEVISION SERVICE.

160. Expenditure on the operation of the National Broadcasting Service and the National Television Service (including both programme and technical services) during 1957-1958 was as shown hereunder.

	Broadcasting.	Television.	Total.
	£	£	£
Australian Broadcasting Commission ..	3,656,253	1,443,738	5,099,991
Technical and Other Services (provided by Postmaster-General's Department)	1,994,372	57,906	2,052,278
Audit of Accounts	5,000	..	5,000
Repairs and maintenance of buildings ..	23,089	..	23,089
Total	5,678,714	1,501,644	7,180,358

The gross expenditure of the Australian Broadcasting Commission was £5,616,985 (including £1,447,374 on television) but revenue amounting to £516,994 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 £6,788,848, viz.:—

					£
Broadcast listener's licence fees	5,370,469
Television viewer's licence fees	1,389,055
Miscellaneous	29,324
					<hr/> 6,788,848 <hr/>

In addition to the television viewer's licence fee, an excise duty of £6 is payable on every cathode ray tube used in a television receiver. The expenditure on Capital Works was £1,583,420.

ACKNOWLEDGMENTS.

161. The Board wishes to acknowledge the assistance it has received from many persons and organisations during the past year, and, in particular, it desires to thank the Superintendents (Radio) of the Postmaster-General's Department who act as the Board's State Representatives and, in that capacity, generously performed a wide range of duties on behalf of the Board; the officers of the Engineering Branch of the Department who most competently discharged many technical functions on behalf of the Board in the various States; Mr. Ian Richardson, the Civil Aviation Attache in Washington, who, with the permission of the Department of Civil Aviation, acts as the Board's representative in the United States and keeps the Board well informed of developments in the fields of broadcasting and television in that country; Mr. L. Gibson, the Chief Reporter of the Commonwealth Reporting Branch, and the officers of the Branch, who so expeditiously provided accurate transcripts of evidence given in the course of several public inquiries conducted by the Board during the year. The Board acknowledges the co-operation of the Director-General Posts and Telegraphs, the Australian Broadcasting Commission and the Australian Federation of Commercial Broadcasting Stations.

R. G. OSBORNE, Chairman.

R. B. MAIR, Member.

R. A. YEO, Member.

J. R. DARLING, Part-time Member.

R. M. WHITE, Part-time Member.

J. O'KELLY, Secretary.

1st December, 1958.

APPENDIX A.

COMMERCIAL BROADCASTING STATIONS IN OPERATION ON 30TH JUNE, 1958.

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., 62 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. Peter's Rectory, 188 Forbes-street, Darlinghurst.	126
2GB	Sydney	870	5,000	Broadcasting Station 2GB Pty. Ltd., 136-138 Phillip-street, Sydney	123½
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, Trade Hall, Goulburn-street, Sydney	125½
2SM	Sydney	1,270	5,000	Broadcasting Station 2SM Pty. Ltd., City Mutual Building, 60 Hunter-street, Sydney	121
2UE	Sydney	950	5,000	Radio 2UE Sydney Pty. Ltd., 29 Bligh-street, Sydney	168
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., Broadcast House, 123 Rusden-street, Armidale	113
2AY	Albury	1,490	2,000	Amalgamated Wireless (A/asia) Ltd., 47 York-street, Sydney	121
2BE	Bega	1,480	1,000	J. A. Kerr, Carp-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-street, Bathurst	121
2DU	Dubbo	1,250	2,000	Western Broadcasters Pty. Ltd., 45 Macquarie-street, Dubbo	124½
2GF	Grafton	1,210	D 2,000 N 1,000	Grafton Broadcasting Co. Pty. Ltd., 47 York-street, Sydney	118
2GN	Goulburn	1,380	2,000	Goulburn Broadcasting Co. Pty. Ltd., 47 York-street, Sydney	118
2GZ	Orange	990	2,000	Country Broadcasting Services Ltd., Hosking House, Hosking Place, 84½ Pitt-street, 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-street, Sydney	111
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	Radio 2KO Newcastle Pty. Ltd., C.M.L. Building, 72 Hunter-street, Newcastle	168
2LF	Young	1,340	2,000	Young Broadcasters Pty. Ltd., 24 Lovell-street, Young	117½
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, South Bowen-fells	114½
2MG	Mudgee	1,450	500	Mudgee Broadcasting Co. Pty. Ltd., c/o A. R. Walter & Co., Perry-street, Mudgee	110½
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., 56 Hunter-street, Newcastle	122½
2NX	Bolwarra	1,360	2,000	Hunter Broadcasters Pty. Ltd., 56 Hunter-street, Newcastle	122½
2NZ	Inverell	1,190	2,000	Northern Broadcasters Pty. Ltd., Hosking House, Hosking Place, 84½ Pitt-street, Sydney	117½
2PK	Parkes	1,400	2,000	Parkes Broadcasting Co. Pty. Ltd., 307 Clarinda-street, 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. Pty. Ltd., 312 Peel-street, Tamworth	119
2VM	Moree	1,530	D 2,000 N 500	Moree Broadcasting and Development Co. Ltd., 93 Balo-street, Moree	113
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	123½
2XL	Cooma	920	1,000	Cooma Broadcasters Pty. Ltd., 134 Sharp-street, Cooma	119
VICTORIA.					
<i>Metropolitan.</i>					
3AK	Melbourne	1,500	500	Melbourne Broadcasters Pty. Ltd., 262 Flinders-lane, Melbourne, C.1	80½
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	135
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	128
3XY	Melbourne	1,420	5,000	Station 3XY Pty. Ltd., c/o Messrs. Tovell & Lucas, Charter House, 4 Bank-place, Melbourne, C.1.	168

COMMERCIAL BROADCASTING STATIONS IN OPERATION ON 30TH JUNE, 1958—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—continued.					
<i>Country.</i>					
3BA ..	Ballarat ..	1,320	1,000	Ballarat Broadcasters Pty. Ltd., 56 Lydiard-street North, Ballarat ..	123
3BO ..	Bendigo ..	960	1,000	Amalgamated Wireless (A/asia) Ltd., 47 York-street, Sydney, New South Wales	124½
3CS ..	Colac ..	1,130	1,000	Colac Broadcasting Co. Pty. Ltd., 241 Murray-street, Colac ..	114
3CV ..	Maryborough ..	1,440	1,000	Central Victoria Broadcasters Pty. Ltd., "The Age" Chambers, 239 Collins-street, Melbourne, C.1	116
3GL ..	Geelong ..	1,350	1,000	Geelong Broadcasters Pty. Ltd., Little Malop-street, Geelong ..	117
3HA ..	Hamilton ..	1,000	2,000	Western Province Radio Pty. Ltd., The "Age" Chambers, 239 Collins-street, Melbourne, C.1	120½
3LK ..	Lubeck ..	1,090	2,000	The Herald and Weekly Times Ltd., 44-74 Flinders-street, Melbourne, C.1	125½
3MA ..	Mildura ..	1,470	2,000	Sunraysia Broadcasters Pty. Ltd., 22 Deakin-avenue, Mildura ..	109½
3NE ..	Wangaratta ..	1,600	D 2,000 N 1,000	Wangaratta Broadcasting Co. Pty. Ltd., Templeton-street, Wangaratta	118
3SH ..	Swan Hill ..	1,330	2,000	Swan Hill Broadcasting Co. Pty. Ltd., 125 Campbell-street, Swan Hill.	117
3SR ..	Shepparton ..	1,260	2,000	Associated Broadcasting Services Ltd., 365 Elizabeth-street, Melbourne, C.1	121
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	Associated Broadcasting Services Ltd., 365 Elizabeth-street, Melbourne	121
3YB ..	Warrnambool ..	1,210	1,000	Associated Broadcasting Services Ltd., 365 Elizabeth-street, Melbourne	118
QUEENSLAND.					
<i>Metropolitan.</i>					
4BC ..	Brisbane ..	1,120	2,000	Commonwealth Broadcasting Corporation (Qld.) 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	126
4BK ..	Brisbane ..	1,290	2,000	Queensland Newspapers Pty. Ltd., 288-298 Queen-street, Brisbane ..	126
4KQ ..	Brisbane ..	690	D 2,000 N 1,000	The Trustees R. J. J. Bukowski 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 ..	126
4AY ..	Ayr ..	960	D 2,000 N 1,000	Ayr Broadcasters Pty. Ltd., Penneys Building, 386 Flinders-street, Townsville	114½
4BU ..	Bundaberg ..	1,330	2,000	Bundaberg Broadcasters Pty. Ltd., 55 Woongarra-street, Bundaberg ..	113½
4CA ..	Cairns ..	1,010	D 2,000 N 1,000	Amalgamated Wireless (A/asia) Ltd., 47 York-street, Sydney, New South Wales	118
4GR ..	Toowoomba ..	860	2,000	Gold Radio Service Pty. Ltd., 5th Floor, T. & G. Building, Queen-street, Brisbane	122½
4GY ..	Gympie ..	1,350	D 2,000 N 500	Gympie Broadcasting Co. Ltd., Smithfield Chambers, 232 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	Central Queensland Broadcasting Corporation Pty. Ltd., 105 Eagle-street, Longreach	87½
4MB ..	Maryborough ..	1,160	2,000	Maryborough Broadcasting Co. Pty. Ltd., 5th Floor, T. & G. Building, Queen-street, Brisbane	114½
4MK ..	Mackay ..	1,380	2,000	Mackay Broadcasting Service Pty. Ltd., 38 Gordon-street, Mackay ..	113
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-street, Kingaroy ..	114½
4TO ..	Townsville ..	780	D 2,000 N 1,000	Amalgamated Wireless (A/asia) Ltd., 47 York-street, Sydney ..	121
4VL ..	Charleville ..	920	1,000	Charleville Broadcasting Co. Ltd., Radio House, Wills-street, Charleville	110½
4WK ..	Warwick ..	880	D 2,000 N 1,000	Warwick Broadcasting Co. Pty. Ltd., Palmerin-street, Warwick ..	114½
4ZR ..	Roma ..	1,480	D 2,000 N 1,000	Maranoa Broadcasting Co. Ltd., McDowall-street, Roma ..	110½
SOUTH AUSTRALIA.					
<i>Metropolitan.</i>					
5AD ..	Adelaide ..	1,310	2,000	Advertiser Newspapers Ltd., 121 King William-street, Adelaide ..	122½
5DN ..	Adelaide ..	970	2,000	Hume Broadcasters Ltd., 201 Tynte-street, North Adelaide ..	122
5KA ..	Adelaide ..	1,200	2,000	5KA Broadcasting Co. Ltd., 43 Franklin-street, Adelaide ..	168
<i>Country.</i>					
5AU ..	Port Augusta ..	1,450	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	120½
5PI ..	Crystal Brook ..	1,040	2,000	Midlands Broadcasting Services Ltd., 11 Waymouth-street, Adelaide ..	122½
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 ..	120½
WESTERN AUSTRALIA.					
<i>Metropolitan.</i>					
6IX ..	Perth ..	1,080	2,000	W.A. Broadcasters Pty. Ltd., 38 Mount's Bay-road, Perth ..	119
6KY ..	Perth ..	1,210	2,000	Westland Broadcasting Company Ltd., 17-19 James-street, Perth ..	123
6PM ..	Perth ..	1,000	2,000	6PM Broadcasters Pty. Ltd., St. George's House, 115 St. George's-terrace, Perth	117½
6PR ..	Perth ..	880	2,000	Nicholsons Ltd., 86 Barrack-street, Perth ..	121½

COMMERCIAL BROADCASTING STATIONS IN OPERATION ON 30TH JUNE, 1958—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).
WESTERN AUSTRALIA—continued.					
<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., 38 Mount's Bay-road, Perth	113
6CI	Collie	1,130	2,000	Nicholsons Ltd., 86 Barrack-street, Perth	95½
6GE	Geraldton	1,010	2,000	Great Northern Broadcasters Ltd., E.S. & A. Bank Buildings, 145 Marine-terrace, Geraldton	80
6KG	Kalgoorlie	860	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., 38 Mount's Bay-road, Perth	94½
6NA	Narrogin	920	2,000	Westland Broadcasting Company Ltd., 17-19 James-street, Perth	120
6TZ	Bunbury	960	2,000	Nicholsons Ltd., 86 Barrack-street, Perth	114½
6VA	Albany	780	2,000	Albany Broadcasters Ltd., 167 York-street, Albany	76½
6WB	Katanning	1,070	2,000	W.A. Broadcasters Pty. Ltd., 38 Mount's Bay-road, Perth	93½
TASMANIA.					
<i>Metropolitan.</i>					
7HO	Hobart	860	2,000	Commercial Broadcasters Pty. Ltd., 23 Elizabeth-street, Hobart	120
7HT	Hobart	1,080	2,000	Metropolitan Broadcasters Pty. Ltd., cnr. Elizabeth and Melville streets, Hobart	119
<i>Country.</i>					
7AD	Devonport	900	500	Northern Tasmania Broadcasters Pty. Ltd., 54 Cameron-street, Launceston	108½
7BU	Burnie	560	500	Burnie Broadcasting Service Pty. Ltd., 54 Cameron-street, Launceston	98
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	540	500	North East Tasmanian Radio Broadcasters Pty. Ltd., 54 Cameron-street, Launceston	74½

D = Day-time.
N = Night-time.

APPENDIX B.

NATIONAL BROADCASTING STATIONS IN OPERATION ON 30TH JUNE, 1958.

Call Sign.	Station.	Frequency (kc/s.).	Aerial Power (Watts).	Hours of Service per Week (to nearest Quarter Hour).
MEDIUM WAVE SERVICES.				
<i>Australian Capital Territory.</i>				
2CN	Canberra	1,540	2,000	122
2CY	Southern Tablelands Service (Canberra)	850	10,000	122½
<i>New South Wales.</i>				
<i>Metropolitan.</i>				
2BL	Sydney	740	10,000	118½
2FC	Sydney	610	10,000	122
<i>Regional.</i>				
2BA	Far South Coast Service (Bega)	810	10,000	122½
2CO	Riverina and North-East Victoria Service (Albury)	670	10,000	122½
2CR	Western Districts Service (Orange)	550	10,000	122½
2GL	New England Service (Glen Innes)	820	10,000	122½
2KP	Mid-North Coast Service (Kempsey)	680	10,000	122½
2LG	Lithgow	1,570	200	122½
2ML	Murwillumbah	560	200	122½
2NA	Newcastle	1,510	10,000	122
2NB	Broken Hill	760	1,000	122½
2NC	Newcastle	1,230	2,000	118½
2NR	Northern Rivers Service (Grafton)	700	50,000	122½
2NU	Northern Tablelands Service (Tamworth)	650	10,000	122½
2TR	Taree	720	200	122½
<i>Victoria.</i>				
<i>Metropolitan.</i>				
3AR	Melbourne	620	10,000	122
3LO	Melbourne	770	10,000	118½
<i>Regional.</i>				
3GI	Gippsland Service (Sale)	830	10,000	122½
3WL	Warrnambool	1,570	200	122½
3WV	Western Victorian Service (Horsham)	580	10,000	122½

NATIONAL BROADCASTING STATIONS IN OPERATION ON 30TH JUNE, 1958—continued.

Call Sign.	Station.	Frequency (kc/s).	Aerial Power (Watts).	Hours of Service per Week (to nearest Quarter Hour).
<i>Queensland.</i>				
Metropolitan.				
4QG	Brisbane	790	10,000	122
4QR	Brisbane	590	10,000	118½
Regional.				
4AT	Far North Queensland Service (Atherton)	600	500	122½
4GM	Gympie District Service (Gympie)	1,570	200	122½
4QA	Pioneer District Service (Mackay)	720	2,000	122½
4QB	Wide Bay District Service (Maryborough)	910	2,000	122½
4QL	Western Queensland Service (Longreach)	540	10,000	122½
4QN	Northern Queensland Service (Townsville)	630	2,000	122½
4QS	Darling Downs Service (Toowoomba)	750	10,000	122½
4QY	Far North Queensland Service (Cairns)	940	2,000	122½
4RK	Central Queensland Service (Rockhampton)	840	10,000	122½
4SO	Southport	1,590	200	122½
<i>South Australia.</i>				
Metropolitan.				
5AN	Adelaide	890	2,000	119½
5CL	Adelaide	730	5,000	122
Regional.				
5CK	Lower North Service (Port Pirie)	640	10,000	122½
5LN	Port Lincoln	1,530	200	122½
5WM	Woomera	1,580	50	122½
5MG	South-East Service (Mount Gambier)	1,580	200	122½
5MV	South Australian Upper Murray Service (Renmark)	1,590	2,000	122½
5PA	South-East Service (Penola)	1,160	2,000	122½
<i>Western Australia.</i>				
Metropolitan.				
6WF	Perth	690	5,000	122
6WN	Perth	810	10,000	118½
Regional.				
6AL	Western Australian Regional Service (Albany)	650	400	122½
6GF	Goldfields Regional Service (Kalgoorlie)	720	2,000	122½
6GN	Geraldton Regional Service (Geraldton)	830	2,000	122½
6NM	Western Australian Regional Service (Northam)	600	200	122½
6WA	Western Australian Regional Service (Wagin)	560	50,000	122½
<i>Tasmania.</i>				
Metropolitan.				
7ZL	Hobart	600	10,000	122
7ZR	Hobart	940	2,000	118½
Regional.				
7NT	North Tasmanian Service (Launceston)	710	10,000	122½
7QN	West Coast Service (Queenstown)	630	200	122½
<i>Northern Territory.</i>				
5AL	Alice Springs	1,530	50	122½
5DR	Darwin	1,500	2,000	122½
<i>Papua.</i>				
9PA	Port Moresby	1,250	500	106½

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	116½
VLT	Port Moresby, Papua	2,000	106½
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).	Transmitter Power (Watts).
Melbourne, Victoria	90.4	2,000
Sydney, New South Wales	92.1	2,000
Adelaide, South Australia	97.3	3,000
Brisbane, Queensland	91.1	1,000

APPENDIX C.

BROADCASTING PROGRAMME STANDARDS.

Determined by the Board in pursuance of the *Broadcasting and Television Act 1942-1956*.
TOGETHER WITH CERTAIN OTHER INFORMATION FOR COMMERCIAL BROADCASTING STATIONS.

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BROADCASTING PROGRAMME STANDARDS.

INTRODUCTORY.

1. 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 broadcasting stations to serve the best interests of the general public.

The Act further provides, in sub-sections (1.) and (2.) of Section 99, that—

(1) A licensee 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 are in accordance with standards determined by the Board.

(2) If the programmes broadcast from a commercial broadcasting 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 the Management Committee of the Australian Federation of Commercial Broadcasting Stations 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 of commercial broadcasting stations. In its preparation the Board has been greatly assisted by statements of standards or "Codes" prepared in other countries, and by the Standards of Broadcasting Practice issued by the Australian Federation of Commercial Broadcasting Stations.

2. Broadcasting is an accepted part of the life of the Australian community reaching as it does a great number of persons with widely varying interests in the privacy of their homes. Its capacity to provide entertainment is no less than its power to exert a strong influence on the life of the individual, particularly the young and impressionable. Broadcasting services are available to practically every person in Australia and while the selection of programmes rests with the listener it is reasonable to expect that all programmes broadcast will be of an acceptable standard and that consistent with the principle stated in the Act they should be in the best interests of the Australian community. It is the responsibility of the licensee of each commercial broadcasting station to satisfy himself as to the suitability of all programme matter to be broadcast from his station whether it is originated in the studios of that station or produced by some organization which is not under his direct control.

3. Much of what follows is necessarily of a negative nature and represents the overriding obligation of licensees to avoid those errors of taste which can give offence to sections of the public or can be harmful to the young people who make up a large part of the audience. The development of programme material and the search for new programme forms will always make great demands on the ingenuity and initiative of licensees but it is important that the principles of these

APPENDIX C—*continued.*

Standards should be fully complied with, both in the letter and in the spirit, in order to ensure a satisfactory degree of quality and acceptability in Australian broadcast programmes. Care should always be taken to avoid the presentation of matter which, by accepted social standards, is unsuitable to this medium of mass communication.

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

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

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

5. These Standards should not be regarded merely as a formal set of rules to be complied with to the letter; they must also be regarded as a practical guide to licensees to be applied in the spirit which the preceding paragraphs have endeavoured to indicate.

PART 1.—PROGRAMME STANDARDS AND PROCEDURES.

GENERAL PROGRAMME STANDARDS.

6. Fundamentally these Standards require the observance in 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 programmes, certain basic requirements must always be observed. These are—

- (a) No programme may contain any matter which is—
 - (i) blasphemous, indecent, obscene, vulgar, suggestive, or of doubtful propriety;
 - (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) Programmes which contain matter that is not generally suitable for children must not be broadcast at times when large numbers of children are likely to have access to receivers (*see* paragraphs 10 to 15).

8. In the application of the principles stated in the preceding paragraphs certain aspects of programmes require particular care—

- (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) explain any techniques of crime in such a way as to invite imitation;
 - (ii) describe in detail any form of violence or brutality;
 - (iii) are likely to incite any person to violence or anti-social behaviour;
 - (iv) deride or otherwise discredit the law and its enforcement, or significant social institutions.
- (b) Dramatic productions should not simulate the presentation of news or events in such a way as to mislead or alarm listeners.
- (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 presentation of religious rites should ensure that they are presented accurately and that the treatment of the religious dignitaries and officers in their various callings is correct and dignified.
- (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 of marital problems.
- (f) Reference to the use of intoxicating liquor, drunkenness and addiction to drugs or narcotics should be limited to the needs of the plot and characterization, and should not be presented as desirable.
- (g) Reference to mental or physical afflictions should be treated with caution, to avoid offence to sufferers of similar ailments.
- (h) While certain forms of gambling may form an accepted part of the social structure, it is undesirable to transmit dialogue, narrative, or descriptive matter which unduly emphasises betting or might tend directly to promote interest in gambling.
- (i) 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.
- (j) References 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.
- (k) The presentation of cruelty, greed, selfishness, unfair exploitation of others, and similar unworthy motivations should not be made in a favourable light.
- (l) The condoning of crime and the treatment of the commission of crime in a frivolous, cynical, or callous manner should not be permitted.
- (m) The deliberate use of horror for its own sake, and sound effects likely to cause unnecessary alarm, should not be permitted.

APPENDIX C—continued.

9. The correct use of English in all programmes is important, and the use of slang, wrong pronunciation, and bad grammar in routine announcements, advertisements, and entertainment programmes should be avoided. When special characterization is necessary the appropriate idiom and colloquialism may be employed sparingly, but intentional errors of grammar or syntax should be so treated that their nature is clearly indicated by the context. 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, the audience is likely to contain large numbers of children and young people. Programmes to be broadcast at these times should therefore be wholly suitable for children though not necessarily directed exclusively to them. 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 broadcaster should design his programmes having in mind the likely composition of the audience at these times of day. Broadcasting can be a considerable force for stimulating the interest and imagination and it is therefore important that both in respect of programmes directed to them and programmes which they may reasonably be expected to hear, children should gain impressions of a type which would be beneficial to their balanced development.

11. Special provisions have therefore been made in these Standards in respect of programmes to be broadcast during periods when large numbers of children and young persons are likely to be listening. Such programmes 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 persons of all ages, and which will not produce any undesirable effects in children;
- (b) Children's Programmes, which are specially designed for children in various age groups.

The provisions of this paragraph do not prevent the presentation of normal sporting fixtures or news bulletins during the periods to which it applies.

12. *Family Programmes.*—These must be selected and presented with great care so that parents may feel secure in allowing children to hear these programmes without supervision, and that family groups of all ages may listen with complete confidence. To ensure that this objective is achieved, it is necessary for the foregoing General Programme Standards to be scrupulously observed, and in addition for the following special provisions to 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 undesirable emotional disturbances in children.
- (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 broadcast programmes. They should be encouraged in the art of correct speech and pronunciation, and slang and incorrect English should be avoided, except when necessary for characterization, when a minimum amount of appropriate vernacular may be employed.

13. *Children's Programmes.*—Programmes specially directed to children must comply not only with the General Programme 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; adventure stories in serial form should be so concluded that no episode ends with an incident which would give rise to undesirable emotional disturbance.
- (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 honorable 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".
- (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.

14. 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 encourage the habit of reading and illustrate the pleasure and profit which can be obtained from it;
- (c) to encourage active participation in sport and an interest in hobbies; 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.

APPENDIX C—continued.

It is further recommended that music included in children's programmes should be such as to encourage in children an appreciation of quality in its composition and performance.

15. *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 are broadly those which 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. Special care should be exercised in selecting the times for broadcasting programmes of this type.

BROADCASTING OF RELIGIOUS MATTER.

16. Section 103 of the *Broadcasting and Television Act 1942-1956* 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 without charge.

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

- (a) Time should be allocated for the broadcasting of matter of a religious nature to the extent of at least one hour per 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.
- (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 broadcasting of the services or other religious matter proposed to be broadcast.
- (d) Religious programmes should be presented only by responsible persons or bodies, and should not contain statements ridiculing any form of religious belief.

BROADCASTING OF POLITICAL MATTER.

18. Sections 116 and 117 of the *Broadcasting and Television Act 1942-1956* provides, in relation to commercial broadcasting stations, as follows:—

116.—(2) a licensee shall not broadcast a dramatization 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 broadcasts election matter, he shall afford reasonable opportunities for the broadcasting 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) 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, broadcast election matter.

(5) Nothing in this section requires a licensee to broadcast 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 broadcasting.

(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.

19. After consultation with the Attorney-General's Department, the Board has prepared the following explanation of the expression “dramatization of political matter” for the guidance of licensees of both broadcasting and television stations:—

The expression “dramatization of political matter” includes any method of presentation or production of broadcast or television material dealing with a subject of a political nature which involves or includes—

- (a) a representation by means of characters (whether named or not, and whether presented visually, by still or animated cartoon or picture or otherwise, or aurally, or visually and aurally) of a past or imaginary event, speech or conversation, whether the characters portrayed are real or imaginary people;
- (b) any statement, address, or dialogue containing simulated voices.

The expression does not, however, include any visual or aural presentation of dialogue or discussion between actual persons not purporting to represent other persons, or the use of quotations or of factual pictures.

The Board, in providing this explanation, does not purport to give an authoritative ruling on the interpretation of the Act; such a ruling could only be given by a Court in the light of the actual facts of a particular presentation.

APPENDIX C—continued.

ENCOURAGEMENT OF AUSTRALIAN ARTISTS.

20. Section 114 of the *Broadcasting and Television Act 1942-1956* provides that—

- (1) licensees shall, as far as possible, use the services of Australians in the production and presentation of broadcasting programmes.
- (2) 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 Australians.
- (3) In this section "Australian" means a person who was born or is ordinarily resident in Australia.

While the provisions of sub-section (1.) may be met either by the broadcasting of live programmes or by the broadcasting of transcribed programmes in which those taking part are Australians, the use of transcriptions alone should not be regarded as a complete discharge of a licensee's obligations under this section, and each station should, to the best of its ability, also use the services of Australians who may be competent to contribute to its programme.

The provisions of sub-section (2.) may be met by the broadcasting of either live or recorded performances of music composed by Australians. It is not necessary for the performers also to be Australians. For the purpose of calculating the five per centum of time specified in the Act the following should not be taken into account as the broadcasting of music:—

- (a) music used as a regular theme;
- (b) music used for bridging purposes in dramatized and similar presentations;
- (c) music used in the form of a "singing commercial" or similar musical advertisement.

PROGRAMMES CONTAINING MATTERS OF A MEDICAL NATURE.

21. Section 122 of the *Broadcasting and Television Act 1942-1956* provides that a licensee shall not broadcast 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 broadcasting purposes (*see Appendix*).

NEWS PROGRAMMES.

22. Stations should observe the following principles in the presentation of programmes of news:—

- (a) News should be presented accurately and impartially.
- (b) Commentary and analysis should be clearly distinguished from news.
- (c) Good taste should guide the selection and presentation of news. Morbid, sensational, or alarming details not essential to factual reporting, especially in connexion with stories of crime or sex, should be avoided. News should be broadcast in such a manner as to avoid panic, unnecessary alarm, or distress to individuals. The provisions of this sub-paragraph apply particularly to news-flashes.
- (d) News or newsreel type programmes which include actual or recorded descriptions of events, or interviews, require particular care in preparation and presentation to avoid such undesirable forms of presentation as unnecessary sensationalism.
- (e) No advertising matter should be offered as news, or included in the contents of a news broadcast. This does not prevent the broadcasting of short advertisements during natural breaks between recognized sections of a news programme; but no advertisement in the form of a "story", or which could be mistaken by listeners for a news item, should be broadcast.

BROADCASTING OF SPORTING EVENTS.

23. The following rules should be observed in relation to the broadcasting of sporting events:—

- (a) All State or local laws concerning descriptions of, or the publication of information relating to, sporting events should 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 broadcast at any time 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 broadcast. This rule does not prevent the broadcasting of programmes containing forecasts and summaries of sporting events.

USE OF FOREIGN LANGUAGES.

24. The use of foreign languages in programmes should be kept to a minimum, and should be avoided in the presentation of advertisements. If a language other than English is used in a programme the matter conveyed in a foreign language should be preceded or followed by an adequate translation into English, except in the following instances:—

- (a) programmes designed for use in schools, or for other educational purposes;
- (b) brief incidental dialogue in dramatized or similar programmes where the development of the programme requires the use of a language other than English;
- (c) programmes of a national nature which are broadcast on special occasions;
- (d) periods of local emergency during which it may be beneficial to convey warnings or instructions on safety measures in one or more foreign languages as well as in English.

These rules do not apply to the performance of musical items; or to the broadcasting of religious services.

CONTESTS.

25. 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.

26. 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 summarized on the occasion of each announcement. The names of winners should be released as soon as possible after the close of the contest. The conditions of all contests must comply with the requirements of Federal and State laws.

APPENDIX C—continued.

27. All 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 organizations, should be regarded as part of, and included in, the total time allowed for advertising as set out in Part 2 of these Standards.

28. 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 hearing 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 listeners in the submission of entries which no longer have any chance of winning.

29. 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.

TIME SIGNALS AND TIME ANNOUNCEMENTS.

30. Periodical announcements of the correct local time should be made. The following rules should be observed:—

- (a) The correct time should be announced not less frequently than once in each 30 minutes period, but, a programme exceeding 30 minutes in duration may be completed without such interruption.
- (b) The correct time should be announced at the opening and closing of each transmission, and preceding each regular service programme, such as news broadcasts. Observatory time signals and public clock chimes may be broadcast at the discretion of a station, provided that such time signals should not be broadcast except on the hour, Eastern Standard Time or Western Australian Time. Stations situated in territory in which South Australian Time is observed should broadcast observatory time signals only at the equivalent of the hour, E.S.T., namely 30 minutes past the hour, S.A.T.
- (c) Frequent announcements of the time should be made during early morning sessions.
- (d) No station should radiate any signals which might be mistaken for standard time signals of the type transmitted by observatories throughout the Commonwealth.
- (e) If, at the time of broadcasting, a programme is recorded for subsequent repetition, care should be taken to avoid recording time signals or announcements which would be inaccurate during the rebroadcasts.

STATION IDENTIFICATION.

31. All broadcasting stations should identify themselves periodically, and the following practice, which will meet the requirements of aviation and other authorities, should be observed:—

- (a) The call-sign and location of each broadcasting station should be announced not less than once in each 30 minutes (on the hour and half-hour where possible) provided that a programme unit exceeding 30 minutes in duration may be completed without such interruption.
- (b) At the conclusion of a relayed programme in which another station's call-sign has been announced, each station participating in the relay should identify itself by the announcement of its own call-sign and location.

TRANSMISSION OF PERSONAL MESSAGES.

32. Messages intended primarily for individual listeners should not normally be included in broadcast 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, if 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 authorizing 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 broadcasting 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.

33. 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.

TRANSMISSION OF TELEPHONE CONVERSATIONS.

34. 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 broadcast programme unless, in special circumstances, permission has been granted by the Board in consultation with the Postmaster-General's Department, and agreement has been obtained from all parties to the conversation.

PART 2.—ADVERTISING STANDARDS.

GENERAL ADVERTISING STANDARDS.

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

- (1.) Subject to this Act, a licensee may broadcast advertisements.
- (2.) A licensee intending to broadcast 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 broadcasting of advertisements.
- (5.) A licensee shall not broadcast advertisements on a Sunday except in such manner and in accordance with such conditions as the Board determines.

APPENDIX C—continued.

As was pointed out in paragraph 2 of these Programme Standards, broadcast programmes 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 strictly truthful, all advertising matter which is broadcast should comply with the General Programme Standards set out in preceding paragraphs and be generally acceptable for reception in the home. Methods suitable for other media may be unsatisfactory for broadcasting, 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.

36. It is the responsibility of licensees to ensure that the following standards are observed in the preparation and broadcasting of all advertising matter:—

- (a) The content, presentation and placement of all advertising matter must comply with the General Programme Standards. Great care should be exercised in respect of advertisements to be broadcast during times when large numbers of children or adolescents may be likely to be listening. All advertisements broadcast during such periods must conform to the principles stated in paragraphs 10, 11, 12, 13 and 15, and must especially avoid taking advantage of the natural credulity and sense of loyalty of children, or arousing false hopes in their minds.
- (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 urgency 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 occurs.
- (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 to 54 of these Standards.
- (e) Advertisements containing political matter are subject to the provisions of sections 116 and 117 of the *Broadcasting and Television Act 1942-1956* (see paragraphs 18 and 19).
- (f) The simulation of voices of real persons should be avoided unless permission has been obtained from the person whose voice it is proposed to simulate.

ACCEPTABILITY OF ADVERTISING MATTER.

37. In the application of sub-section (3.) 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 broadcasting 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 audience may be expected to include a large proportion of children and young people. Such advertisements should not be broadcast on Sundays. Licensees should ensure that all liquor advertising and especially that associated with sporting events (when large numbers of adolescents may be listening) 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 listened to in the family circle, great discretion and care should be applied in the acceptance and presentation of advertisements of such products. Products or services 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 broadcast. Such advertisements should not be broadcast in proximity to children's session, at times when the audience may be expected to include a large proportion of children and young people, nor at any time on Sunday; and should be presented in good taste and with restraint. Advertisements soliciting business concerning forecasts or results of sporting events should not be broadcast.
- (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.
- (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. 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.
- (k) Direct or indirect advertisements relating to lotteries, or any information concerning them, may be broadcast only if it is permissible to publish such an advertisement under the law of the State in which the station broadcasting the advertisement is situated.
- (l) No advertising matter should be associated with any actuality programme in which the principal interest centres around a public appearance of any member of the Royal Family.

APPENDIX C—continued.

ADVERTISING TIME STANDARDS.

38. For the purpose of calculating the amount of time occupied by advertising matter this expression includes—

- (a) all words relating to goods and services whether in the form of a direct advertisement, a slogan, a description, or any other identifiable reference in the course of the programme to any goods or services included in the programme whether of the advertiser or not; and
- (b) all music and sound effects associated with such advertisements.

In programmes containing information which purports to have general application but which in practice refers only to the goods or services of the advertiser whose name is associated with that part of the programme, the time occupied by the broadcasting of such information shall be regarded as time occupied by advertising matter.

39. *Weekday Advertising.*—The following standards shall apply to the broadcasting of advertisements from a commercial broadcasting station on any day except Sunday, Christmas Day, and Good Friday.

40. In programmes which are sponsored the time devoted to all advertising matter should not exceed the following periods:—

- (a) in programmes exceeding fifteen minutes in duration, a period calculated at the rate of two minutes in each fifteen minutes of programme, or part thereof;
- (b) in programmes not exceeding fifteen minutes in duration, the following periods:—
 - In a 5 minute programme, 1 minute.
 - In a 7½ minute programme, 1½ minutes.
 - In a 10 minute programme, 2 minutes.
 - In a 15 minute programme, 2½ minutes.

41. Spot advertisements may be included in any programme period set aside for the purpose of broadcasting such advertisements but should be distributed at reasonable intervals throughout the programme, having regard to the entertainment or service to be provided during the period.

42. Not more than 30 per centum of any programme period during which spot advertisements are broadcast may be devoted to advertising matter; and not more than eighteen minutes may be so occupied in any period of 60 minutes.

43. The following time and wordage standards should be observed in respect of spot advertisements:—

Type of Advertisement.	Maximum Time or Number of Words for Complete Presentation of Advertisement.
25 word advertisement	15 seconds
50 word advertisement	25 seconds
100 word advertisement	45 seconds
1 minute advertisement	140 words

44. Spot advertisements may be broadcast in groups, if each advertisement complies with these Standards, and if no group exceeds 1½ minutes in duration.

45. Paragraphs 40, 42, 43 and 44 do not apply to programmes which take the form of a shopping guide, market information, or similar matter and so provide a special service to listeners in which advertisements provide an informative and integral part of the programme content; but

- (a) the time occupied by any single advertising announcement should not exceed one minute;
- (b) not more than nine hours in any period of seven days should be devoted to such programmes.

46. *Sunday Advertising.*—The standards set out in the following paragraphs shall apply to advertisements broadcast on Sundays.

47. Advertisements may be included in a sponsored session, but the time devoted to advertising matter in such a session shall not exceed ten per centum of the total time occupied by the session, and the number of advertising announcements shall not exceed two in any period of fifteen minutes.

48. Spot announcements may be broadcast, but, except as expressly provided in paragraph 53, the total time occupied by such announcements shall not exceed six minutes in any period of one hour. Not more than two groups of advertisements shall be included in any one period of fifteen minutes.

49. The price of any article or service shall not be mentioned more than once in each advertisement relating to that article or service.

50. No advertisements relating to alcoholic liquor shall be broadcast.

51. Advertisements (other than opening and closing announcements) shall not be broadcast during any part of a sponsored session which is devoted to the broadcasting of Divine Worship or other matter of a religious nature. Opening and closing announcements in respect of such a session shall not contain any reference to the price of any goods or services.

52. Spot advertisements shall not be broadcast during a session which is devoted to the broadcasting of Divine Worship or other matter of a religious nature.

53. A session containing a group of advertisements, in the form of a shopping guide, may be broadcast at any time, not later than 6 p.m., provided that—

- (a) the time occupied by such session does not exceed fifteen minutes;
- (b) the time occupied by any single advertising announcement in such session does not exceed one minute in duration; and
- (c) the session is not broadcast between 11 a.m. and 12.15 p.m., or such other period as is usually accepted by the majority of Churches in the area served by the station as the hour for holding Divine Worship.

APPENDIX C—*continued.*

54. Advertisements which are broadcast on Sunday should be presented in good taste, with discretion, and as unobtrusively as possible. Repetition and sensational presentation should be avoided, especially in statements relating to prices. Advertising matter relating to medical and toilet preparations should be kept strictly within the bounds of good taste.

55. *Advertising on Christmas Day and Good Friday.*—If advertisements are broadcast on Christmas Day or Good Friday they should be selected and presented with discretion, and the standards for advertising on Sundays (paragraphs 46–54) should be observed.

ADVERTISING OF MEDICINES.

56. Section 100 of the *Broadcasting and Television Act 1942–56* provides that a licensee shall not broadcast an advertisement relating to a 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 authorized delegates.

57. 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.

PART 3—MISCELLANEOUS.

PROHIBITED PROGRAMME MATTER.

58. The Postmaster-General, in exercise of powers conferred on him by the *Broadcasting Act 1942*, issued in 1946 a direction to the licensees of commercial broadcasting stations requiring them to refrain from broadcasting any talks relating to sex matters or venereal disease. This direction is still in force.

PERIODS OF OPERATION.

59. Paragraph (c) of sub-section (3) of section 16 of the Act provides that the Board shall have power to determine the hours during which programmes may be broadcast. The following procedure should be observed by licensees in connection with the variation of hours of service:—

- (a) In the case of a proposal to vary the hours of service permanently, an application for permission to do so should be addressed to the Board's Representative in the capital city of the State in which the station is located. The application, which should be made well in advance, should include a full schedule of the proposed hours of service, and the date on which it is desired to commence the new schedule.
- (b) In the case of a proposal to vary the hours of service temporarily, where the need for such a variation is known well in advance of the date concerned, application should be made to the Board's Representative in the capital city of the State in which the station is located. The application should include details of the proposed altered hours of operation and the date or dates affected, as well as the reason for the proposed variation.
- (c) In an emergency, such as local or district flooding, bushfires or on other occasions on which it is desirable for special matter to be broadcast at short notice, notification of proposed temporary alterations of hours of service should be given to the Board's State Representative in advance, or if this is not possible, such notification should be given with the minimum of delay after the event. In all cases of such emergency variations, the State Representative should be subsequently informed of the actual hours of service observed during the period of emergency.

APPENDIX.

TO THE BROADCASTING PROGRAMME STANDARDS
OF THE
AUSTRALIAN BROADCASTING CONTROL BOARD.

COMMONWEALTH DEPARTMENT OF HEALTH.

NOTES ON CENSORSHIP OF MATTERS OF A MEDICAL NATURE

UNDER THE PROVISIONS OF THE

Broadcasting and Television Act 1942-1956.

NOTES FOR ADVERTISING AGENCIES AND OTHERS WHO PREPARE MEDICAL ADVERTISEMENTS OR TALKS ON MEDICAL SUBJECTS FOR BROADCASTING OR TELEVISION PURPOSES.

The control of advertising matter 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 122.—(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.

APPENDIX C—continued.

Experience has shown that considerable difficulties will be avoided by the publication of a guide to 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 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.

CENSORSHIP OF ADVERTISEMENTS BY DIRECTOR-GENERAL OF HEALTH.

Is required for—

- Mixtures, powders, tablets, lozenges or any product to be taken by mouth for therapeutic use.
- Drops or paints, such as eye, ear or nose drops, throat paint, &c.
- Ointments, cream, pastes or powders for therapeutic use externally.
- Liniments or any product to be rubbed on.
- Injections.
- Tooth paste or any type of dentifrice claiming cure of decay or mouth conditions.
- Hair restorers.
- Antiseptic or disinfecting tablets, lotions, gargles or dressings—as applied to the human patient.
- Slimming or weight reducing measures.
- Foods which claim to assist "regularity" or other health problems.

But is Not Required for—

- Beauty Creams.
- Depilatories.
- Baby Powders or Talc Powders.
- Sterilizing agents for false teeth.
- Antiseptics or disinfectants, as applied to floors, walls, &c.
- Deodorants.
- Foods which claim only to provide a balanced diet or to give calorific value.

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 dramatizes distress or morbid situations involving ailments or sickness or which conveys the suggestion that harmful consequences may result from the medicine not being used. No spoken or pictorial representation of vivisection will be allowed.

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 of 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, gastric ulcer, varicose veins, gallstones, high or low blood pressure or diseased arteries, apoplexy or "stroke"; lupus, paralysis, hernia or rupture;
- (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.

APPENDIX C—continued.

15. In the case of any preparations 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 milligrammes) 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 the 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—

"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".
 "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 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 or set 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) Broadcasting 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 form 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 finalized.
 (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 D.

STANDARDS

FOR THE
AUSTRALIAN TELEVISION SERVICE.

Determined by the Australian Broadcasting Control Board in pursuance of the *Broadcasting and Television Act 1942-1956.*

4TH NOVEMBER, 1957.

STANDARDS FOR THE AUSTRALIAN TELEVISION SERVICE.

THE TELEVISION CHANNELS.

CHANNEL WIDTH—

The width of the standard television channel shall be 7 megacycles per second.

LOCATION OF THE CARRIERS WITHIN THE CHANNEL—

The unmodulated sound carrier shall be 0.25 megacycles per second below the upper frequency limit of the channel and the picture carrier 1.25 megacycles per second above the lower limit, so that the carriers are spaced 5.5 megacycles per second apart.

PICTURE TRANSMISSION AMPLITUDE CHARACTERISTIC—

Vestigial sideband transmission shall be used, and the maximum amplitude versus frequency characteristic of the radiated picture signal shall be as shown in Drawing No. ZC-9, Sheet 2, Issue 1, attached to these Standards.

SCANNING SPECIFICATIONS.

NUMBER OF LINES AND INTERLACING—

The standard number of scanning lines per picture shall be 625 interlaced two to one. The radiated signal shall be monochrome.

PICTURE AND FIELD FREQUENCIES—

The picture frequency of the radiated signal shall be 25 per second and the field frequency shall be 50 per second non-synchronous with the power mains supply and held to the appropriate sub-multiple of the line frequency (625 and 312.5 respectively).

ASPECT RATIO—

The standard aspect ratio of the transmitted television picture shall be four units horizontally to three units vertically

SCANNING ORDER—

During active scanning intervals, the scene shall be scanned from left to right horizontally and from top to bottom vertically at uniform velocities.

PICTURE SIGNAL MODULATION.

TYPE OF MODULATION—

The carrier within a single television channel with both picture and synchronizing signals shall be amplitude modulated, the synchronizing and picture modulation occurring alternately on a time division basis in accordance with Drawing No. ZC-9, Sheet 1, Issue 3 attached to these Standards. The waveform shown in the Drawing ZC-9, Sheet 1, represents the output from a standard monitor (preserving zero carrier level) connected to the transmitter output after the vestigial sideband filter. The standard monitor shall have an amplitude characteristic flat to 5 Mc/s, and a phase characteristic which shall have a constant group delay at low and medium video frequencies and an increased delay at high video frequencies equal to that of a single section, all pass network having a maximum delay at 5.5 Mc/s and a delay at 4.5 Mc/s of 120 milli microseconds.

POLARITY OF MODULATION—

Negative modulation shall be employed; that is, a decrease in initial light intensity shall cause an increase in radiated power.

BRIGHTNESS CHARACTERISTIC—

The black level shall be represented by a definite carrier level independent of light and shade in the picture.

The transmitter output shall vary in the opposite sense to the brightness of the subject, substantially in accordance with a power law of less than unity, and with an approximate gamma 0.5.

PERCENTAGE MODULATION OF BLANKING AND BLACK LEVELS—

The transmitter shall transmit the blanking level at 75 per cent. of the peak carrier amplitude, with a tolerance of 2.5 per cent. of the peak carrier amplitude.

The black level shall be separated from the blanking level by the set-up interval of 7.5 per cent. \pm 2.5 per cent. of the picture signal range from blanking to white level, corresponding to an interval of 3 to 6.5 per cent. of peak carrier amplitude.

LINE FREQUENCY—

The line frequency shall be maintained at 15,625 cycles per second \pm 0.1 per cent.

WHITE LEVEL—

In the modulation of the picture transmitter, the radio frequency signal amplitude for the maximum white shall not exceed 15 per cent. nor be less than 10 per cent. of the maximum carrier amplitude.

SOUND SIGNAL MODULATION.

TYPE OF MODULATION—

Frequency modulation shall be used for the television sound transmission.

MODULATION BAND AND PRE-EMPHASIS CHARACTERISTIC—

The transmitter shall be capable of operating with modulation frequencies between 30 cycles per second and 15,000 cycles per second.

Pre-emphasis shall be employed in the sound transmitter in accordance with the impedance-frequency characteristic of a series inductance resistance network having a time constant of 50 micro-seconds.

FREQUENCY DEVIATION—

In the sound transmitter, the deviation for full modulation shall be ± 50 kilocycles per second.

TRANSMITTER CHARACTERISTICS.

POLARIZATION OF RADIATED SIGNAL—

The radiated signals from both sound and picture transmitters shall be horizontally polarized, except in special cases.

POWER OUTPUT—

The ratio of peak power output of the picture transmitter to mean power output of the sound transmitter shall be five to one.

FREQUENCY RESPONSE OF PICTURE TRANSMITTER—

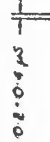
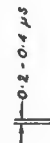
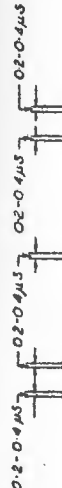
The overall frequency response of the picture transmitter shall be within the limits of the demodulated output specified in Drawing No. ZC-9, Sheet 3, Issue 2, attached to these Standards, from the transmitter input to the output of the vestigial sideband filter.

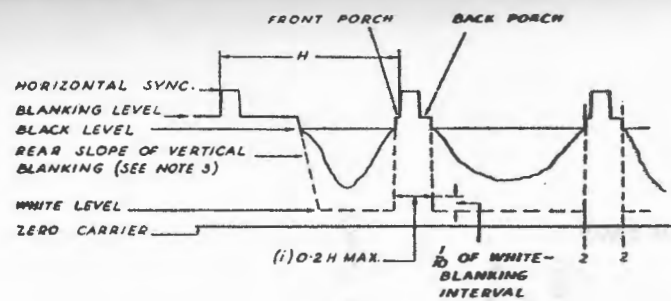
FREQUENCY RESPONSE OF SOUND TRANSMITTER—

The frequency response of the sound system from microphone output to sound transmitter output shall be within the limits set out in Drawing ZC-9, Sheet 4, Issue 1, attached to these Standards.

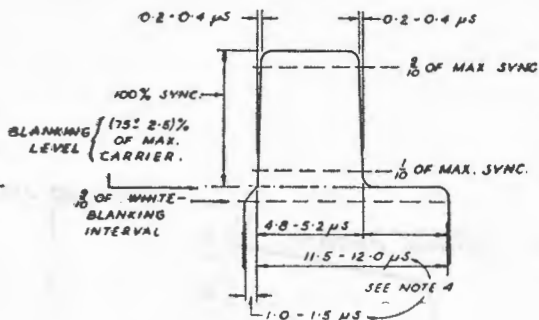
PHASE MODULATION OF PICTURE TRANSMITTER—

The picture transmitter shall be suitable for use with the inter-carrier type of receiver. The phase modulation of the transmitted picture shall be such that noise in an ideal inter-carrier receiver with de-emphasis due to this modulation is at least 46 db. below the level corresponding to maximum modulation for modulating frequencies in the range 30 to 15,000 cycles per second.

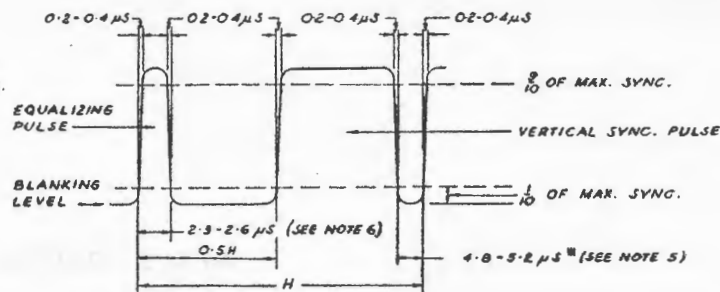




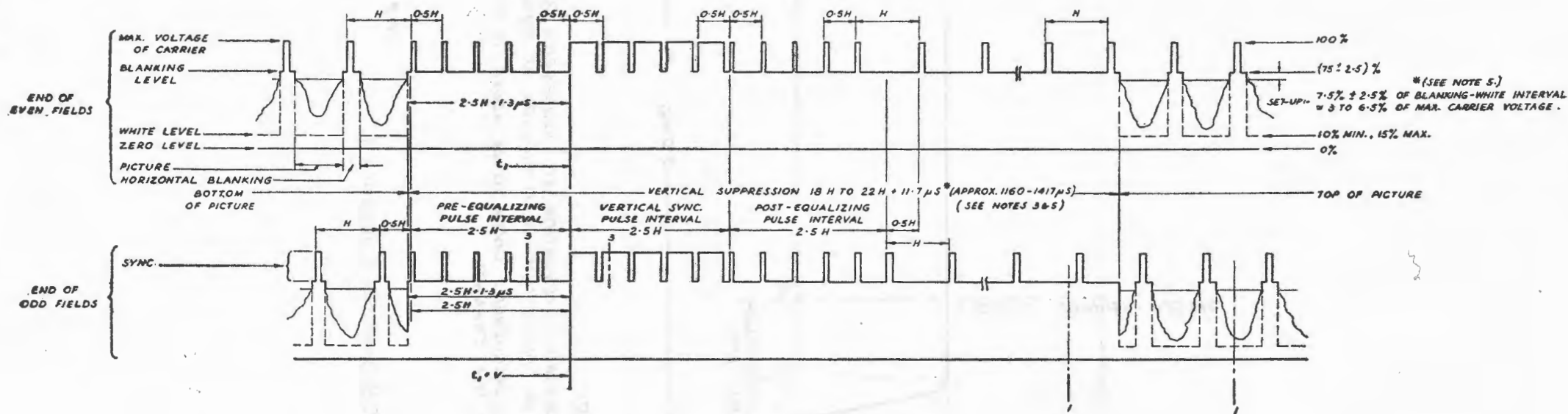
DETAILS OF 1-1



DETAILS OF 2-2

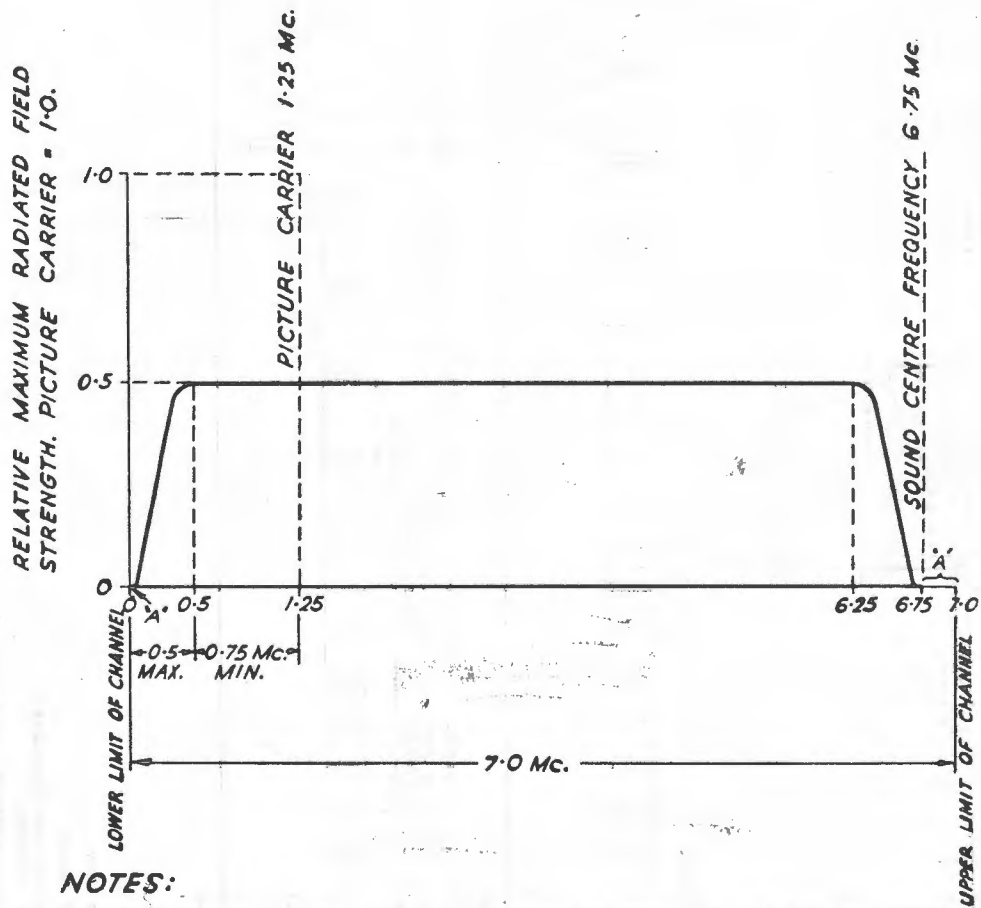


DETAILS OF 3-3



NOTES

1. H = TIME FROM START OF ONE LINE TO START OF NEXT LINE.
2. V = TIME FROM START OF ONE FIELD TO START OF NEXT FIELD.
3. LEADING & TRAILING EDGES OF VERTICAL BLANKING SHOULD BE COMPLETE IN LESS THAN 0.1 H. (10% - 90% OF BLANKING-WHITE INTERVAL).
4. TIME OF RISE AND TRAILING EDGES OF HORIZONTAL BLANKING PULSES 0.2-0.4 μs (10% - 90% OF BLANKING-WHITE INTERVAL).
5. DIMENSIONS MARKED WITH AN ASTERISK INDICATE THAT TOLERANCES GIVEN ARE PERMITTED ONLY FOR LONG TIME VARIATIONS, & NOT FOR SUCCESSIVE CYCLES.
6. EQUALIZING PULSE AREA SHALL BE BETWEEN 0.45 & 0.5 OF THE AREA OF A HORIZONTAL SYNC PULSE.
7. THE VALUES OF H & V SHOULD NOT VARY BY MORE THAN ± 0.1% FROM THE ASSIGNED VALUES.

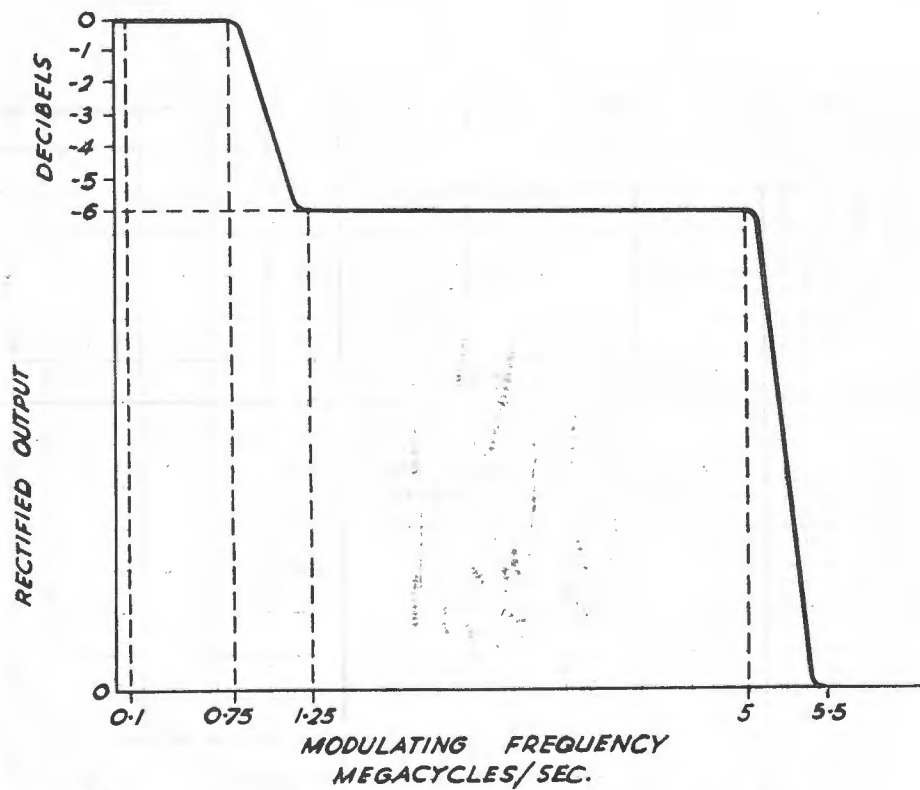


NOTES:

1. SIDEBAND ATTENUATION AT FREQUENCIES λ^* TO BE AT LEAST 20 db. GREATER THAN THE ATTENUATION AT FREQUENCY 1.15 Mc.
2. ALL FREQUENCIES GIVEN TO BE ADDED TO THE LOWER LIMIT OF THE CHANNEL.

DRAWING NOT TO SCALE.

Drawing No. ZC-9, Sheet No. 2, Issue No. 1.

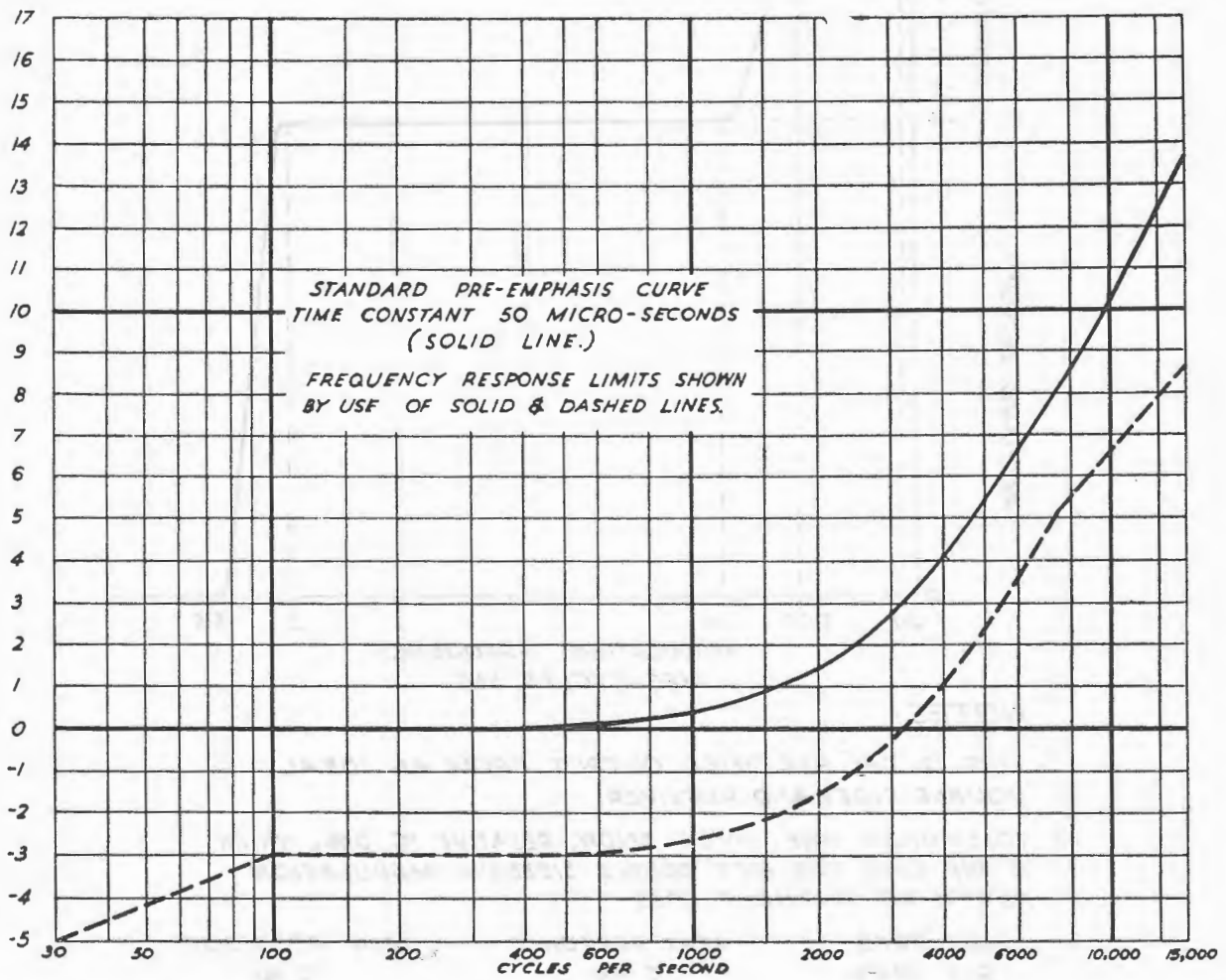


NOTES:

1. THIS IS THE RECTIFIED OUTPUT FROM AN IDEAL DOUBLE SIDEBAND RECEIVER.
2. TOLERANCES ARE GIVEN BELOW, RELATIVE TO 0db, WHICH IS THE CASE FOR 100% DOUBLE SIDEBAND MODULATION RECTIFIED WITHOUT LOSS.

MOD. FREQ.	MAX. RESPONSE	MIN. RESPONSE
0.5 Mc/s.	0 db	-2 db
1.25 "	-5 "	-8 "
2.5 "	-5 "	-8 "
4.0 "	-5 "	-10 "
5.0 "	-6 "	-11 "

Drawing No. ZC-9, Sheet No. 3, Issue No. 2.



Drawing No. ZC-9, Sheet No. 4, Issue No. 1.

APPENDIX E.

AUSTRALIAN BROADCASTING CONTROL BOARD.
STATEMENT OF EXPENDITURE FOR YEAR ENDED 30TH JUNE, 1958.

1956-57.	—	1957-58.
	<i>Salaries and Wages.</i>	
£		£
68,922	Salaries	85,034
2,612	Temporary Assistance	2,519
1,374	Extra Duty Pay	884
72,908		88,437
	<i>General Expenses.</i>	
7,432	Travelling and Subsistence	6,741
2,068	Office Requisites	2,280
2,548	Postage, Telephones, &c... .. .	2,816
5,630	Programme Research and Library	8,641
33,513	Payments to Post Office for Station Inspections, Observations, &c.	28,395
..	Repairs and Maintenance	505
4,490	Incidental and other Expenditure	12,164
55,681		61,542
	<i>Stores and Materials.</i>	
20,047	Technical Equipment	25,479
148,636	Total	175,458

J. O'KELLY, Secretary.

5th August, 1958.

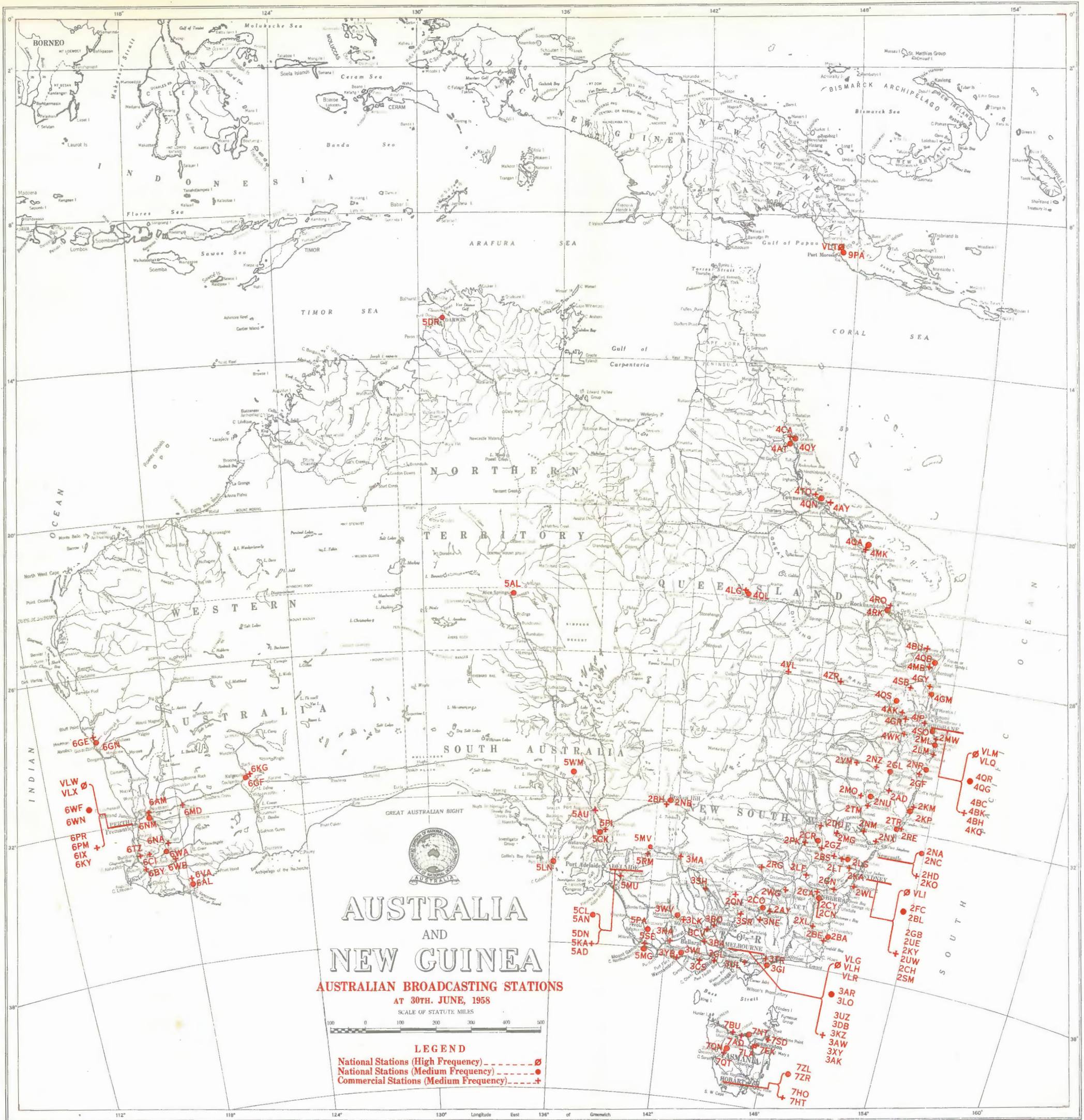
R. G. OSBORNE, Chairman.

5th August, 1958.

The above statement has been examined and is in agreement with the books. In my opinion it is a correct statement of the expenditure of the Australian Broadcasting Control Board for the year ended 30th June, 1958.

H. C. NEWMAN,
Auditor-General for the Commonwealth.

8th August, 1958.



**AUSTRALIA
AND
NEW GUINEA**

AUSTRALIAN BROADCASTING STATIONS

AT 30TH. JUNE, 1958

SCALE OF STATUTE MILES



LEGEND

- National Stations (High Frequency) --- ○ ---
- National Stations (Medium Frequency) --- ● ---
- Commercial Stations (Medium Frequency) --- + ---