

ABC Independence & integrity

Senators, you are reviewing our ABC

I feel strongly about program trends I see over the last few years that are changing the basic nature of what I believe it is there for.

If I want "commercial" programs I have many stations to choose from, the ABC is unique. The ABC is supposed to be adv free, but with an avalanche of "program promotions" this is simply not true.

Although the ABC management say they are not chasing ratings, blind freddy can see that they are. Perhaps the KPI's for managers have included program popularity /viewer numbers!

As an input please accept this information from a liberal senior citizen.

My viewing has gone from an 80/20 ABC/SBS to 40/5.

SBS introduced inane/frequent ads without ANY improvement in either content or choice, there is a lesson in this. I am sure that a review of SBS top staff salaries over the past 4 years would make interesting reading.

In gaining marginal viewing audiences you are losing your key customers, and as you know about voting patterns it is very hard to get them back, and, ABC viewers are thinkers and vocal.

Give the ABC the money to stick to it's charter and make it independent of political tinkering. Measuring success in this business is very difficult but not impossible, after all it is done in many advanced countries. Have a good look at how They do it.

Regards,  
John Daley