

Holmes, Janet (REPS)

From: Angelos Frangopoulos [afrangop@hotmail.com]
Sent: Sunday, 24 September 2000 11:41 PM
To: cta.reps@aph.gov.au
Subject: Local Content on Regional & Rural Local Radio

I welcome the decision by the House Communications Committee to look into this worrying trend in regional and rural radio.

Since the late 1980's the consolidation of ownership of regional radio stations has led to networking of radio content. This has been a total disaster for country radio audiences. More radio stations via supplementary licences may have increased variety - but the quality and most importantly the relevance to the communities those radio stations are meant to serve has suffered. Radio is an important means of communication within a community - a networked feed from Sydney or another centre does not and cannot serve the needs of communities from Bega to Tweed Heads.

Radio station proprietors appear to be able to maintain local content in advertising - but not in programming that is relevant to its audience.

I would like to suggest:

1. Minimum local content levels for ALL radio stations - including any supplementary licences.
2. Mandatory local news and community programming.
3. That any development of digital radio services be legislated to include local content.
4. Local content would then create more local jobs in this important industry.

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