

The Secretary  
Senate Standing  
Committee on the Environment  
Communications and the Arts

1<sup>st</sup> May 2008

Dear Sir/Madam

I have deep concerns relating to the deterioration of the content of programming that is appearing on television. What has made this worse is that content whether it be sexual, bad language or violence, is being broadcast in timeslots normally reserved for family viewing. Channel nine recently saw fit to show a picture of the naked body of the current French Prime Ministers wife sold in some auction for 35 000 dollars in their six o'clock prime time news slot. There was no warning, she just appeared there for all to see. Young children included. The 8.30pm slot normally reserved for programs that may have a classification rating M are frequently being presented with gruesome scenes and narratives involving extreme brutality and suffering. These programs are rated M but arguably should be classified with a M15+. I believe the M category programs have to wide a spectrum ranging from content that is suitable for young teenagers to content that includes fowl language and graphic sex scenes. Any program that includes any form of nudity or sex scene should be classified M15+. The "f" word frequently used, normally would also carry a M15+ rating but is frequently appearing in programs with an M rating. The scheduling of programs needs far greater regulation. This would enable parents to provide far greater protection for there unsuspecting children. Clearly broadcasters can not be trusted with any form of self regulation so therefore it is up to government to do it.

The present complaints mechanism is very much flawed with little or no transparency and practically no accountability. It is difficult to access and understand with most people having no idea how to go about it. The process of having to make complaints to a broadcaster first and then giving them 60 days to respond is to say the least ineffective. Viewers should be able to make complaints directly to the ACMA. This would speed up the process significantly. So far the ACMA has had little effect on broadcasters who appear to be consistently breaching the code of practice. There reluctance to offer any form of criticism or penalty toward the broadcasters is giving them the opportunity to effectively to do what they like. Broadcaster should be forced to act with social responsibility and take far greater precautions to protect children from the exposure of sex and violence at early ages. The sexualization of the media is occurring at a rapid rate with programs such as cooking, news, game and current affair all being laced with provocativeness and innuendo. Even programs that are suitable for general viewing have to be watched with a great deal of caution due to the unsuitable advertisements that occur within them.

Yours sincerely Kevin Hogan