

Edward O'Brien

2 May 2008

Re Senate Inquiry into the Effectiveness of the Broadcasting Codes of Practice

My submission relates to points, the effectiveness of the current classification standards and encompasses point 4, other related matters.

I would specifically like to draw attention to advertisements for programs containing violence or sexy city scenes during young family viewing. For example I do not believe it is appropriate to preview images of violently murdered bodies from a CSI type program that will be later screened at 9.30pm while I am watching about homes and gardens at say 6.30pm.

I accept the argument that if I don't like Gordon Ramsay swearing his head off, I choose another channel, watch a DVD or turn the tube off. It is difficult to turn off the tube not knowing the content of the 15 second previews while watching a program about how to build a dog shed.

Consequently I would recommend that either the imagery of the previews be screened at the hour appropriate to the classification of the program or all imagery and audio appropriate to the classification of the program be removed with promotional material selected to match the classification of the program currently screening.

Best wishes

Ed O'Brien