



Canberra FM Radio Pty Ltd

Manager for a
joint venture between

Austereo Pty Ltd
& Capital City
Broadcasters
Pty Ltd

13 May 2008

ACN: 074 733 823
ABN: 35 485 579 727

Dr Ian Holland
Committee Secretary
Standing Committee on Environment, Communications
and the Arts
Department of the Senate
PO Box 6100
Parliament House
CANBERRA ACT 2600

Dear Dr Holland

Inquiry into Effectiveness of Broadcasting Code of Practice

I refer to your letter of 7 May 2008 regarding the inquiry into the effectiveness of Broadcasting Codes of Practice.

MIX 106.3 Canberra has had an opportunity to read the submission by Commercial Radio Australia (CRA) on this issue. As you would be aware, CRA is the representative body for the commercial radio industry. MIX 106.3 supports the submission by CRA.

We would also note that:

- the Broadcasting Codes of Practice are part of a co-regulatory model that has worked well in broadcasting since 1992.
- commercial broadcasters rely on audiences to generate advertising revenue and therefore tend to be responsive to audience opinion and complaint. However, if they are not, the co-regulatory model provides for escalation of complaints to the ACMA
- the particular complaint made about MIX 106.3 by the Australian Christian Lobby relates to a discussion of Big Brother contestants which was broadcast by Network Ten. As you would be aware, Big Brother is a program aimed at an adult audience in which contestants voluntarily submit themselves to a "hothouse" environment in which their personal traits are put under scrutiny. As is evident from the complaint itself, the conversation did not sexualise the person involved. Instead, the discussion was of a particular physical attribute, in the same that height, weight or another attribute is discussed on such programs. Contrary to the complaint, the discussion was in context, in that there had been a discussion of large breast size on Big Brother.



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- MIX 106.3 is a program targeting an adult audience. MIX 106.3 does not believe that the comments in question were offensive to the reasonable listener of the program, but if a group such as the Australian Christian lobby has a contrary view, both the Commercial Radio Code of Practice and the ACMA provide ample avenues for their views to be considered.

Yours sincerely

Eoghan O'Byrne
General Manager
Canberra FM Radio