

MURDOCH RESEARCH REPOSITORY

http://researchrepository.murdoch.edu.au

This is the author's final version of the work, as accepted for publication following peer review but without the publisher's layout or pagination.

Josephi, B., Phillips, G. and Businoska, A. (2005) Localism and networking: a radio news case study.

Media International Australia (117). pp. 121-136.

http://researchrepository.murdoch.edu.au/4921

It is posted here for your personal use. No further distribution is permitted.

LOCALISM AND NETWORKING: A RADIO NEWS CASE STUDY

Beate Josephi, Gail Phillips and Angela Businoska

Abstract

The Broadcasting Services Act 1992 ushered in a new hands-off approach by government which, in the case of radio, permitted commercial broadcasters to double their investments in individual markets through the two-station policy while removing any onerous commitments to local content. Since then, there has been concern about the flow-on effect this may have had, with Peter Collingwood's 1997 study of commercial radio confirming that levels of local content were reducing as levels of networked content were increasing. He bemoaned the fact that a by-product of the self-regulatory regime was a reduction in the amount of publicly available information against which performance could be gauged. Since 1992, only one detailed study of local radio news has been done, Graeme Tumer's 1996 examination of radio and television news in the Brisbane market. Now a parallel study has been conducted in Perth, giving an insight into localism and networking six years later.

In his 1997 research paper on commercial radio, Peter Collingwood expressed his concern about the impact of deregulation on the Australian radio market. The *Broadcasting Services Act* 1992 ushered in a new hands-off approach by government which permitted commercial broadcasters to double their investments in individual markets through the two-station policy while removing any onerous commitments to local content. Five years down the track, in 1997, Collingwood observed reduced levels of localism and increased levels of networking, and noted in particular 'a diminution of local news services, especially in regional areas' and 'a radical reduction in the employment of journalists in radio'. He observed as a key trend:

closures of newsrooms in all metropolitan markets and the consolidation of news resources into a few stations; the remaining services have then become news service providers for the stations which have closed theirs (1997: 26).

The federal government's 2000 inquiry into regional radio, while focusing on non-metropolitan services, highlighted the risk that 'an increasing degree of networked, pre-recorded, automated and syndicated programming' might result in 'fewer local voices' (ABA, 2000: vi). A year later, the Australian Broadcasting Authority (ABA)'s *Sources of News and Current Affairs* study confirmed that, in radio:

Major groups including Austereo, Skyradio, ARN, DMG and RG Capital Radio rely on syndication of news and current affairs for economies of scale. (2001: 158)

Its conclusions were based on information gathered from journalists rather than an examination of the news product itself. In the years since 1992, there has been just one content study into radio news: Graeme Turner's 1996 Brisbane-based comparative analysis of the public broadcasting and commercial radio and television news services. Since that time, no other studies have been done and in 1999 Collingwood bemoaned the fact that 'once commercial radio was deregulated, publicly available information about the industry's performance was lost ... we have quite a lot of "before" information, but hardly any "after" (1999: 11).

A study undertaken in Perth in 2002 provides some new information to fill this void. Like Turner's study, it involves a comparison of the newsroom inputs and outputs in the public broadcasting and commercial sectors. While Turner examined both radio and television, the Perth study involved radio alone, comparing the local metropolitan ABC station (720 ABC Perth) with its main commercial competitor 6PR, part of the Southern Cross Network. The results throw an interesting light on the role of the networks in local radio news.

Localism and networking in news

The news media fulfil a vital role in delivering information to the public. The importance of local content in news was acknowledged even in the brave new deregulated world ushered in by the Broadcasting Services Authority (BSA) in 1992, where one of the objects of the Act was:

To encourage providers of commercial and community broadcasting services to be responsive to the need for a fair and accurate coverage of matters of public interest and for an appropriate coverage of matters of local significance. (1992: 1)

For radio, where the success of the service 'depends on how much it resonates with its target audience' (Phillips and Lindgren, 2002: 95), localism has always been a strong selling point. As Shingler and Wieringa (1998) note, this is even more relevant in the modern media environment:

With the increasing fragmentation of the radio industry and the steady growth in competition, it has become essential (an economic necessity) for radio stations to target specific audiences, to 'find a niche', and to achieve greater levels of listener loyalty ... The drive towards intimacy and reciprocity would therefore seem to be part and parcel of radio's future development and its longevity. (1998: 118)

Despite the importance of localism, the deregulation of commercial radio in 1992 accelerated the move towards networking. As Collingwood notes (1999: 12), while networking existed before deregulation, it was constrained by government-imposed ownership limits. Government regulation had also ensured a healthy quota of local production. With the sector now unconstrained, it was free to take advantage of technological advances and economies of scale without needing to worry about conforming to specific local content quotas. For Collingwood, this raises particularly serious issues relating to the role of journalism in society:

Can we expect high-quality local services with commitment to traditional 'fourth estate' values like honesty, integrity and independence in a local production environment where staff are regarded as primarily assemblers of material delivered from electronic sources? (1999: 16)

The ABA's 2001 study comments eloquently on the result. One radio producer remarks that 'syndication works because it is cheap' (2001: 160), though Sky News Australia's David Speers contrasts syndication (where one product is delivered to several stations) with networking, where on-the-ground reporters contribute to a centralised news pool, and actually broaden the news coverage by extending the geographical range (2001: 160–61). The Perth study forensically analysed the major news bulletins from the local public broadcaster and its commercial counterpart service to compare their use of local versus networked material.

The study

The data for this study were collected by Angela Businoska for her Honours research project in 2002, in which she took on the role of participant observer in the newsrooms of the Perth ABC metropolitan station (720 ABC Perth) and 6PR (the commercial talk station owned by Southern Cross Broadcasters) in order to compare news values and news sources. The researcher recorded three news bulletins from ABC 720 Perth (7.45 a.m., 12.00 noon and 6.00 p.m.) and 6PR (8.00 a.m., 12.00 noon and 5.00 p.m.) across a two-week period from 10-21 June. Businoska spent the first week in the 6PR newsroom observing the reporters at work, and spent the second week undertaking the same activity at ABC 720. She also collected the transcripts of the news bulletins monitored for her study. This documentation made it possible to identify precisely what content was produced locally, what was drawn from the network, both nationally and internationally, and what came from agencies. This revealed the relative contributions made by local, national and international reporters as well as the global news agencies. The figures used in this analysis are based on both weeks for both stations. Any Western Australia-based story was deemed local.

Whereas Turner was concerned with the entire news and current affairs outputs of the Brisbane radio stations, this study was focused on news bulletin content alone. However, as a by-product, the Perth data did allow for a cross-city comparison in relation to two of Turner's categories (1996: 150): *story source* (whether the item was drawn from the station's own reporters, a network correspondent, a news agency, etc.); and *story mix* (the proportion of local, national and international stories in any bulletin). This gave scope for a longitudinal perspective comparing the snapshot provided by Brisbane in 1996 with one from Perth six years later.

The radio stations

In the year of the study, 6PR Perth and 720 ABC Perth were long-standing talk rivals. In the music-dominated Perth radio market (with Austereo's MIX94.5FM

and 92.9FM in the top two positions and Southern Cross's 96FM in third place), the talk stations had alternated in the fourth and fifth positions according to the ratings trends over the past 20 years. With Perth being the most isolated state capital, the media scene is fiercely parochial, and it is not surprising that in 2002 both stations made localism an important part of their branding. According to 6PR's website:

6PR is a passionately community based radio station which provides listeners with regular access to the state's and nation's leaders. It is the only station in Perth that provides a voice for community opinions and champions deserving causes. (www.6pr.com.au/about)

This message was reinforced by the station's slogan: 'if it's happening in Perth, we'll be talking about it'.

Meanwhile, 720 ABC Perth was equally clear about its brief in relation to the community it services. According to its website:

720 ABC Perth, broadcasts high quality, relevant and entertaining radio programs to the Perth metro area, reflecting the issues, opinions and concerns of a well-informed West Australian audience.

Offering engaging talk and contemporary music, 720 strives to be an active and informative voice for the local community through relevant and insightful programming.

720 ABC Perth will break news, initiate discussion and be leaders in the analysis of issues relevant to the local community, while continuing to uphold the ABC standards of independence, accuracy, balance and fairness. (www.abc.net.au/perth/about.htm)

Like that of its commercial counterpart, the station call sign reinforced the link with the city (a deliberate change from the previous more anonymous call sign 6WF). The relevance of station branding to this study is that it is possible to see how far each service delivered according to the brief it publicly proclaimed for itself.

The newsrooms

The capacity to deliver 'localism' is dependent, to some extent, on staffing levels — the more reporters on the beat, the more stories they can cover. At the time of this study, the two newsrooms were very different in both staffing levels and structure.

6PR

6PR's newsroom consisted of 11 journalists and newsreaders who covered local, national and international stories. The structure of 6PR's newsroom is shown in Figure 1.

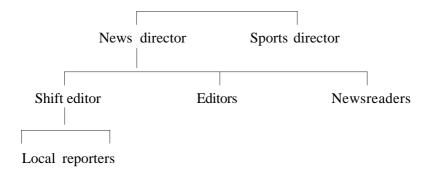


Figure 1: 6PR (882) newsroom structure

Because of its relatively small size, newsroom personnel work together as a team and take on a number of tasks at any one time. For instance, shift editors are required to edit and write news stories as well as read the station's news bulletins. This is also the case for the news director, who stands in as a shift editor as well as a newsreader. The station's sports director, who is responsible for the format and sound of 6PR Sport, works separately from the rest of the news team. At the time of the study, in addition to the office-based editorial staff, there were two full-time local reporters whose main role was to attend press conferences and report on local rounds including police, courts, politics and sports.

6PR's national reporter network comprises journalists who work for metropolitan stations affiliated with Southern Cross Broadcasting (2UE Sydney, 5AA Adelaide, 3AW Melbourne, 4BC Brisbane). News information is generally shared on a daily basis between these stations. Stories originating from the national reporter network are received via a networked feed, and audio 'grabs' are recorded for 6PR's news bulletins.

Although 6PR consults these network reporters on a regular basis for national and international news content, the station also relies on the reciprocal agreements with various news agencies for information, the main ones being Australian Associated Press (AAP), Reuters, BBC, CNN, Fox Sports and ABC Online. An important part of the news selection process in this instance involves the rewriting, condensing and sub-editing of online material to suit the station's news style. These stories are then also localised for 6PR's metropolitan listeners. There is also the capacity, both centrally and at the local level, to engage independent reporters, or stringers, to provide additional coverage in regional and international locations as the need arises.

720 ABC Perth

In contrast to 6PR, 720 ABC Perth at the time of the study had more staff and a more hierarchical structure. The newsroom structure at 720 ABC is illustrated in Figure 2.



Figure 2: 720 ABC Radio newsroom structure

The diagram shows a clearly defined structure with the locus of power residing with the news director, who is responsible for the daily running of newsroom operations as well as making any crucial news decisions. The executive producer or editor keeps track of all the daily prospects or local stories that flow into the newsroom, and may make decisions on which local stories reporters are to cover. The ABC is the only media organisation that employs sub-editors for the sole purpose of checking all facts before news bulletins are broadcast. On-the-ground news-gathering is done by local reporters working in general news, and also in specialised areas including police rounds, political rounds, court rounds and local sports. Although newsroom personnel are assigned specific roles, they are also multi-skilled, and may thus work in other areas if required to do so.

The networks 6PR

6PR is owned by Southern Cross Broadcasting (SCB), which owns and operates commercial radio and television stations throughout Australia. Since the demise of the Macquarie News Network in the wash-up of media restructuring in the late 1980s, Southern Cross has followed a policy of consolidating itself as a news network. At the time of the study, its radio interests included 2UE (Sydney), 3AW and Magic 693 (both Melbourne), 5AA (Adelaide), 4BC (Brisbane), 6PR and 96FM (both in Perth). Its television interests included Channel Nine Adelaide; Channel Ten Capital, covering Canberra and southern New South Wales; Channel Ten Victoria; and Southern Cross Tasmania. The radio coverage from the national capital, Canberra, is counted as part of Sydney's 2UE, which was responsible for overseeing the bureau there (Collingwood, 1997: 12).

It was from this network that 6PR drew its national coverage. 6PR also had access to the network's overseas correspondents, who were considered a valuable source of information by the newsroom personnel who were interviewed. They were regularly consulted for major international stories. At the time of the research, the broadcaster had access to news information from two correspondents: Richard Arnold, based in the United States, and Malcolm Stuart, located in the United Kingdom. Often referred to as 'on-location reporters', overseas correspondents were seen as crucial in providing 'colour reporting' or a sense of location to 6PR's news bulletins. With regard to online services, 6PR had agreements with various news agencies: Australian Associated Press (AAP), Reuters and ABC Online — all of whom were accessed frequently; and, to a lesser extent, BBC, CNN and Fox Sports.

ABC

Since 1 June 1947, when the then Australian Broadcasting Commission's independent news service officially began (Petersen, 1999: 1), the ABC has operated as a 'national' network with a news and current affairs base in Sydney and reporters working for ABC metropolitan radio stations based in eight major cities or regions, including Sydney, Newcastle, Canberra, Brisbane, Adelaide, Melbourne, Hobart and Darwin. These stations, in turn, receive information from regional centres affiliated with them. Information coming from these various locations is relayed via the ABC computer network and is constantly accessible to 720 ABC Perth. However, it is important to note that these stories are often locally based and are rewritten for other audiences with less local detail.

To fulfil its mission 'to provide an independent service for the broadcasting of news and information regarding ... overseas events', the ABC, at the time of the study, had 16 overseas correspondents (ABC, 1998). They were located in 10 different countries: the United States, the United Kingdom, Russia, Belgium, South Africa, Israel, India, Indonesia, Thailand and Japan. The ABC had two international desks, one for radio and one for television, and correspondents were expected to work for both media. These desks served as a base for filtering stories through to the various ABC media outlets. Overseas correspondents remained in constant contact with the international desks via email or by phone. The gathering of stories or information from these overseas correspondents was generally done in the morning due to the overseas time difference. Correspondents also worked with local producers, in particular in London and Washington. With regard to online services, it is interesting that the ABC accessed a similar array of outside sources to those used by its commercial counterpart. At the time of this study, the ABC subscribed to AAP, BBC and Reuters, as well as CNN, Fox Sports and MediaNet, moving away from the concept of the totally independent news service enshrined in legislation in 1946 (Inglis, 1983: 130).

It is clear from a comparison of the resources of the two local newsrooms and their respective national and international correspondent networks that, according to this 2002 snapshot, news and current affairs have a higher priority for the public broadcaster than for even the most talk-orientated commercial station. However,

it also becomes clear that the 6PR newsroom journalists have not been reduced to mere 'assemblers of other people's stories', which Collingwood predicted would be a consequence of journalist-shedding in commercial radio (1999: 17). Being part of a network brings the responsibility of acting, as it were, as the branch office of that network in a particular metropolitan centre. Certainly the amount of local output suggests that 6PR's newsroom was as much an active contributor as a passive receiver.

Sources

The data gathered for this study point to significant differences from Turner's 1996 results (see Tables 1 and 2). The figures in the Perth table were derived by calculating the percentages of news items from each source per broadcast under the categories of local stories; items derived from the national network and from the network's overseas correspondents; and agency stories. The 'local' category includes both Perth and Western Australia statewide material.

Table 1: Perth 2002 story sources for news (as a percentage of total number of stories excluding sport)

	Station	Local (%)	Network national (%)	Foreign correspondent (%)		Agency (%)
Week 1	6PR	34.4	38.2	13.4	51.6	14.0
	ABC 720	36.9	29.0	21.6	50.6	12.5
Week 2	6PR	35.6	51.0	1.5	52.6	11.8
	ABC 720	42.9	31.8	11.8	43.6	13.5
Total	6PR	35.0	44.6	7.45	52.1	12.9
	ABC 720	39.9	30.4	16.7	47.1	13.0

Table 2: Brisbane 1996 story sources for news (as a percentage of total number of stories)

	Station	Local (%)	Network (%)	Foreign correspondent (%)	None (%)	Others (%)
Week 1	_	11.8	13.8	8.4	62.9	3.4
Week 2	4QR ABC	39.5	27.9	9.0	21.0	2.6
	4BC	18.9	7.5	9.6	58.2	5.7
Total	4QR ABC	50.8	10.5	9.7	25.2	3.8
	4BC	15.4	10.6	9.0	60.5	4.5
	4QR ABC	45.2	19.2	9.3	23.1	3.2

In his 1996 study, Turner prefaces his findings on story source with the observation that 'the attribution of sources is a very murky area in media practice generally, but particularly in radio' (Turner, 1996: 143). Because he had no access to documentation relating to story sources, inevitably the proportion of stories with no identified source was high: 60.5 per cent of 4BC's stories and 23.1 per cent of those from the ABC's 4OR. This makes comparisons with Perth in relation to networked material difficult. However, the data for local news are less disputable, and here the contrast is quite stark. While the two ABC stations had broadly similar output, with Brisbane being higher (Perth 39.9 per cent, Brisbane 45.2 per cent), 6PR produced more than twice the local news content of its Brisbane counterpart (35 per cent compared with 15.4 per cent). One thing to be borne in mind is that Turner's research counted all bulletins, including 4BC's four hours and 27.5 minutes of non-prime news networked from Sydney's 2UE (Turner, 1996: 149). This could be expected to dilute the proportion of local content in the Brisbane figures, though presumably this would equally impact on the ABC, which in Brisbane took six hours and 40 minutes of networked news (1996: 131). It is fair to assume that, in both cities, local content would be concentrated in the key daytime bulletins, and thus the local figures can be considered to be broadly comparable. So what accounts for the higher local news content for 6PR compared with 4QR in the earlier study?

One factor is clearly Perth's remoteness in space and time from the rest of Australia, which has traditionally liberated it from what Butler (1998) has called 'an east-coast prime-time news agenda, characterized by common coverage of events or issues' (1998: 31). Given the two- — or, in summer, three- — hour time difference from the east coast, Perth does not fit comfortably into a networking regime and therefore has had to do more of its own thing (or, in the case of the ABC, even be the network hub itself when the eastern states newsrooms close down). However, the intervening years between the Brisbane and Perth studies have also seen a strengthening of the Southern Cross Network as part of the general restructuring of the radio industry since the introduction of the *Broadcasting Services Act* 1992.

As the ABA conceded in its 2000 submission to the federal government's Local Voices inquiry into regional radio: 'It is undeniable that the last decade has seen a move towards greater networking.' (ABA, 2000: 3) As a result, metropolitan stations have increased staff at the expense of regional stations, 'perhaps as networked stations rely increasingly on content created in capital cities and independent stations are driven to reduce costs' (ABA, 2000: 27). As feeders to national networks, commercial metropolitan newsrooms form a vital supply line which ensures adequate national coverage. Even given Perth's unique 'outlier' status, the figures indicate that, six years after the Turner study, local content in commercial radio news may not necessarily be on a continuing downward trend as Collingwood feared.

The spread of local news in bulletins across the day is also interesting to note. Levels are similar for both stations at the start of the news day — comparatively low at a time when the local daily round has barely started, though the ABC outdoes 6PR by three percentage points. By midday, the difference is more

noticeable: 29.8 per cent local in 6PR's bulletin compared with 40.7 per cent at the ABC. However, in the drive-time late afternoon slot, 6PR is marginally ahead, with 48.3 per cent local content compared with the ABC's 47.8 per cent. This can possibly be explained by the ABC's over-arching editorial policy of dividing bulletins roughly into one-third local and state, one-third national and one-third international (Putnis et al., 2000: 3). On this basis, the allocation of half the bulletin to local news is actually generous (in Week 1 of the study, the ABC figures actually fitted this formula exactly: 36.9 per cent local, 29.0 per cent national and 34.1 per cent international news). However, 6PR's focus on local news at the key 5.00 p.m. switch-on time undoubtedly helps brand the station as local despite the comparative paucity of material earlier in the day.

Analysis of the story content shows that both services rely on the political and courts/police rounds for much of their local content. The ABC's network of statewide reporters allows it to include original material from the country areas, thereby broadening its reach beyond the scope of its commercial counterpart (for example, the diesel spill/South West story (noon bulletin) and the Moora feedmill story (6.00 p.m. bulletin) on Tuesday 18 June (see Appendix). However, 6PR's regional content was expanded in the second week by extensive coverage of American businessman and adventurer Steve Fossett's take-off from Northam at the start of his ultimately successful attempt at the first solo circumnavigation of the world by hot-air balloon (Spirit of Freedom, 2002). In the first week, the level of international reporting was inflated by Prime Minister John Howard's visit to Washington DC. This boosted 6PR's international figures to 13.4 per cent compared with 1.5 per cent in the second week.

With regard to network input, another interesting contrast emerges between the two studies. Both 4BC in Turner's study and 6PR in Perth are talk-based commercial stations belonging to the Southern Cross Broadcasting Group (4BC in 1996 was in fact owned by the Lamb family but had 'news agreements' with the Southern Cross stations preceding its actual purchase by the network (Collingwood, 1997: 12)). Whereas Turner attributed fewer than 20 per cent content to network and foreign correspondents, in Perth the aggregated figure for national and international material is more than two-and-a-half times that much: 51.6 per cent. Given that Turner may have had to under-estimate the number of networked stories because of lack of attribution, the differential may be artificially exaggerated. However, the more recent results may also be confirmation of the consolidation of Southern Cross's network of correspondents.

As for agency material, Turner was particularly struck by 'the high incidence of overseas agency-sourced stories for 4BC', which he calculated at just under 60 per cent (1996: 144) The Perth figures are significantly lower, and much on a par for both services: 6PR — 12.9 per cent; 720 ABC — 13 per cent. This suggests the networks are equally self-sufficient. It also indicates that, for the moment, radio appears to be holding at bay the threat of 'media imperialism' from the '[g]lobal multi-media information conglomerates' where 'fewer major news providers are informing more people and ... doing so from fewer sources' (Paterson, 2001: 79). Having said that, diversity is no less at risk if the networks are homegrown.

While, as the *Sources of News* inquiry notes, 'such networking brings to listeners stories which an individual station might not have been able to cover otherwise' (2001: 161), the downside is that, by contributing to a syndicated product, the numbers of voices are actually reduced. There may be a wider range of journalists on the ground, but the editorial control rests in the hands of a dwindling few, be they public broadcaster or commercial in nature.

While the Perth study focused on story sources and story mix, it is worth noting that bulletin length and story duration are other distinguishing features. The three major daytime 6PR bulletins deliver a total of between nine and 10 minutes of news content a day (excluding sport, finance and weather). The three comparable ABC bulletins, on the other hand, deliver a total of 22–25 minutes of news (likewise excluding sport and weather). The amount of time given to sport for both stations was slightly inflated during the two weeks of the survey because they coincided with Wimbledon and the Soccer World Championship. In a format where every second matters, the longer bulletins give the ABC scope to devote more time to individual stories. Compare the following story durations from Tuesday, 18 June (Survey Week 2) in Table 3.

Table 3: Story durations, Tuesday, 18 June (min:sec)

	ABC	6PR
Disability pension	0:59	0:37*
Pharmaceutical Benefits Scheme	0:41	_*
Tobacco case	0:59	0:38
Police Royal Commission	1:29	0:36

^{*6}PR did a composite story on both the Disability Pension and the Pharmaceutical Benefits Scheme.

The more generous allocation of space for both bulletins and stories, along with the absence of ads, confirms that the ABC remains the more comprehensive service in Perth no less than in Brisbane.

Conclusion

The data from the Perth 2002 study reveal striking similarities, not only in the way the public broadcaster and its main commercial rival used their respective networks, but also in their approach to news content. What emerges is the existence of a parallel commercial news network almost as extensive as that of the ABC, and certainly stronger than any previous commercial news enterprise.

Like the ABC, Southern Cross activates its reporter network across the country to ensure on-the-spot coverage for nationally relevant stories. The Southern Cross affiliates in the major cities (2UE Sydney, 5AA Adelaide, 3AW Melbourne, 4BC Brisbane) pool their resources to staff a Canberra bureau (ABA, 2001: 160), just as the ABC's Canberra bureau services the needs of its local radio network (and its other national services). The commercial network likewise has invested in a

pool of dedicated international correspondents, though less extensive than that of the ABC. The main difference between the two services at the time of this study is with regard to statewide coverage, with the ABC's regional reporters providing additional capacity in reporting on stories from outside Perth.

This analysis shows that the existence of the networking system has had a big impact on the content of news. The ABC and Southern Cross offer very similar services, with comparable proportions of local and networked content. Interestingly, they also use similar amounts of agency material, with the 'independent' ABC now more reliant on outside sources than in the past. 720 ABC Perth, with its longer bulletins, can devote more time to individual stories, and can therefore report in more depth. However, networking has enabled 6PR to match the ABC's range in the coverage of national and international affairs. For metropolitan listeners, this delivers healthy levels of homegrown product and, at least for now, appears to be limiting the encroachment of international news agencies into the local news scene.

References

Australian Broadcasting Authority (ABA) 2000, Submission to the House of Representatives Standing Committee on Communications, Transport and the Arts, *Local Voices: An Inquiry into Regional Radio*, September 2001, www.aph.gov.au/house/committee/cita/regional_radio/irindex.htm.

—— 2001, Sources of News and Current Affairs, Commonwealth of Australia,

Sydney. Australian Broadcasting Corporation, www.abc.net.au/perth/about.htm.

—— 1998, Editorial Policies, ABC, Sydney.

Broadcasting Services Act 1992, http://scaleplus.law.gov.au/cgi-in/downloadtxt.pl?text&/scale/data/comact/8/4013.

Butler, B-A. 1998, 'Information Subsidies, Journalism Routines and the Australian Media: Market Liberalization versus Marketplace of Ideas', *Prometheus*, vol. xvi, no. 1, pp. 27–45.

Collingwood, P, 1997, Commercial Radio since the Cross-Media Revolution, Communications Law Centre, Melbourne.

—— 1999, 'Commercial Radio 1999: New Networks, New Technologies', *Media International Australia*, no. 91, May, pp. 11–21.

House of Representatives Standing Committee on Communications, Transport and the Arts 2001,

Local Voices: An Inquiry into Regional Radio, www.aph.gov.au/house/committee/cita/regional_radio/irindex.htm.

Inglis, K.S. 1983, *This is the ABC: The Australian Broadcasting Commission 1932–1983*, Melbourne University Press, Melbourne.

Paterson, C.A. 2001, 'Media Imperialism Revisited: The Global Public Sphere and the News Agency Agenda', in S. Hjarvard (ed.), News in a Globalized Society, Nordicom, Gotëborg, pp. 77–92.

Petersen, N. 1999, 'Whose News? Organisational Conflict in the ABC, 1947–1999, *Australian Journalism Monographs*, nos 3 & 4, May–November.

Phillips, G. and Lindgren, M. 2002, *The Australian Broadcast Journalism Manual*, Oxford University Press, Melbourne.

Putnis, P., Penhallurick, J. and Bourk, M. 2000, 'The Pattern of International News in Australia's Mainstream Media', *Australian Journalism Review*, vol. xx, no. 1, August, pp. 1–19.

Shingler, M and Wieringa, C. 1998, On Air: Methods and Meanings of Radio, Arnold, London.

6PR, www.6pr.com.au/about.

Southern Cross Broadcasting 2004, www.southerncrossbroadcasting.com.au/index.asp?pagename=radio.htm.

Spirit of Freedom 2002, 'A Day-by-Day Look at Fossett's Round-the-World Journey', http://216.15.216.139/news.asp?88.

Turner, G. 1996, 'Maintaining the news', Culture and Policy, vol. vii, no. 3, pp. 127-64.

Appendix: Sample news bulletins, Tuesday, 18 June 2002

Classification key (ABC)

On-line services 1
BBC with sound 1*
News agencies 2
Overseas correspondents 3
National reporter network 4
Local reporter network 5Rural WA 5r

Classification key (6PR)

On-line services 1
News agencies 2
Overseas correspondents 3
National reporter network 4
Local reporter network 5
Finance for 6
PR: Salomon Smith Barney 6

720 ABC Radio

Date	Bulletin	Source	Item	Time
18 June	7:45 am			
Tue		4	Disability pension	0:59
		4	Pharm. benefits sch.	0:41
		4	Int. criminal court	0:52
		5	Sailor cont./Broome	1:13
		4	New detention centre	0:30
		3	Immigration	0:43
		4	Tobacco case	0:59
		4	Environ. budget	0:57
		5	Hep. C /prisons	0:49
		3	Loya Jirga	0:56
		2	Middle East conflict	0:20
		3	Israel security fence	0:40
		4	Michalik death inq.	1:03
		5	Weather warning	0:32
		5	Fossett	0:26

		1 1 5/4 1	Sport (total) World Cup Soccer Tennis/Wimbeldon AFL Cricket Motor sport Weather	1:38 0:42 0:17 0:18 0:09 0:12 0:19
18 June	12:00 pm	Source 5 5 7 5 5 4 4 4 4 1 * 1 * 2 5 5	Item Police Royal Comm. Diesel spill/Sth West Aged care strike Medical indem. ins. Migration zone bill ACCC/Woolworths Disability pen. European Union Loya Jirga Taiwan black box Knee tech./Perth Sport (total) Comm. Games World Cup Soc. Tennis/Wimbeldon	1:29 0:46 0:55 0:49 0:22 0:24 0:43 0:52 1:02 0:36 0:33 0:52 0:13 0:09 0:14
		4	AFL Weather	0:14 0:16 0:14
18 June	6:00 pm	Source 1* 5 5 5 4 5 5 4 5 7 4 5 1 4	Item Middle East conflict Mickelberg case Police Royal Comm. Navy/Gurr inquiry Jail rape Moora feedmill Migration zone bill Diesel spill/Sth West Virgin/Perth, Syd. Fossett WA Turf Club/fees Sport (total) World Cup Soc. AFL Weather	Duration 1:01 0:54 1:02 0:54 0:40 0:13 0:54 0:37 0:43 0:52 0:38 0:33 0:13 0:21 0:30

	Sport (total) 1.50
	AFL 0:55
	World Cup Soc. 0:16
	Tennis 0:13
	Cricket 0:06
	Traffic 0:50 (Ad
	break) 1:00
	Weather 0:26
_	5 Police Royal Comm. 0:36
4	Dis. pens/pharm sch. 0:41
4	Tobacco case 0:36
2	Plane crash/California 0:16
4	Rifkin case 0:31
4	Aus. troops/Afghan. 0:34
2	Egg donor 0:18
	Finance 0:14
	Sport (total) 0:32
	AFL 0:32
	Traffic 0:13 (Ad
	break) 1:00
	Weather 0:19
5:00 pm	2 Middle East conflict 0:48
5/4	Navy/Gurr inquiry 0:34
4	Unauth. acc. Case 0:51
5	Virgin Blue/Perth 0:21
5	Fossett 0:27
	Finance 0:14
	Sport (total) 0:32
	AFL 0:25
	World Cup Soc. 0:07
	Traffic 0:12
	(Ad break) 1:00
	(120 01000) 1000

Weather

0:25

Finance

Sport (total) 1:30

0:26

Beate Josephi is Journalism Coordinator in the School of Communications and Multimedia at Edith Cowan University and Head of the Professional Education section of the International Association of Media and Communication Research (IAMCR).

Gail Phillips is Associate Professor and Chair of Media Studies in the School of Media, Communication and Culture at Murdoch University.

Angela Businoska holds an Honours degree in Communications and is a tutor in the School of Communications and Multimedia at Edith Cowan University.