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Title:

Broadcast: Opening of S.A.B.N. Network

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ADDRESS BY THE PREMIER OF SOUTH AUSTRALIA, DON DUNSTAN, Q.C., M.P.

IT IS A CLICHÉ TO SAY THESE DAYS THAT WE LIVE IN A TIME OF RAPID TECHNOLOGICAL CHANGE. IT IS OBVIOUS AND TRUE. AND LIKEWISE WE SEE AS A FRUIT OF THAT CHANGE THE RAPID EXPANSION OF ELECTRONIC COMMUNICATIONS MEDIA. AND WE KNOW IT IS ALSO OBVIOUS AND TRUE THAT SUCH MEDIA ARE VITALLY IMPORTANT TO THE HEALTH, WELLBEING AND ENTERTAINMENT OF PEOPLE IN SOUTH AUSTRALIA.

THEREFORE THIS MORNING I AM PLEASED TO BE ABLE OFFICIALLY TO LAUNCH AN EXCITING NEW CONCEPT IN RADIO STATION ORGANISATION, THE S.A.B.N. NETWORK.

THE BROADCAST YOU ARE HEARING IS TAKING PLACE IN FRANKLIN STREET, ADELAIDE. AND IT IS BEING HEARD THROUGHOUT ADELAIDE. IT IS ALSO BEING HEARD BY PEOPLE IN WHYALLA, IN PORT AUGUSTA, IN PORT PIRIE, IN LOXTON, IN BERRI, IN BARMERA, AND IN MILDURA IN VICTORIA. IN FACT THE SIGNAL IS COVERING SOME 95% OF THE SETTLED AREAS OF THIS STATE.

PAGE 2.

"S.A.B.N." - OR, TO PUT IT IN FULL, 'THE SOUTH AUSTRALIAN BROADCASTING NETWORK', IS MADE UP OF 5-K.A. ADELAIDE, 5-A.U. IN THE INDUSTRIAL NORTH OF THE STATE, AND 5-R.M. IN THE MURRAY VALLEY.

AND WHAT IS SO EXCITING ABOUT THE NEW NETWORK'S ORGANISATION IS THAT IT IS MADE UP NOT OF ONE ORIGINATING STATION, SENDING OUT PROGRAMMES BY LAND LINE, BUT OF THE THREE ENTIRELY INDEPENDENT RADIO STATIONS, LINKED TOGETHER ORGANISATIONALLY, BUT ENTIRELY SEPARATE IN THEIR PROGRAMMES. THE PROGRAMMES OF 5-K.A., 5-A.U., OR 5-R.M. ARE DESIGNED SPECIFICALLY FOR THE VERY DIFFERENT KINDS OF AUDIENCES THAT LISTEN TO THEM. EACH ORIGINATES ITS OWN MUSIC, ITS COMMUNITY SERVICES, ITS OWN NEWS PROGRAMMES. AND AT 5-A.U., IN THE INDUSTRIAL NORTH, THERE IS AN EVEN MORE DISTINCT ADVANCE. PORT AUGUSTA AND WHYALLA CAN BOAST OF THE MOST MODERN AND THE MOST COMPACT COUNTRY RADIO STUDIO FACILITIES OF THEIR TYPE, SO THAT IN EFFECT TWO STATIONS SHARE THE ONE TRANSMITTER, AND A BALANCED PROGRAMME DESIGNED

TO APPEAL TO A BROAD CROSS-SECTION OF NORTHERN INDUSTRIAL LISTENERS.

IN ADDITION, 5-R.M. IN BERRI HAS AN EXCEPTIONALLY MODERN STUDIO COMPLEX CAPABLE OF SERVING THE NEEDS OF A PREDOMINANTLY AGRICULTURAL AREA. IN ADELAIDE, THE KEY STATION OF THE NETWORK, 5-K.A., IN ADDITION TO HAVING ONE OF THE MOST MODERN STUDIO COMPLEXES IN AUSTRALIA, IS NOW PROVIDED WITH A TOP FLIGHT PROFESSIONAL SOUND RECORDING STUDIO CAPABLE OF UNDERTAKING RECORDING WORK RANGING FROM THAT FOR FEATURE FILMS DOWN TO A SMALL, SIMPLE TAPED COMMERCIAL.

THE INDEPENDENT NEWS SERVICES ORIGINATING FROM THREE STATIONS IN THE NETWORK HAVE IN THE PAST YEAR PLAYED AN EVER-INCREASING AND IMPORTANT ROLE IN ACCURATELY, INTELLIGENTLY AND DISPASSIONATELY COVERING EVENTS WITHIN THE STATE AND OVERSEAS, WHILE IN ADDITION THE NEWS STAFFS THEMSELVES HAVE BECOME AN

IMPORTANT SOURCE OF NEWS MATERIAL FOR OTHER STATIONS IN THE COMMONWEALTH. AND ALL THIS AMOUNTS TO QUITE DYNAMIC DEVELOPMENT IN ONE OF THE MOST ACTIVE BROADCAST INDUSTRIES - RADIO.

THE MANAGEMENT AND STAFF OF 5-K.A., 5-A.U., AND 5-R.M., ARE, I BELIEVE, TO BE CONGRATULATED ON ACHIEVING SOUTH AUSTRALIA'S FIRST NETWORK DEVELOPMENT OF COMMUNITY ORIENTED STATIONS. I NOW OFFICIALLY DECLARE S.A.B.N. ON THE AIR.
