
From:
Sent: Sunday, 28 February 2010 1:22 PM
To: CRS Review
Subject: Review of commercial radio standards

I find it impossible to listen to commercial radio. How commercial radio was ever permitted to advertise within and behind the veil of standard talkback content, undisclosed!, clearly shows a national standard that needs updating.

Undisclosed paid product placement is nothing more than a deception, and while disclosed product placement has slightly clearer motives it is not without flaws. For example, if a listener tunes in and then out of a commercial radio program after or before the disclosure has been made this makes it no better than undisclosed product placement.

A commercial interest between radio host and advertiser should not be allowed at all within radio content. It should only be allowed in the conventional advertising format where the financial relationship is clear and unambiguous.

Keep commercials where we expect them to be, at the beginning, at the end and at obvious intervals during a talkback program.

I am 42 years of age and a Firefighter of 14 years with the NSW Fire Brigades.

Yours sincerely

Adam Parer