

Impartiality and commercial influence in broadcast news - consultation 02/2020: Consultation submission form

Hello and thank you for the project whereby you are investigating impartiality.

It is a shame that you are unable to include ABC and SBS within your scope, as they both compete directly with the commercial outlets in both broadcast television and online news (also out of scope). I have many issues with the state broadcasters partiality, but unfortunately that is not relevant for this consultation.

I would like to raise the issue of 'sponsored content/underwriting/native advertisements'. Many news stories in particular are presented as news, but are actually advertising a brand. Typically, this may be about a sale event or good news story at a large retailer. Please keep this creep of underhanded advertising in your sights.

I follow international news more so than domestic news. There is a large issue whereby news is syndicated (Associated Press, typically) and many news outlets either receive their news from here, or translate/plagiarize the stories. AP is very globalist/socialist leaning, i.e. not impartial.

Many news broadcasters are choosing not to include certain facts when reporting, especially concerning ethnicity or third rail issues. This is to the detriment of the populace. I am unsure of the motivation, but perhaps they fear repercussions and being branded xenophobic. Perhaps legal options can be built in to protect broadcasters.

I have found that Sky News offers the best digest of news with impartiality. Typically, most news sites are coming closer and closer to 'tabloid' style and reality TV productions. This shift is unfortunate, but doesn't fall within scope of this consultation.

I hope that this feedback helps.