

# NEWS *Stream* *e a m*

AAP's Newsletter to the Broadcast Industry

FARB  
CONVENTION  
ISSUE

August 1994

## Private Enterprise AAP News Number One Choice

**B**olstered by the signing of longer term contracts with major radio and television networks, AAP has entered the current financial year with the support of 100 per cent of commercial television and nearly 90 per cent of commercial radio.

Three of the biggest networks in the country, Austereo, Prime Television and Wesgo, have added weight to the independent news supplier's position with new long term, full network contracts.

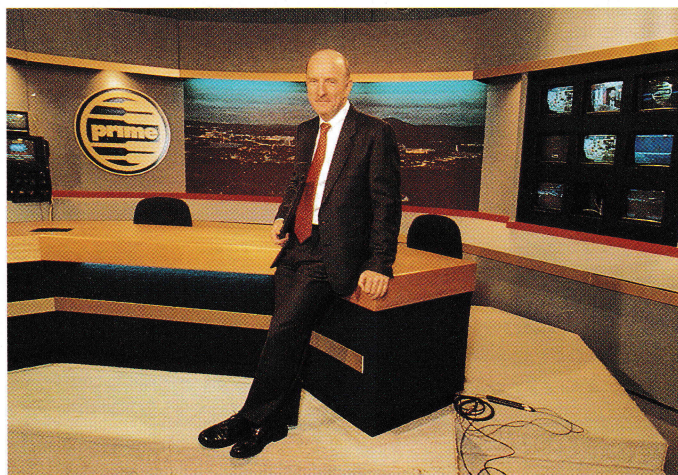
Independents 6IX and 94.5 FM/PMFM 92.9 in Perth and 5AD FM/1323 AM in Adelaide have also taken out new agreements.

National broadcaster SBS is another to have stayed with AAP, consolidating under a single contract covering both television and radio.

"Naturally we are extremely pleased to have these reaffirmations of support from such a significant group of broadcasters," said Ian Lane, AAP's Manager, Broadcast Services.

"We can add to this the close working relationship we have with 2UE and the vast Sky Radio Network, plus four of the five Village

Roadshow Triple M stations, and all the other subscribers we have around Australia, including news talk specialists 3AW and 2GB. "With this overwhelming vote of confidence the broadcast industry will continue to benefit from an independent, viable, quality news service."



Prime News Director Ken Begg in the Canberra news studio

Further endorsement of the AAP service has been achieved in the face of efforts by the ABC off-shoot, Broadcast News Australia, to enter the commercial market.

"After all this time, with only three metropolitan radio stations taking their service, and less than 20 in regional areas, I really can't see how this ABC adventure can survive in an accountable commercial sense without continuing long term public subsidy. It's hard to imagine this given the debate surrounding the ABC's involvement in other areas such as Pay-TV and the Asian service," Lane said.

"We are very grateful to the commercial radio and television industries for their support and will continue to work even harder in the coming years to justify this with cost effective, customer driven services."

*More pictures page 5*

**I**t's a pleasure to welcome you to our second issue of the NewsStream newsletter as the FARB convention gets underway, bathed in typical Melbourne August sunshine.

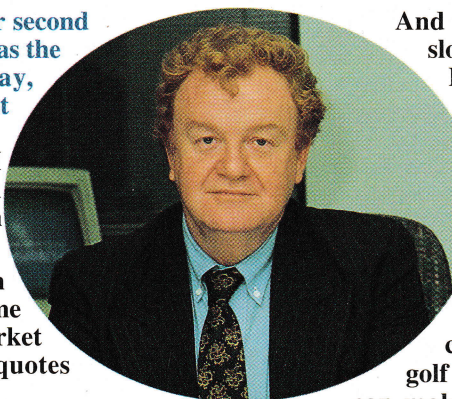
I'll be seeing many of you at FARB so I thought I might as well jump in first with a remark about my hometown's much maligned weather.

At the last FARB we faced the introduction of a competitive news supplier making some pretty interesting predictions about market share by early 1994 (some published quotes suggested more than 50 per cent).

I would like to thank the overwhelming majority of the commercial radio industry and all of the commercial television industry for staying with us.

We appreciate your business.

Since the last newsletter we've kept our promise of improving our communications links with you, beefing up parts of the service and demonstrating a responsive and flexible approach.



And we've continued to live up to our proud slogan of being Radio and Television's News Partner.

We still don't run radio and television stations and we still don't compete for ratings.

I hope you have an enjoyable and worthwhile conference and that a number of you can stay on to take up our joint invitation with AGB McNair to join us at Yarra Yarra Golf Club (the 14th best course in Australia, according to a leading golf magazine) on the Monday. And we hope you can make use of the AAP telephone book, which includes entries for fax and mobile numbers, that you will receive on registration.

Robin Strathdee  
Director Media Marketing  
AAP Information Services Pty Ltd

## New Broadcast Desk Editor

**A**P's new Broadcast Desk Editor is Joanne Williamson. She took over in May, 1994, from veteran reporter Kevin Ricketts who elected to get back on the road after three years in the chair.



Joanne Williamson

After joining AAP's Sydney newsroom four years ago, Joanne rose quickly through the ranks to become senior police rounds reporter, covering a number of major stories including the Belanglo backpacker murders and the Terrigal massacre.

Joanne played a major role in coordinating coverage of the bushfires that devastated NSW early this year, when she was deputy editor of the broadcast service.

She started her career in journalism at Charters Towers after graduating as a

BA from Queensland University and worked in Orange before moving to Sydney.

## AAP Breaks More News

**M**any journalists score a scoop during their careers, but only a few ever land a bombshell, a genuinely significant story with dramatic repercussions.

AAP journalists have come up with several major exclusives in recent months.

Our reporter Craig Skehan was at the Canberra Casino when an animated Bob Hawke gave fellow gamblers his opinion that Alexander Downer, and emphatically not Paul Keating, would be Australia's next Prime Minister. Craig's eyewitness account on June 26 led to an angry backlash against Mr Hawke from within the ALP and persuaded the former PM to give up drinking for the second time.

Leadership troubles on the other side of politics delivered another AAP bombshell - we were the first to report that key Liberals, including Victorian Premier Jeff Kennett, were preparing to desert the then Opposition Leader John Hewson. Melbourne reporter Kendall Hill got the exclusive tip from Victorian Liberal sources and developed the story in collaboration with Canberra Bureau Chief Tony Vermeer. Their story was issued on May 18 and the next day Mr Kennett went on Melbourne radio station 3AW to effectively declare Dr Hewson's leadership terminal.

In Sydney, AAP's ICAC reporter Morgan Ogg got an exclusive report on corruption in the NSW Police Service which played a significant part in the establishment of the Wood Royal Commission. Morgan's story on May 8 contained allegations of police involvement in drugs importation and distribution, murder, prostitution, money laundering and other crimes made in a series of statutory declarations by a source known only as 'Mr Black'.

The allegations were repeated in State Parliament by Independent MP John Hatton two days later, resulting in the Royal Commission.

"Morgan's story was a phenomenal scoop," said AAP Deputy News Editor John Coomber. "He had the story to himself, with a 48-hour jump on everyone else."

## Bureau Chiefs Fired Up

**A**P's bureau chiefs around the country came away from their recent Sydney conference enthused by the overall direction of the organisation and the measures taken to raise the quality of its services, according to Brisbane's Paul Reid.

"As journalists we were delighted to hear Chief Executive Lee Casey say that AAP's diversification into communications will strengthen the group as a whole - including editorial - and that the news services will always be our core business.



*Pictured from left are Tony Vermeer (Canberra), Deputy National News Editor John Coomber, editorial secretary Karen Fornito, Steve Dettre (Sydney), Joanne Williamson (Broadcast Desk Editor), Chief Executive Lee Casey, Royal Abbott (Adelaide), Editor-in-Chief Peter Brown, Paul Reid (Brisbane), Giles Parkinson (Finance Desk Editor), Judy Hughes (Perth), Tom Hyland (Melbourne), Gordon Feeney (Darwin) and National News Editor Col Burgess*

"The diversification into other news gathering areas, such as the Asia Pulse project, (see page 6) is also exciting for editorial because it means the sum of the parts becomes greater."

The bureau chiefs and national editors discussed plans to raise the standard of the news services even higher.

With a new overnight shift operating in Sydney to run police checks nationally, the bureau chiefs were invited to contribute any 24-hour contacts they thought may prove productive during the night.

"Sydney Bureau has taken to checking with the Sydney shipping control tower overnight, just in case they pick up on something the police and others may not be aware of. Thinking laterally, that's the key," said Reid.

The AAP finance cover for radio was targeted as something that could be improved, with more attention to simple explanations of what can be complicated issues.

However, it was realised that the demand by the highly competitive financial services for fast, tight copy assisted the radio service by raising the overall speed of filing.

Senior personnel in the bureaus were also given the go-ahead to file straight to line if the story warranted it and it was close to newstime.

Being close to their markets, they are able to "give a push" to stories they know will be important locally, whereas the significance may be lost on someone thousands of kilometres away.

"But above all, it was stressed time and time again that we have to remain accurate and reliable," said Reid.

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# News - Why You Can't Program Without It

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By Des Foster \*

*This is the first in a series of articles to be contributed to NewsStream by well known industry figures.*

**A**lthough commercial radio operators without exception include news in their program schedules, there are some operators who regard news as "a secondary function," and in extreme cases, as an unwarranted interruption to their formats.

In my view news is one of the most potent competitive weapons in the broadcaster's arsenal. This is just as true for a tightly formatted contemporary music station as it is for a station which is fully committed to news and talk programs.

So what do we mean by "news"? The narrow view is that news is the information which goes into those regularly scheduled slots which are reserved for the purpose - news on the hour and half hour and longer bulletins three or maybe four times a day - and an occasional unscheduled news flash. This is the view that treats radio news as something apart from the rest of a station's programs.

The broad view of news - which is the view to which I subscribe - is that news is everything a station's listeners need to know, want to know and find interesting. It is an essential part of a process which is constant, not confined to limited time slots, and which over a period will build listeners' confidence that they can rely on "their" station to keep them informed according to their needs. It requires a wide range of information, not merely to sustain the regular news slots, but also to be incorporated in programming at other times in a variety of ways, even as a passing comment by a personality.

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**"News is everything a station's listeners need to know, want to know and find interesting"**

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There is no argument that news, intelligently applied, helps ratings.

In these days of sharply defined and widely differing target audiences, it naturally follows that the emphasis and the prominence that is given to various news items should vary considerably from station to station.

Just as the plethora of magazines on every news stand constantly reminds us of the importance of specialisation and concentration on target readership, so it is with radio. A crude example: On a contemporary music station, the death of a leading rock artist might well overshadow a rise in interest rates. On a news and talk station, the emphasis could be reversed.

I think the most successful stations understand this principle very well, and their news editors are thoroughly briefed on their target audiences. So the news is not "just the news" but a carefully tailored product designed for a particular client - the listener. All of this leads to the conclusion that the news input needs to be **as varied** as possible, so as to allow plenty of scope for selection, and **as comprehensive** as possible, so as to allow scope for station style.



*Des Foster*

In the late '50s and early '60s, commercial radio was struggling to overcome the dominance of news audiences by the then Australian Broadcasting Commission (ABC). Independent commercial radio news was still in its relative infancy, whereas the ABC had built an impressive reputation for its national news service through the war years and beyond. However, the ABC had an Achilles heel. In spite of the often unwarranted claim that the ABC was an innovative broadcaster, it was, in news at least, conservative and unadventurous.

The ABC grip on radio news was broken by a series of commercial radio innovations.

First, the leading commercials advanced the times of their major bulletins so as to proceed the ABC's main bulletins by 15 or 30 minutes. Next, they doubled the length of their main bulletins at noon and 6pm, from 15 minutes to half an hour. Finally, they began to interleave their news services with voice inserts - the voices of the people who were making the news, with all of the emotion and human interest which that entailed.

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**"There is no doubt that news, intelligently applied, helps ratings"**

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The ABC failed to respond to these moves. The head of ABC news at the time was reported to have declared that voice inserts on the ABC would be made over his dead body. And so, within a few months, ABC news surrendered the ratings to its commercial competitors.

Even as recently as 1960, handling news for radio was exceedingly primitive compared with the facilities stations use today. There were no computers, no cart machines, no word-processors. Voice inserts had to be recorded on, and replayed from, reel to reel tapes.

All text was communicated by teleprinter, which operated at the same speed as the teleprinter operator - they hadn't heard words

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# News Service Links Now Faster

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**S**ince the first AAP NewsStream Newsletter, published in January, there have been several significant improvements to the AAP Radio and Television Newswire.

The value-added NewsStream communications system has now been installed in capital cities throughout Australia. This runs on faster 2400 baud Telecom lines replacing the less reliable MDS service and speeds up AAP's RTV output by as much as half an hour during peak loads.

One person to really feel the benefits of the new service is AAP Customer Services Manager, Andrew Meagher. Andrew said, "We hardly hear from the stations any more. Prior to NewsStream we would receive a 4am wake up call whenever there was a shower in Melbourne because the signal was being interfered with, which meant almost everyday.

"One year ago we were handling more than 120 faults per month, now we are down to less than 30."

Media Marketing Manager Leigh Mackay said, "The AAP Broadcast Desk communications service is now equal to the best in the world and will service the needs of the radio and television industries for many years to come. NewsStream gives us the ability to tailor a service for our clients' unique requirements."

## HOW WE'VE IMPROVED YOUR SERVICE

- **NewsStream communications upgrade at no cost to stations**
- **Greater speed and flexibility in service delivery**
- **Boosted local content level**
- **More resources channelled into greater coverage of Asian region**
- **Greater emphasis on entertainment, lifestyle and medical issues to augment already extensive value-added features**
- **Increased staffing of overnight Broadcast Desk to improve value for breakfast and early morning programs**
- **Introduction of News Response Line to improve two way communication**
- **Increased face to face contact with News Directors and Managers**
- **More research on newswire content**

continued from page 3

like digital storage, RAM or buffering in those days. At one stage 2GB installed facsimile machines to transmit information from the Sydney Morning Herald to the station's studios in Phillip Street, but they were so slow, it would have been quicker with a long story to send a boy on a bicycle.

Achieving good audio quality with voice inserts was also a major problem. Telephone quality was not as good as it is today, and besides, there were regulations prohibiting the recording of telephone communications, even when both parties to a conversation were willing. This was a time when telephone talk-back programs were simply not permitted.

Throughout this period the commercial operators had tremendous support from Australian Associated Press. Voice inserts were not easy to obtain. Stations did not have the extensive co-operative arrangements which criss-cross the world today and telecommunications were far more expensive. AAP came to the party by arranging for many of its overseas correspondents to provide voice reports in addition to their usual text transmissions.

To my way of thinking, this illustrates one of the benefits, not only of AAP's long association with the commercial radio industry, but more particularly of the fact that AAP is a private enterprise which understands the imperatives of commercial operation.

**\* Des Foster is a Past President and former Federal Director of FARB and was a pioneer of commercial news-talk radio formats between 1960 and 1970. He is managing director of a broadcast consultancy company and is currently researching a history of Australian commercial radio.**

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## Commonwealth Games Cover

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**A** team of 14 AAP reporters drawn from bureaus around the country will converge on Victoria, Canada, this month for the XV Commonwealth Games.

Australia has a highly competitive contingent of 256 athletes taking part in the nine sports on the program, all spurred on by the higher profile this already prestigious event has gained since Sydney won the right to stage the 2000 Olympics.

AAP's reporting team will be out to capture the spirit of competition and human drama as it unfolds for subscribers back home, with breaking stories from the stadiums, swimming pools, rifle ranges, boxing and wrestling rings and bowling greens.

The day will start at 2 am AEST with the Australian team news conference. Competition will be underway in a number of sports by 3 and the program will be in full swing by 5am.

There will be plenty of fresh stories around for early morning radio and television and AAP coverage will continue to 4 pm AEST when most events will be over. Drive time will have the full picture of the day's events: the heroes, the disappointments, the odd and the interesting and who to look out for when competition resumes the next day.

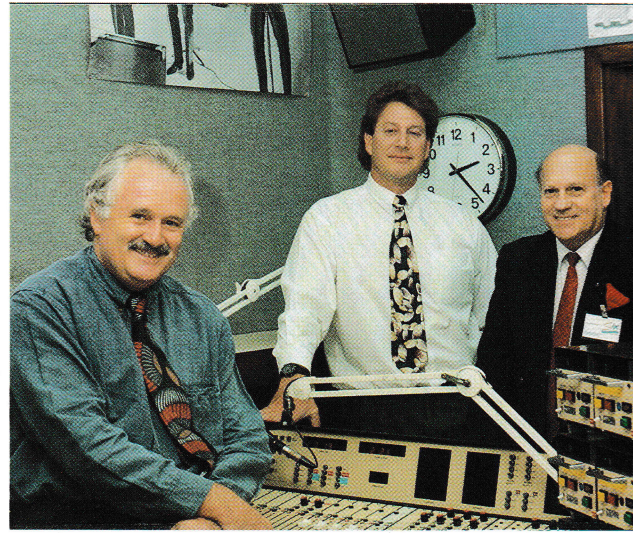
AAP's reporting will include fast cover of gold medals and other results of interest to Australia followed up by the stories on how the competitors saw their performances.

Reporters will also be on the look-out for good stories from other teams and events involving the host city.

## New Contract Signings

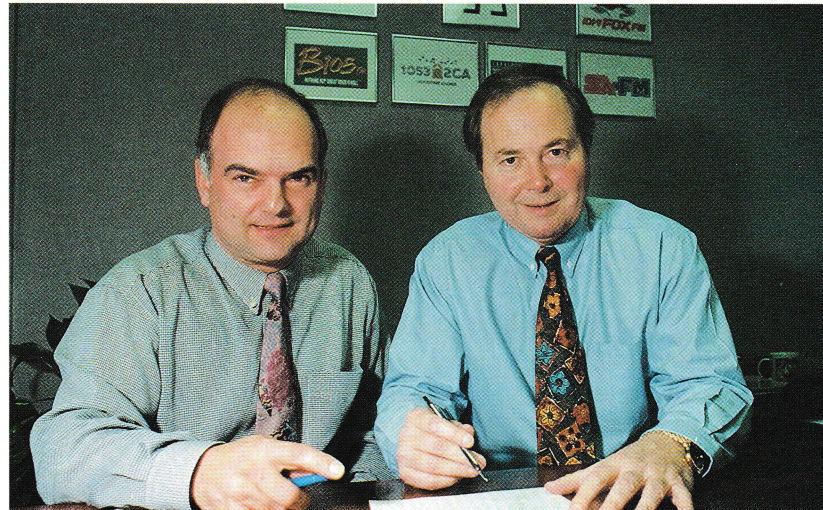


Wesgo's General Manager, Operations, Graham Smith (left) and AAP Manager, Broadcast Services, Ian Lane



Pictured from left are Peter Wright, Chairman Radio 6IX, John Andretich, Managing Director & Company Secretary, Radio 6IX and Bill Bowen, AAP Group Manager Western Australia

Paul Thompson (right), Managing Director, Austereo Ltd with John Williams, Group News Director, Austereo



## Response Line Brings Customers Closer

**O**n June 2 this year, AAP launched its Radio and Television News Response Line.

Designed to encourage more two-way comment and feedback in busy newsrooms environments, the service uses a 1 800 number on which news operators can send voice messages regarding the AAP wire from anywhere in Australia - at no cost.

Response Line usage has been solid from day one and the service will remain a fixture in the communication between AAP and its electronic media customer base.

The value-added service is not intended to do away with direct contact with AAP's Broadcast Desk on important editorial matters or contact on stories as they are happening. It helps fill a customer/supplier communication need, in a high powered and constantly moving workplace.

How often does a journalist think, "I should phone AAP about that" - only to drop the idea into the too hard basket with the next phone call or deadline?

The subject most frequently raised has been the handling of Finance

Regulars by the AAP Broadcast Desk. Other common topics include spelling and, in some instances, queries on factual details.

AAP guarantees to respond to all queries.

Following the many comments about finance, AAP has surveyed the use of "regulars" by all radio and television stations who take AAP feeds into their newsrooms.

AAP Editorial staff are now evaluating the results of this survey to ascertain the most appropriate means of streamlining the RTV wire in this area.

The AAP Response Line proved very efficient as a means of gathering this information.

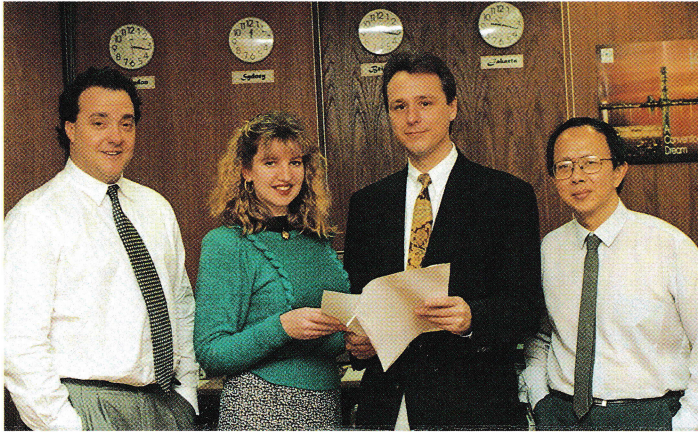
**AAP RADIO AND TELEVISION  
NEWS RESPONSE LINE  
1 800 815 896**

# Asia Pulse... Opportunities For Australian Media?

**W**hile our politicians argue about whether or not Australia is part of Asia, companies are ignoring the rhetoric and signing major export deals every day.

AAP has also chosen to listen to the corporate market.

In response to a survey of more than 350 companies last year in which executives were asked what they wanted from an export-oriented news and market intelligence product, AAP has recently launched the Asia Pulse on-line service.



*Ian Pemberton, Sherree Chambers, Chris Pash and Bernard Lim in the Asia Pulse office*

In brief, Asia Pulse is designed to provide business opportunities for Australia's growing export sector - including the radio and television industries.

This information comes from our correspondents spread throughout Asia (AAP has full-time representation in Beijing and Jakarta), the Xinhua news agency in China and key contributed data from major advisory firms such as Minter Ellison, Moody's, Standard and Poor's, Arthur Andersen and Colliers Jardine.

Asia Pulse also carries key regional and industry advice from the Department of Foreign Affairs and AIDAB.

The information sources on Asia Pulse are exhaustive - but the product is simple to use.

With a few keystrokes, clients can discover that Vietnam alone is now seeking US\$340 million from overseas companies to upgrade its communications network. Among this is \$40 million in technical work for broadcasting centres up until 1998 and \$30 million to re-equip the Vietnam radio broadcasting system.

Next door in Cambodia there are US\$32.5 million of radio and broadcast tenders available between now and 2000.

Asia Pulse adds value to news by giving companies the potential to win contracts offshore, but the key is to be prepared and to be first.

For further information contact Chris Pash or Ian Pemberton on (02) 236 8634.

## Telecommunications - The Power of Three

**S**outhern Television Corporation offshoot, Video Communicators, which distributes its management and staff training programs around Australia and to 26 countries overseas, is a satisfied AAP Telecommunications customer.

Video Communicators has a staff of nine and produces generic and tailor-made videos for its clients. With a staff of nine, all researching, script writing, pre- and post-production, marketing and packaging is done in-house.

National Sales Manager Pam Phillips said that with customers and distributors worldwide, the company needed efficient, cost-effective telecommunications.

Pam said the Adelaide-based video production company switched to AAPT because of the discounts it was offering and the way its account details were presented.

"We're very happy with the service," she said.

"We use the accounts we receive from AAPT for many things, including better use of our sales staff's time. We can let them see exactly what calls they've made. In many ways it was a real eye opener.

"It's helped us manage our use of telecommunications much more effectively."

AAPT was established to deliver a specialist service to business, offering a range of voice and data products specifically designed for the business market.

It offers significant cost savings on long distance and international calls and the best billing system available in Australia. For larger users, it can also provide a highly sophisticated Virtual Private Network.

AAPT is a joint venture between AAP Information Services, Todd Corporation, a major shareholder in New Zealand's second telephone company, Clear Communications, and MCI Communications Corporation, America's second largest long distance telephone company.

Sales office numbers are:  
Sydney 692 1000,  
Melbourne 619 9333,  
Brisbane 834 9999,  
Adelaide 415 2000, Perth  
421 2424, Canberra 239  
8989 and Gold Coast  
31 6004.



*Pam Phillips of Adelaide-based Video Communicators*

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## News Gold To Australia In NY

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**A**ustralian radio stations performed brilliantly in the news categories of the prestigious New York Festivals for Radio at New York's exclusive Grollier Club on International Radio Day.

Triple M Sydney News Director Brian Johnson was on hand to receive the Gold Medal for his production of "The Olympic Announcement" in the category, Best Coverage of a Breaking News Story - Series, and a Bronze for Best Investigative Report, "The Battle for the Olympics".

Triple M also received Finalist Awards for "The Bushfire Promo" in the category News Promotion Special Series.



*Brian Johnson, News Director,  
Triple M Sydney*

2UE Production Manager Michael Hibbard was also present to receive the station's three awards - Bronze for "Bushfires" under Best Coverage of Ongoing News Story and Finalist for "Newsfirst" in the Generic News Promotion Category and "Bushfire Coverage" in the News Promotion Special - Series category.

Triple M Sydney and 2UE shared honours for the most awards and finalists' nominations by single stations.

A spokesperson for the Festivals said, "Australian entries are consistently good and we always look forward to receiving them. This year however the news categories were more highly contested than ever, probably because of disasters such as the LA earthquake and the bushfires in NSW."

Organisers of the Festivals are now preparing for the Television Awards to take place in January 1995. Entries close for television shortly. For further information contact Jenny Bates on (02) 957 6500.

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## New Pressure On Commercial Radio

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**T**he new ABC Parliamentary and News Network is now transmitting its first national programs across the country.

Ironically for commercial radio, in Melbourne and Adelaide, the ABC's NewsRadio is using the frequencies once allocated to two of Australia's greatest commercial news radio stations 3DB (1026 AM) and 5DN (972 AM).

In the halcyon days of these stations in mid-1960s, according to McNair survey 3/64, 3DB had an overall share of 19.4 per cent and 5DN 28.6 per cent, while the ABC's combined shares were 11.6 per cent and 14.3 per cent respectively. In June 1994, according to AGB McNair, the combined ABC total share in each of those cities was 19.4 and 22.8 per cent.

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## AAPCS Supplies Quality Network Solutions

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**R**adio and television stations are becoming big users of personal computers and more and more networks are looking to link their computers from city to city and state to state.

AAP can help.

We've been a partner for decades in supplying news through the leading communications format of the day and that means we're now vastly experienced with interfacing our information data with radio and television computer systems.

So it makes good business sense to think about using a specialist division of AAP called AAP Communications Services Pty Ltd to help design, install, manage and maintain your local area and wide area PC networks.

Increasingly smart businesses are using outside experts to help look after existing high technology linkage of personal computers, either in station or across a radio and television network's far flung sites or advise on setting up and running such systems.

AAP Communications Services can offer services from maintenance contracts on personal computers to cabling to designing and installing sophisticated networks right up to a complete management outsourcing deal to look after national systems.

The parent company's background means AAP Communications Services knows about meeting deadlines and its long involvement in looking after computerised dealing room clients of AAP's financial information services has created an understanding of the need for fast fault fixing.

General Manager Jeffrey Roll said that the company had acquired wide ranging expertise in project management, systems integration and facilities management with an emphasis on quality.

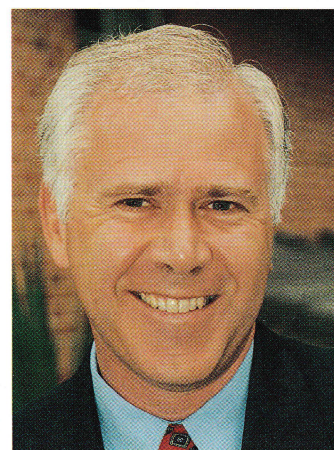
"The quality reference is not just an idle boast," he said.

AAP Communications Services has achieved international recognition of its quality standards by achieving AS 3902/ISO 9002 certification and registration as a Quality Endorsed Company, Mr Roll said.

"That might sound a bit jargon-like but in fact it is the result of having to adhere to pretty tough formally recognised quality procedures and systems," he said. "You can't just go out and buy it."

Achieving quality certification is just part of AAPCS' ongoing commitment to quality systems. The company is moving towards the stated aim of Chief Executive Terence Nickolls to become Australia's leading computer networking and integration company.

You can find out more details by calling your nearest AAP sales office.



*Jeffrey Roll*

# Top List of Speakers For Media Conference

**T**he Conference of Asian, Australian and Pacific Media Executives in November will bring together an exciting and impressive list of speakers from several countries.

It will be opened by Foreign Minister Gareth Evans, while Prime Minister Paul Keating will address the conference dinner on the final night.

Other likely speakers include Indonesian Foreign Minister Dr Ali Alatas, a senior member of the Clinton administration, Malaysian Trade Minister Rafidah Aziz and Vietnam Foreign Minister Nguyen Minh Cam.

The conference, hosted by AAP, will be held at the Park Grand Hotel in Sydney on November 20, 21 and 22.

The lineup of speakers includes senior Australian media executives like Michael Hoy of Fairfax, Sydney Olympics Chief Executive Gary Pemberton, International Press Institute Director Johan Fritz, Fiji Prime Minister Sitaveni Rabuka, former New Zealand Prime Minister David Lange, plus international media luminaries such as Michael Parkinson, Associated Press Editor in Chief William Ahearn, BBC Director of Programming Hugh Williams, Mirror newspapers Editorial Director David Banks, CNN Vice-President Peter Vesey, and former Australian Prime Minister Bob Hawke.

## AAP Joins US Association

**A**P has joined the US-based Radio-Television News Directors Association to benefit and learn from its wide range of activities. RTNDA is the only professional association in the world devoted exclusively to the needs and interests of the rapidly changing world of electronic media journalism.

Its activities include education programs, the monthly four colour magazine COMMUNICATOR, Bulletin Board Information Services and Annual Convention. This will assist AAP to better serve the changing Australian industry.

This year's Convention - four days of seminars and workshops, plus "World Media Expo", the exhibition of news products and services, will be at the Los Angeles Convention Centre from October 12 to 15.

### RTNDA CONVENTION INFORMATION

For convention registration and associated requests contact:

RTNDA (fax on demand):

0015 1 503 721 5867

Meetings Department:

0011 1 202 467 5200

General Number:

0011 1 202 659 6510 or  
0011 1 800 80 RTNDA

Radio-Television News  
Directors Association

1000 Connecticut Avenue, NW  
Suite 615  
Washington DC 20036 USA

## AAP Radio and Television News Response Line: 1 800 815 896

### CUSTOMER ASSISTANCE CENTRE

008 023176

Sydney: 692 1999

Fax : (02) 692 1050

*Please have the following details available when you call:*

- *Your service ID number*
- *The name and site address of your organisation*
- *Contact name and phone number*
- *Product or service name*
- *Severity of the problem*
- *Please record the fault number given to you by our Customer Service Representative for any follow up enquiry or future correspondence.*

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