

James Yeates and Sons Pty Ltd (est 1897 still an independent family business) the parent company of East Gippsland's only paid weekly newspapers, the Bairnsdale Advertiser (Bairnsdale) Lakes Post (Lakes Entrance) and the Snowy River Mail (Orbost) support Country Press Australia in its endeavour to work with the Federal Government to provide better communications for Australian regional citizens.

Federal government politicians consistently use country newspapers to disperse their political messages to the third of Australians living in the bush. The most trusted medium in Australia is the local country community newspaper.

Federal Government advertising weekly in all Australian country newspapers would be in line with the belief country politicians have with their local papers.

The real problem lies with the total lack of empathy or comprehension by metropolitan controllers of government funds.

The problem is not just one for Country Press but it strikes deep to the heart of country people in their quest for a fair deal for all for city centric minds.

James Yeates supports the two other proposals by Country Press promoted to the Federal Government.

A. A refundable tax credit of 35% of eligible newsroom employees costs for publishers of public interest journalism up to a salary cap of \$85,000 per eligible Newsroom employee per annum in line with the Canadian model. Supplementary funding to be implemented with one, or both the above mechanisms and also

B. Funding 70% of first year wages for 100 cadet journalist per year, employed in regional and local newspapers.

These proposals would be a great assistance for the ongoing positive existence of local country newspapers that provide the best country news services in Australia.

Regards

R.D Yeates



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East Gippsland News

Snowy River Mail - Orbost

Bairnsdale Advertiser - Bairnsdale

Lakes Post - Lakes Entrance