


July 10, 2018

Stan Farley



The Director, National and Community Broadcasting,
Department of Communications and the Arts
GPO Box 2154
Canberra ACT 2601
Australia

Re: Review of Australian broadcasting services


I was a frequent listener to Radio Australia shortwave broadcasts from the late 1960's until the service ended in 2017. While I am located outside of the intended shortwave broadcast area, the programming was very interesting and very educational for me. I was able to develop a much better understanding of Australia as well as many island entities and nations in the Asia Pacific region. Thanks to the unique propagation characteristics of shortwave radio, I was able to easily listen to Radio Australia from any USA location despite being thousands of miles outside of the intended reception area. While current budgets are tight everywhere, the cost to provide such wide-ranging coverage to present Australia to the world is surprisingly modest.

Ironically, one needs to look no farther than the recent news headlines announcing that China Radio International has taken over many of the frequencies previously used by Radio Australia. China would not have made this investment if it were of little value, and it demonstrates conclusively that there are many shortwave radio listeners that China is attempting to reach in the western Pacific region. While the unfortunate decision to discontinue the Radio Australia shortwave service opened the door for an expansion by China, it is not too late to restore shortwave programming for this large audience. Shortwave radio is a tried and true method of distributing content across vast areas at nominal cost for both transmission and reception.

I urge you to restore Radio Australia shortwave programming for the benefit of Australia itself, numerous Asia Pacific entities, and for interested listeners such as myself who are located outside of the primary broadcast area.

Thank you for your consideration.

Sincerely,



Stan Farley
Wichita, Kansas USA

cc: asiapacificmediareview@communications.gov.au