



A New View

The launch of National Indigenous Television heralds a new age in Australian media.

Even if you're lucky enough to have pay TV, you'd be hard-pressed to find many Aboriginal or Torres Strait Islander programs to watch. Currently, Indigenous content broadcast across all Australian media takes up an average of less than two hours per week, or 1.2 per cent of all programming!

But next month this is all going to change. National Indigenous Television Limited (NITV), Australia's first national Aboriginal and Torres Strait Islander broadcast service, will be launched by the Federal Communications Minister Helen Coonan on July 13.

"Indigenous Australians have advocated for a distinct Indigenous television service for over 25 years," says Pat Turner, NITV CEO. "Indigenous Australia does not have a high profile on Australian television. There is little Indigenous produced content on television, particularly on commercial and pay television.

"For Indigenous Australians, and particularly for our children, we simply do not see enough Indigenous content on our screens.

And the stories we do see are framed by news values – conflict and negativity."

NITV aims to inform, entertain and educate all Australians, not just the Indigenous population. By showcasing Aboriginal and Torres Strait Islander cultural practises, lifestyles and stories, NITV can help to raise awareness of Indigenous issues, preserve language and promote the diversity of our identities and cultures.

The channel will initially be broadcast through Imparja Television's second channel, Channel 31, with satellite transmission beaming to an estimated audience of around 220,000 people in remote, rural Central and North West Australia and to parts of Victoria, New South Wales and Tasmania.



PREPARATION BEFORE READING

National indigenous Television Limited (NITV) will be launched in July. This will provide more Indigenous content on television as NITV aims to inform, entertain and educate all Australians. It will showcase Aboriginal and Torres Strait Islander cultural practises, lifestyles and stories.

NITV aims to raise awareness of Indigenous issues, preserve language and promote the diversity of Indigenous identities and cultures.

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ACTIVITY 1: SCANNING FOR SPECIFIC INFORMATION

1. What will be launched in July by Federal Communications Minister Helen Coonan?

2. This will be Australia's first national Aboriginal and Torres Strait Islander broadcast service.

TRUE FALSE

3. Why is it important to have a distinct Indigenous television service?

4. What are some of the aims of NITV?

5. How will the channel be broadcast initially?

6. What is the estimated audience of NITV?

7. What parts of Australia will be able to receive NITV broadcasts?



ACTIVITY 2: UNDERSTANDING WORDS IN CONTEXT

Write your own meaning for the words from the report in the boxes below.
(Read the words from the report as well as the sentences around them).

Words from the report	My words that mean the same thing
The launch of National Indigenous Television heralds a new age in Australian television.	
Even if you're lucky enough to have pay TV, you'd be hard-pressed to find many Aboriginal or Torres Strait Islander programs to watch.	
Indigenous Australia does not have a high profile on Australian television.	

ACTIVITY 3: LANGUAGE

- Some of the words have been left out of this sentence. To finish the writing, choose the best option to fill in each gap.
Colour the bubble to show your answer.

The _____ of National	<input type="radio"/> lunch <input type="radio"/> launch
Indigenous Television _____	<input type="radio"/> herds <input type="radio"/> heralds
a new age _____ Australian media.	<input type="radio"/> of <input type="radio"/> in

- Read the sentence below and write in the missing punctuation.
nitv aims to inform entertain and educate all australians

3. Read the sentence, then answer the question.

For Indigenous Australians, and particularly for our children, we simply do not see enough Indigenous content on our screens.

Which of the following words from the text is a verb?

- Australia see children screens



ACTIVITY 4: WRITING – WHAT I'D LIKE TO SEE ON TELEVISION.

What would you like to watch on television?

Why not enter the My Story Competition in this month's magazine and tell us what kind of television program you'd like to see.

Maybe you have a favourite actor that you'd like to see more of, a favourite sport that you'd like to watch or you'd like to see more locally produced programs.



If you'd like to send an entry into My Story Competition, go to page 28 for all the details.