



PRIME MINISTER

TRANSCRIPT OF INTERVIEW WITH DALE SINCLAIR, ELECTORATE OF MAKIN, 4 DECEMBER 1986..

E & O E - PROOF ONLY

JOURNALIST: Mr Duffy has been saying that he believed ... media ownership. How does that fit with Mr Murdoch taking over so much of the popular press?

PM: The legislation that we will be bringing in will do more than has ever been done in this country to ensure that there is diversification within areas. What is important is that there be no monopoly of the total media. For the first time, we will bring in a cross-media limitation so that in no region will one person or group be able to monopolise the television, radio and print. And I believe that will be a good thing.

JOURNALIST: But within the popular press here in Adelaide and in Brisbane you will have Mr Murdoch owning the only print media we have.

PM: We will see what happens. Mr Murdoch has yet to make decisions as to what he will divest. And he has made it clear, he has got to think about what he will do. We will wait and see.

JOURNALIST: You understand concern though of people like the PKIU who believe that up to a third of their membership is threatened in Adelaide alone?

PM: I don't know whether a third of their membership is threatened. I can't say that and it is just hypothetical at this stage to say because we don't know what decisions Mr Murdoch will make. He has now acquired or in the process of acquiring a vast range of media in the three mediums. And he is going to have to make decisions both in accordance with the legal requirements and in accordance with commercial considerations. So I am not pre-judging what the outcome will be because no-one, including the PKIU, knows.

JOURNALIST: Even before any final decisions are made there is a certain percentage of the Labor Party who are as mad as hell that Mr Murdoch is likely to have any sort of monopoly in South Australia because he, in the past, has turned against Labor. And they blamed him for the loss of the 1979 election.

PM: I see. Of course, I suppose they say we have got a magnificent go from the Advertiser in the past - they will be sorry to see that influence, I know they have been enormous supporters of the Labor Party, as has the West Australian in Perth, and the Herald in Melbourne. We just give prayers of thanksgiving every night for the enormous support we have received from those newspapers in the past.

ENDS