

Tribunal is blind

SIR: The Australian Broadcasting Tribunal's "guidelines on tobacco advertising" cannot be allowed to pass without comment. Under the law, cigarette brand names which are an "incidental accompaniment" are still permissible to transmit. But the sensible "draft guidelines" have been scrapped and the first guidelines read, "Ultimately this is a question of judgment... It is not possible to provide any precise or comprehensive test on the matter."

It is clear to everyone but the tribunal that if the name of a cigarette is on TV in a planned position in a positive situation then it is being advertised. The precise and comprehensive test is whether the name displayed is that of a cigarette or not.

The Broadcasting Tribunal has demonstrated that it is incapable of acting in

the public interest or even giving a sensible interpretation of an existing law.

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