

Headlines about SBS

The print media have carried many stories about SBS since its inception. Here we provide some of the headlines which told the story of key moments in SBS - the establishment of TV in 1980; the Budget row in 1986 which led to the almost-amalgamation of SBS and the ABC; and the decision to take sponsorship and commercial advertising in the late 1980s.

SBS Television Channel O

“Ethnic television will go commercial”, [Weekend Australian](#), 21 April 1979.

“Gyngell warns about ‘electronic ghettos’ ”, [Canberra Times](#), 23 July 1980.

“ ‘No room for ABC in ethnic TV’ ”, [Canberra Times](#), 28 July 1980.

“Ethnic TV to go to air ‘no matter what’ ”, [Canberra Times](#), 29 July 1980.

“Firm date set for multicultural TV”, [Sydney Morning Herald](#), 29 July 1980.

“The debut of multicultural television”, [Sydney Morning Herald](#), 29 September 1980.

“It’s first in world”, [The Age](#), 23 October 1980.

The 1986 Amalgamation Battle

“Budget-eve talks fuel fear of ABC-SBS merger”, [The Australian](#), 14 August 1986.

“For SBS and ABC, a shotgun wedding”, [Sydney Morning Herald](#), 14 August 1986.

“MPs vow to fight plan for SBS to join ABC”, [The Australian](#), 15 August 1986.

“SBS supporters threaten electoral backlash over ABC amalgamation”, [The Australian](#), 18 August 1986.

“ABC-SBS merger stupid: Premier”, [Sydney Morning Herald](#), 19 August 1986.

“Pressure grows for ALP to drop SBS merger plan”, [The Australian](#), 19 August 1986.

“TV revolt boils over as ‘fat cat’ Auntie gets set to swallow the ethnic ‘mouse’ ...”, [The Sun](#), 20 August 1986.

“Why SBS is too valuable to lose: Andrew Jakubowicz takes a dim view of the merger of SBS with the ABC”, [Sydney Morning Herald](#), 22 August 1986.

“The SBS: is this really the end?”, [Sydney Morning Herald](#), 25 August 1986.

“Take SBS protest to Canberra: Premier”, [The Australian](#), 25 August 1986.

“When Aunty goes ethnic, will mid-Aegean accents survive?”, [Sydney Morning Herald](#), 30 August 1986.

“Hawke receives a rowdy reception”, [Sydney Morning Herald](#), 1 September 1986.

“SBS will become ABC One and keep its multiculturalism”, [Sydney Morning Herald](#), 4 October 1986.

“SBS rescue - Howard is overruled”, [Sydney Morning Herald](#), 12 November 1986.

“Coalition decides to vote against ABC-SBS merger”, [The Australian](#), 12 November 1986.

“Chief fears loss of SBS philosophy in merger”, [Sydney Morning Herald](#), 17 March 1987.

“SBS merger could be abandoned, says Hawke”, The Australian, 28 March 1987.

“SBS won’t be merged”, Financial Review, 27 April 1987.

“SBS merger may only have been shelved”, Sydney Morning Herald, 27 April 1987.

“A welcome change of heart on SBS”, The Age, 28 April 1987.

“SBS goes it alone, for now”, Sydney Morning Herald, 28 April 1987.

Sponsorship and Advertising

“New SBS chief favours sponsors”, Sydney Morning Herald, 6 October 1987.

“SBS won’t go commercial, says Evans”, The Australian, 15 February 1988.

“Now here is the SBS news: pay TV and advertising”, Sydney Morning Herald, 30 April 1988.

“Advertising the answer for SBS TV, says report”, Sydney Morning Herald, 23 June 1988.

“Evans backs advertising to lift SBS quality”, Sydney Morning Herald, 30 July 1988.

“SBS advertising condemned”, Financial Review, 1 August 1988.

“Evans backs SBS ads as ‘only way’ ”, The Australian, 30 July 1988.

“SBS ‘spurning ethnic viewers’ ”, The Australian, 18 November 1989.