

RADIO AUSTRALIA PLANS LAUNCH OF SERVICES TO BURMA

Wednesday, 12 August 2009

MELBOURNE - Radio Australia today has announced plans to reach audiences in Burma including a new special service in Burmese.

Radio Australia CEO, Hanh Tran, says events in Burma in recent times, including the devastation of Cyclone Nargis, the extension and detention of Aung San Suu Kyi and the prospect of coming elections, highlight the need for strong communications into the region.

He says the service to Burma in English will be imminent with a Burmese language service to follow.

Director ABC International, Murray Green, said the ABC had been working with the Federal Government looking for ways of improving the flow of information to the people of Burma.

Murray Green said the move reflected the ABC's on-going commitment to serving people in those parts of Asia and the Pacific without press freedom.

Radio Australia has served audiences in the region for nearly 70 years, however much of that capacity was constrained in the late 1990s as a result of budget cuts.

Mr Green said this latest move to re-introduce Burma as a service area was another milestone in the strengthening of the ABC's presence in the region.

The new services will utilise proven shortwave radio distribution as well as digital technologies to communicate to Burmese nationals and Burmese expatriates.

For further information please contact:

Mark Hemetsberger, Marketing Strategist, ABC RADIO AUSTRALIA, Tel: +61 3 9626 1723, Mob: +61 438 947 523 Email: hemetsberger.mark@abc.net.au