



SEVEN URGED TO BROADEN OLYMPIC HORIZONS

Channel Seven has been urged to broaden its coverage of sports at the Olympics.

The Combined Firearms Council of Victoria says Seven has a difficult job to do to get the coverage right, but has missed important opportunities to diversify its broadcast.

“Perhaps the starkest example is that instead of broadcasting the Olympics on Sunday afternoon, Seven decided instead to broadcast an AFL match while Aussies are battling away in several minor sports we never get the opportunity to see – such as judo, fencing, archery and of course shooting,” said Council spokesman, Bob Cooper.

Mr Cooper said he anticipated reasonable coverage of the shotgun events, but that the coverage of the pistol and rifle events had been avoided, most likely due to a lack of commentators competently informed about what they are watching. There are fifteen shooting events, of which Mr Cooper said only one or two will probably be properly covered.

“The air gun events are a great example of what else could be covered. The use of electronic targets enables real time scores to be posted and the finals in these events are particularly exciting to see and are made for television – yet Seven didn’t cover them, so we didn’t get the opportunity to see those events”.

“Shooting has nearly 400 competitors at the Games with 17 Aussies among them with a number who still stand good chances in shotgun, rifle and pistol. I can only encourage Channel 7 to take this opportunity to reassess what it should be covering.”

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