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**


“‘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.


**The 1986 Amalgamation Battle**


“MPs vow to fight plan for SBS to join ABC”, *The Australian*, 15 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.


“When Aunty goes ethnic, will mid-Aegean accents survive?”, *Sydney Morning Herald*, 30 August 1986.


“SBS will become ABC One and keep its multiculturalism”, *Sydney Morning Herald*, 4 October 1986.


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


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


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

**Sponsorship and Advertising**


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


