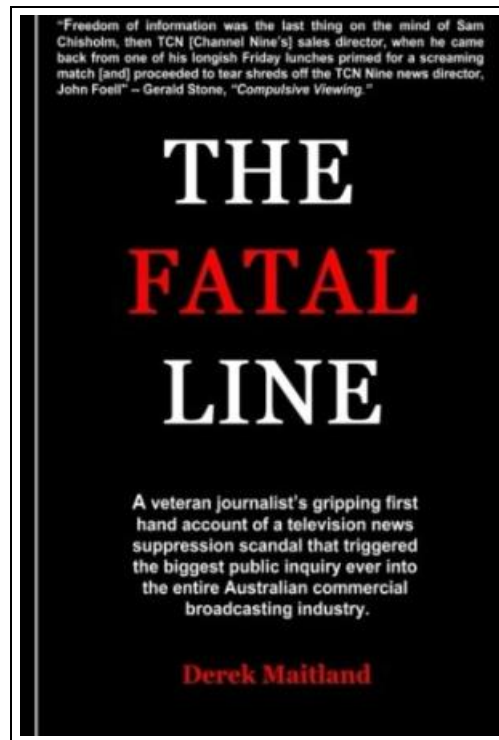


## The Fatal Line (Paperback)



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## THE FATAL LINE (PAPERBACK)



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Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The Fatal Line is Derek Maitland's gripping expose of collusion, corruption, perjury and betrayal that triggered the biggest, most wide-ranging public inquiry ever held into the commercial television and radio industry of Australia -- and why virtually no Australian, nor anyone else, has ever read or heard of it. The drama began with a defiant stand by TV reporter Maitland and assistant news editor John Pemberton at Sydney's TCN Channel Nine against a belligerent, unethical and previously unheard-of act of news suppression - and attack on the strict independence of the station's news service -- forced by the advertising sales manager . But the impact of the two-man revolt went far beyond Channel Nine itself, leading to an exhaustive six-month public inquiry by the federal Broadcasting Control Board into why, not just Channel Nine, but the entire Australian commercial broadcasting industry, blacklisted a vital parliamentary report that directly touched the lives of millions of Australian consumers. The report dealt with the findings of a joint federal parliamentary investigation into the highly questionable advertising and marketing practices, and product pricing, of the two monoliths of the detergent and soap industry, Unilever and Colgate-Palmolive, and was highly critical of both corporations, charging them with promoting misleading lemon fresh and whiter than white advertising claims and over-pricing the products they were marketing into virtually every single household in Australia. Derek Maitland uses a skillfull orchestration of narration, analysis and cross-examination from the inquiry's official transcript to smoothly draw the reader step-by-step along The Fatal Line, underscoring the ruthless, retributive power of the industry forces arrayed against them - with no less than 11 QCs (Queen's Counsel) representing the...



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