



4CBL Logan City

Broadcasting advertisements and broadcasting sponsorships in excess of five minutes per hour

The complaint

On 17 November 2003 the ABA received a complaint that the licensee of 4CBL, Radio Logan Inc., was broadcasting advertisements and sponsorship announcements that ran for more than five minutes in the hour.

Decision

The ABA determined that the licensee breached paragraph 9(1)(b) of Schedule 2 to the Act by broadcasting :

- an advertisement for Jo Jo Zep and the Falcons concerts during the *Morning Magazine* program on 7 November 2003
- three advertisements for Black & White Cabs and one advertisement for the Centre for Business and Industry during the *Drive* program on 7 November 2003
- advertisements for Crandon Wesche Financial Planners in the financial advice segments of the *Morning Magazine* program on 25 No-


vember, 2 December and 9 December 2003

- sponsorship announcements that ran in total for more than five minutes in the hour from 11 am to noon on 7 November 2003 and
- sponsorship announcements that ran in total for more than five minutes in the hour from 5 pm to 6 pm on 7 November 2003.

Action taken

In response to the ABA's finding, the licensee advised that:

- the sales manager and the production department have been cautioned with respect to sponsorship time limits
- the station manager is also now overseeing the matter and
- the opener and closer for the 28-second Crandon Wesche announcement have been altered to comply with the requirements relating to the broadcast of advertisements.

The ABA will continue to monitor the licensee's compliance with its licence conditions. 

4CBL Logan City

Policy and procedures in place outlining mechanisms to facilitate internal conflict resolution

The complaint

On 23 December 2003 the ABA received a complaint that the licensee of community radio service 4CBL Logan City, Radio Logan Inc., had no conflict resolution policy in place.

Decision

The ABA determined that on 23 December 2003 the licensee, Radio Logan Inc. was in breach of clause 6.2 of the Community Broadcasting Code

of Practice, as it did not have a written policy and procedure with mechanisms to facilitate conflict resolution within the organisation.

Action taken

The ABA notes the licensee's intention to have a internal conflict resolution policy and procedure document accepted by management and adopted by its members by the end of April 2004.

In light of this, the ABA intends to take no further action in respect of its finding of breach. 