



## 2RES Waverley

### Sponsorship limits

The ABA has found that Radio Eastern Sydney Cooperative Ltd, the licensee of community radio service 2RES Waverley, breached the Broadcasting Services Act by broadcasting sponsorship announcements that ran in total for more than five minutes in the hour.

#### The complaint

On 17 January 2005, the ABA received a written complaint alleging that the licensee had breached its licence conditions by broadcasting sponsorship announcements that ran for more than five minutes in the hour in the period from 12 midday and 1.00 pm on 16 January 2005 and 30 January 2005 on the *Voice of India* program.

#### Decision

The ABA determined that the licensee breached the licence condition at paragraph 9(1)(b) of Part 5 of Schedule 2 to the Broadcasting Services Act.

#### Action taken

In response to the breach finding, the licensee has taken the following steps:

- it has instructed the presenter of *Voice of India* to ensure that:
  - the program makes a proper distinction between sponsorship and community service announcements
  - the hourly time limit for sponsorship is strictly observed
  - all pre-recorded announcements carry pre-recorded 'tags'
  - all live sponsorship announcements are strictly timed and
  - community service announcements are properly identified, e.g. through an announcement such as 'This is a community announcement'
- the presenter has undertaken to meet the requirements of the Act, and
- the licensee will carefully monitor the program over the coming months to ensure obligations are met.

The ABA considers these actions do not satisfactorily address the compliance issues raised by the investigation and has

decided to seek a written undertaking from the licensee that it will:

- monitor the program *Voice of India (Monika Geetmala)* for four weeks during May 2005 (specifically the broadcasts of 8, 15, 22 and 29 May) to ensure compliance with the licence condition set out at paragraph 9(1)(b) of Part 5 of Schedule 2 to the Broadcasting Services Act
- provide a report to the ABA, by 10 June 2005, which includes the following information:
  - number and duration of sponsorship announcements per hour of broadcast
  - number and duration of community service announcements per hour of broadcast,
  - transcripts of material broadcast as community service announcements, and
- retain audiotaped copies of the broadcasts monitored for the undertaking until 31 August 2005 and make such tapes available to the ABA if so requested. ☞

#### Investigation reports : breach findings

To view the full report on these investigations, go to the ABA web site:

[www.aba.gov.au/newspubs/radio\\_TV/investigations/broadcast\\_operations/television.shtml](http://www.aba.gov.au/newspubs/radio_TV/investigations/broadcast_operations/television.shtml)

[www.aba.gov.au/newspubs/radio\\_TV/investigations/broadcast\\_operations/radio.shtml](http://www.aba.gov.au/newspubs/radio_TV/investigations/broadcast_operations/radio.shtml)

where the reports are arranged by licensee.