

COMPLAINT HANDLING BY COMMERCIAL RADIO STATIONS

	TALKBACK & DISCUSSION	NEWS & CURRENT AFFAIRS	MUSIC PROGRAMS	ADVERTISING	MISCELLANEOUS	TOTAL
Offensive matters in	57	3	13	11	6	90
Prohibited matter in	4	0	0	2	0	6
Other complaints	4	1	4	5	1	15
Total	65	4	17	18	7	111

Source: CRA Commercial Radio Codes of Practice: Complaints summary January to June 2005

The Commercial Radio Codes of Practice require each commercial radio broadcaster to provide Commercial Radio Australia with an extract of the record of complaints received. Commercial Radio Australia provides a consolidated report to ACMA.

JANUARY–JUNE 2005

Member stations recorded 111 written complaints alleging breaches of the Commercial Radio Codes of Practice during the first half of 2005.

COMPLAINT HANDLING BY COMMERCIAL TELEVISION STATIONS

Commercial television stations reported 639 written complaints about matters covered by the code of practice in the first half of 2005. This was 78 per cent more than the 358 complaints reported in the second half of 2004—the preceding reporting period. In the January to March quarter, 64 complaints were received about a single incidence of inappropriate placement of a program promotion—a result of human error, and 126 complaints were received in the April to June quarter about the *Big Brother* series (for example, *Big Brother Uncut*).

COMPLAINTS UPHELD

There were 76 instances in the January to June 2005 period where a station agreed that a complaint identified a breach of the code, compared with 10 instances in the previous six months.

There were 64 upheld complaints in relation the placement of a program promotion for *Desperate Housewives* shown during *The Australian Open* coverage (Seven Network). Due to an error, clause 3.12 of the code (which provides that sporting coverage between 8.30 pm and 10.30 pm is deemed PG) was overlooked. Seven apologised

to complainants for the error and any distress caused by the promotion. Training was conducted with programming and promotions staff following this breach which emphasised clause 3.12 of the code.

There was one upheld complaint in relation to inaccuracy in a news item on Seven News (Seven Network). The report concerned chronic fatigue syndrome. The complaint concerned confusion in the news report regarding chronic fatigue and chronic fatigue syndrome. The network agreed that the report may have been confusing and offered to consider doing a follow up report on the differences between chronic fatigue and chronic fatigue syndrome.

There was one upheld complaint concerning three instances of inappropriately placed advertisements. Network Ten agreed that the advertisements were inappropriately placed as a result of human error. The breaches were brought to the attention of staff to avoid the same error recurring. Network Ten also initiated an in-house training program for staff placing promotions and commercials.

There was one upheld complaint in relation to inaccurate presentation of a

news item shown on *First at Five News* (Network Ten). The network agreed that footage of an air crash was inadvertently edited together with footage of an earlier accident. The network has put in place procedures to avoid this kind of error occurring again.

There was one upheld complaint in relation to the placement of a Jila Mint advertisement shown in an inappropriate time zone (Southern Cross). The network agreed the M classified advertisement was inappropriately placed as a result of human error. The classification information for the advertisement has been corrected. The network will continue to review and upgrade commercial acceptance procedures.

There was one upheld complaint in relation to the placement of a telephone sex line advertisement during *Aerobics Oz Style* (Southern Cross TEN Capital). The station agreed that the classification information for the advertisement was entered incorrectly into its commercial library system. The schedule manager noticed this on the day of broadcast and took immediate steps to correct the problem. The station has reviewed its commercial

acceptance procedures to prevent recurrence of this error.

There was one upheld complaint in relation to the classification of an episode of *The Simpsons* (WIN Television). The network agreed that a consumer warning should have accompanied this episode as its content was stronger than normally expected. The network will now provide consumer advice at the start of all episodes of *The Simpsons* where the content is stronger than normal expectations.

There was one upheld complaint in relation to inaccuracy in the broadcast of a news item (WIN Television). The station agreed that there were errors in the report and made a correction (broadcast on 22 March) and apologised to the complainant for the error.

There was one upheld complaint in relation to the placement of a program promotion for *House* (Network Ten). The network agreed that due to a scheduling error, a PG version of the program promotion was incorrectly shown in a C time zone instead of the G version. The network has identified the cause of the error and taken steps to prevent a similar recurrence.

There was one upheld complaint in relation to inaccuracy in a news item on