

## Children's and preschool programs granted classification, June 2008

Program title	Series	Episode description	Program style	Program type	Country of origin	New/renewal	Class	Decision date	Applicant
<i>Sally Bollywood – Super Detective</i>	1	1-52	Animation	Drama – series	Australia	New	PRC	30/06/08	Trackdown Digital Pty Ltd
<i>Snake Tales</i>	1	1-13	Live action	Drama – series	Australia	New	CD	12/06/08	Westside Film & Television Pty Ltd
<i>The Saddle Club</i>	3	1-13	Live action	Drama – series	Australia	New	CD	17/06/08	Crawford Productions Pty Ltd
<i>The Saddle Club</i>	3	14-26	Live action	Drama – series	Australia	New	CD	30/06/08	Crawford Productions Pty Ltd
<i>Totally Wild</i>	17	TW17/001-180	Live action	Light entertainment – magazine	Australia	New	C	17/06/08	Network Ten Pty Ltd

Class – Classification, C – C Classification, CD – C Drama, P – P Classification, PRC – Provisional C, PRP – Provisional P. A classification expires five years after the date it was granted or renewed

## INVESTIGATIONS breaches by **broadcasters**

### Channel Ten broadcast election advertisement during blackout period

ACMA has found that the licensee of ATV 10 Melbourne, Network Ten (Melbourne) Pty Ltd, breached a condition of its licence by broadcasting an election advertisement during the so-called 'blackout period' leading up to the 2007 Federal Election.

Under the *Broadcasting Services Act 1992* (the BSA), commercial television broadcasters must not broadcast an election advertisement during the 'relevant period', commonly known as the 'blackout period'. This is defined in the BSA as commencing at the end of the Wednesday before polling day (which must be a Saturday) and concluding at the close of that polling day.

ACMA received a complaint on 10 December 2007 about an advertisement broadcast by ATV 10 just after midnight on Thursday 22 November 2007, two days before the federal election.

ATV 10 has acknowledged the licence breach, which it claims was due to earlier programs not running to schedule. The broadcaster has advised ACMA that it recognises the seriousness of the error and has put in place new internal procedures to ensure future compliance.

ATV 10 has introduced an internal policy that ensures the inclusion of a 'buffer zone', whereby political advertising would not be scheduled for either 30 minutes or a full hour before the start of the blackout period.

All relevant staff will be trained to ensure that such advertising is removed from the system before the start of the blackout period and will be issued specific instructions on days leading up to future blackout periods to remind them of their responsibilities.

Broadcasting delays, including delays in the broadcasting of election advertisements, will also be closely monitored.

ATV 10 staff have been advised of the implementation of these policy measures, which will be applicable during all subsequent federal and state elections. The outcomes of this investigation will also be used in future internal regulatory training sessions.

As a result of the steps taken by the licensee, and due to the fact that this is the first known breach of this licence condition by a member of the Ten Network, ACMA will not take any further action at this time.

Information on licensees' obligations for the broadcasting and communication of political and election matter is available on the ACMA website at <[www.acma.gov.au](http://www.acma.gov.au)> (go to For licensees & industry: Content requirements > Broadcasting: Regulating broadcast content > Guidelines > Political matter), as is a copy of the investigation report (go to About ACMA: Publications & research > Publications > Broadcasting publications > Investigations > Television operations investigations > Television operations – VIC commercial tv investigations).

