



Four community radio stations breach licence conditions

Recent ACMA investigations have found that four community radio stations breached a condition of their licences by broadcasting advertisements. Community broadcasting licences impose tight restrictions on advertising and paid promotional content.

Community radio stations may broadcast up to five minutes of sponsorship announcements in any hour. Under the *Broadcasting Services Act 1992* (the BSA), sponsorship announcements on community radio must include an appropriate acknowledgment of financial support—a 'tag'—otherwise they can be considered advertisements.

The following stations were in breach of their licence conditions:

- Cumberland Community Radio Inc., the licensee of 2CCR Parramatta, broadcast an advertisement on 31 January 2008 as it failed to include a tag. ACMA is satisfied that the pre-recorded announcement did originally include a tag but that it was inadvertently faded out due to human error.
- Bankstown City Radio Co-operative Ltd, the licensee of Radio BFM, broadcast advertisements on 19 October and

23 November 2007 as a number of sponsorship announcements played during the program 'Dosti' did not include tags. This program is no longer on the air. Bankstown City Radio Co-operative operates under a temporary community broadcasting licence.

- Darling Downs Broadcasting Society Inc., the licensee of Toowoomba community radio station 4DDB, failed to include tags for live cross-over chats with financial sponsors. On three occasions, the licensee broadcast announcements that ran in excess of the five-minute time limit.
- Curtin University of Technology, the licensee of Perth community radio station 6NR, also failed to include tags for live cross-over chats with financial sponsors. On two occasions, the licensee broadcast announcements that exceeded the time limit. This is the second time that the licensee has been found to be in breach

of these licence conditions. The licensee has now ceased all live chats with financial supporters and will pre-record these segments to allow for a calculation of accurate timing and the placement of appropriate tags.

The above stations have all implemented adequate measures to ensure there are no further breaches of the sponsorship rules and their obligations under the BSA are met. ACMA has therefore decided not to take further action at this time.

However, all community radio stations are now on notice that ACMA will have little tolerance of future breaches of this licence condition.

The investigation reports are available on the ACMA website at <www.acma.gov.au> (go to About ACMA: Publications & research > Publications > Broadcasting publications > Investigations > Radio operations investigations).