

Some community broadcasters breach sponsorship conditions

ACMA investigations have found three more community broadcasting services in breach of their licence conditions for advertising and sponsorship limits.

Community radio stations may broadcast up to five minutes of sponsorship announcements in any hour. Under the *Broadcasting Services Act 1992*, a sponsorship announcement on community radio that promotes the sponsor's business must include an appropriate acknowledgment of financial support—a 'tag'—or it will be considered an advertisement.

Following complaints, ACMA found that Lambing Flats Community Broadcasting Inc. (LFCB), the licensee of NSW community broadcasting service TWOYYY FM 92.3 Young, exceeded the five-minute sponsorship limit on six occasions on 5, 7 and 8 August 2007.

LFCB has advised ACMA that it has developed appropriate arrangements to promote compliance with the sponsorship time limits and has imposed additional restrictions on the presenter responsible for the breaches.

ACMA will monitor LFCB's implementation of these measures and its compliance with the sponsorship time limit provisions.

ACMA also found two advertising breaches. SWRFM Community Media Association, the licensee of 2SWR Blacktown, broadcast an advertisement during the 'Punjabi Show' program because the station failed to properly 'tag' a sponsorship announcement. The investigation did note that 2SWR had already improved its policies and procedures, including prohibiting presenters



from interviewing sponsors on air.

Ballarat Community FM Radio Cooperative, the licensee of community broadcasting service 99.9 Voice FM, broadcast an advertisement on 5 February 2008 because promotional material played during the *Lifestyle Program* did not include a 'tag'.

As ACMA is satisfied that these two licensees

have put in place adequate measures to prevent further breaches of the sponsorship rules, no action is proposed at this time.

Copies of 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).

Changes to community radio services

ACMA has varied the licence area plans of two community radio services—in Kyneton, Victoria and Moss Vale, New South Wales.

Changes to the technical specifications of the licence for Kyneton community radio service 3CH will improve its coverage and reception, particularly for listeners in the Macedon Ranges Shire area.

The changes are included in the revised licence area plan for Bendigo and also make available channel capacity for a new community radio service in Maryborough. 3CH will relocate its transmission site from Kangaroo Hill to Mt Macedon, enabling the service to extend its coverage to the entire Macedon Ranges Shire, including the townships of Gisborne, Macedon, Romsey and Woodend.

Since January 2007, Strengthening Goldfields Community Radio (SGCR) in Maryborough has been operating on a temporary community broadcasting licence, using the frequency 99.1 MHz. SGCR has expressed interest in obtaining a permanent community radio licence to serve the town of Maryborough.

ACMA has also varied the licence area plan for Nowra radio to allow for changes to the community radio service 92.5FM in Moss Vale.

The 92.5FM service, licensed to MVH FM Inc., will relocate its transmission site from Moss Vale to a new site on Council/Television Tower at Mt Gibraltar, with a new maximum effective radiated

power (ERP) of 200 W. The service has been operating with an ERP of 10 W.

The variation to the licence area plan will enable 92.5FM to extend its youth-focused community radio service to cover the entire Wingecarribee region.

The variations to the plans are available on the ACMA website at <www.acma.gov.au> (go to For licensees & industry: Service & technical requirements > Broadcasting: Analog planning > Licence areas > Licence Area Plans > Final licence area plans (LAPs)) or by calling 1300 850 115.