



2NBC Narwee

Broadcasting advertisements

The complaint

The ABA received a complaint concerning the Macedonian language program broadcast each Saturday afternoon between 3 pm and 6 pm by community radio service 2NBC.

The complainant identified a number of issues of concern, including the allegation that the licensee broadcast advertisements over an 18 month period, and nominated broadcasts transmitted on 2 and 9 November 2002 for investigation by the ABA.

Decision

The ABA determined that on 2 and 9 November 2002 the licensee of 2NBC, Narwee Baptist Community Broadcasters Ltd breached paragraph 9 (1)(b) of Schedule 2 to the Act by broadcasting advertisements.

Action taken

The licensee accepted the ABA's finding and advised its intention to take the following action to remedy the breach:

- suspending all announcements in which individual businesses are promoted as a sponsor of the local soccer club and modifying such announcements to satisfy the licence condition requirements;
- notifying the program producer that the announcements featuring the sponsor 'Mile's Fresh Food Market' breached the Act (however the licensee noted that recent amendments to the Act would now permit such announcements); and
- instructing the program producer to withdraw those announcements that failed to attach a 'tag' until such time that a suitable 'tag' has been included.

In addition to the above measures, 2NBC will require its station manager to vet all future sponsorship announcements prior to broadcast.

The ABA notes the above measures and proposes no further action in relation to this matter.



HSV 7 Melbourne

Privacy in current affairs broadcasts

The complaint

On 16 January 2003 the ABA received a written complaint concerning the broadcast of the segment 'Internet Infidelity' on the current affairs program *Today Tonight*. The complainant was previously the subject of an article 'Waiting for Mummy' in the magazine *That's Life* (which originates in Australia with a New Zealand edition). The New Zealand Press Council recently upheld the complainant's claim that the

magazine article breached the complainant's privacy.¹

The complainant alleged that the licensee, in the broadcast of the program segment, breached the following clauses of the Commercial Television Industry Code of Practice

¹ The ABA notes the licensee's advice that at the time the segment was broadcast it had no knowledge of the complaint against *That's Life* magazine or of the New Zealand Press Council ruling.