



Edge FM Hobart

Broadcasting advertisements, consideration given to the audience

The complaint

The ABA received complaints from two complainants, concerning the service provided by Tasmanian University Broadcasters Inc (Edge FM). At the time of the complaints, Edge FM was holder of a temporary community broadcasting licence in Hobart.

The issues raised by both complainants are very similar in nature and the ABA decided to investigate the matters together.

The issues that formed the basis of this investigation were whether Edge FM breached:

- clause 2.2 of the Code by virtue of the language content contained in certain music it broadcast
- paragraph 9(1)(b) of Schedule 2 to the Act, by virtue of the broadcast of program content relating to the University of Tasmania and the University Union
- clause 1.3 of the Code, which requires it to be controlled by an autonomous body which is representative of the licensee's community
- clause 1.5 of the Code, which requires independence in programming.

Decision

The ABA determined that Edge FM breached clause 2.2 of the code by broadcasting material that failed to give adequate consideration to the audience, context, degree of explicitness, propensity to alarm, distress or shock and the social importance of the event.

The ABA further determined that Edge FM did not breach:

- paragraph 9(1)(b) of Schedule 2 to the Act;
- clause 1.3 of the Code; and
- clause 1.5 of the Code.

Action taken

The licensee advised that a number of additional measures have since been put in place in order to prevent future breaches of this code provision, including:

- all presenters being advised of the ABA's investigation and being made aware of the need to comply with the CBAA Code and the station's radio policy;
- scheduling software has been introduced for approximately 60% of on-air scheduling (mainly between 6.00 am – 10.00 pm);
- all new music is assessed for potentially offensive content by a committee of volunteers prior to being added to the database;
- the implementation of a notification system for offensive content; and
- programs not using scheduling software have been asked to take a precautionary approach with programming choices.

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



Investigation reports : breach findings

To view the full report on these investigations, go to the ABA web site:

www.aba.gov.au/tv/investigations/breach_findings/ or

www.aba.gov.au/radio/investigations/breach_findings/

where the reports are arranged according to month of completion.