



Investigations

the potential to impact donor confidence in the Australian Red Cross Blood Service.

Decision

The ABA determined that in relation to the broadcast of the item 'Bad Blood' in the program *Today Tonight* on 12 June 2003, the licensee, Channel Seven Sydney Pty Ltd:

- breached clause 4.3.1 of the Commercial Television Industry Code of Practice 1999 in relation to presentation of factual material and representation of viewpoints
- breached clause 7.9 of the Code in its handling of a complaint about the item and
- did not breach clause 4.3.2 of the Code in relation to the creation of public panic.

Action taken

In its 4 March 2004 submission the licensee advised the ABA that it would be:

... conducting an extensive Code training program throughout the network following the introduction of the revised Code. For the news and current affairs area training will particularly focus on section 4 of the Code and will also include a strong emphasis on complaints handling. We will be using relevant ABA investigations (including

this investigation) as practical examples to stimulate discussion and to illustrate the application of the Code requirements that are relevant to news and current affairs.

As with all ABA investigations, a copy of the ABA's report in relation to this story will be provided to our senior news and current affairs management as well as reporting and research staff involved with preparation of the story.

Seven recognises that there have been a number of recent ABA investigations involving complaints handling in the news and current affairs area and that this issue must be addressed internally ...

At its meeting of 20 May 2004, the ABA decided to seek a written undertaking from the licensee that it will:

- provide a copy of the ABA investigation report to all relevant staff
- conduct a Code training program with relevant staff within the next three months
- focus training for news and current affairs staff on section 4 of the Code, using relevant ABA investigations (including this one) as practical examples to illustrate Code requirements and
- report to the ABA, at the end of the three-month period, on its compliance with the above. ☒

ATV 10 Melbourne

Promotions for MA classified programs in G programs

Complaint

In March 2004, the ABA received a written complaint concerning promotions and sponsorship announcements for the MA classified films *Cold Mountain* and *The Last Samurai*, broadcast by ATV 10 during the G classified programs *Seinfeld*, *The Simpsons* and *Everybody Loves Raymond*, on 1 January 2004 and in the week commencing 5 January 2004.

Decision

The ABA determined that the licensee of ATV 10, Network 10 Melbourne Pty Ltd, breached clauses 6.17 and 3.14 of the Commercial Television Industry Code of Practice for broadcasting promotions for MA films during G programs.

Action taken

The licensee accepted the ABA's findings on this matter. The licensee has indicated that the requirements of clause 3.14 have been reinforced to the scheduling, classification and promotions area to avoid a repeat of the breach. The licensee has also indicated that Ten has instituted a specific policy for internally produced sponsorship announcements for cinema films, reflecting the requirements of clauses 3.14 and 6.17, and ensuring that they are seen by the network classifiers before being broadcast. ☒

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.