

Broadcasting Matter

[REDACTED]			
[REDACTED]		[REDACTED]	
[REDACTED]		[REDACTED]	
Submitted By	[REDACTED]	Date Received	25/05/2023
Subtype	BM	Online Reference Number	ACMA-BM-3675RFUF43
Submitted: Broadcast Program	The Convo		
Submitted: Broadcast Station	Sutherland Shire Community Radio ASSOC INC 2SSR 99.7FM		
Submitted: Broadcast Location	Sydney		
Submitted: Captioning Broadcaster Type			
Submitted: Have you contacted the broadcaster?	No		
Submitted: Broadcast Date(s)	23/05/2023 11:00:00 AM		

Submitted: Sporting Program

Submitted: Complainant's Location Sydney

Submitted: Gambling Service

Submitted: Streaming Service

Submitted: Streaming Service URL

Submitted: Streaming Service Type

Submitted: Date(s) of Advertisement Seen 23/05/2023 11:00:00 AM

Submitted: Regulations

Code 6: Sponsorship

6.1 (a) (a) broadcasting no more than five minutes of sponsorship announcements in one hour, and
6.2 Sponsorship will not be a factor in deciding who can access broadcasting time.

Summary

Sponsorship Code Breach

My complaint is in regards to a program that went to air on Tuesday the 23rd of May 2023 called 'The Convo', an hour long talk-based program [REDACTED] on Sutherland Shire Community Radio Station 2SSR 99.7FM in relation to breaching the Community Radio Broadcasting Codes of Practice, Code 6: Sponsorship 6.1 (a) (a) broadcasting no more than five minutes of sponsorship announcements in one hour.

The program, The Convo, according to the stations website is a weekly interview program discussing the lives of their guests from politician, musician or an artist. The program that aired on Tuesday the 23rd of May 2023 was with a Financial advisor [REDACTED] who is through his company [REDACTED] a sponsor of the station as mentioned in the interview. On the program the conversation was predominately focused around financial issues with regular reminders that the guest and his business are available to contact to discuss listeners financial issues.

The whole program sounds like one giant advertisement for the company [REDACTED]

The program starts with the host [REDACTED] saying that the guest [REDACTED] is from company [REDACTED] who is a sponsor of the station. The host [REDACTED] then goes on to say that program is a discussion on how to manage finances and that if people (listeners) need advice that they can call [REDACTED] and was done several times during the program.

The program then goes on to talk about situations and experiences related to managing finances including debt management, finance management, refinancing and superannuation.

It is my understanding that the feature as part of the Convo program is part of the sponsorship agreement and was not by "accidental" chance that [REDACTED] was selected as a guest, which is in breach of the Community Radio Broadcasting Codes of Practice, Code 6: Sponsorship 6.2 Sponsorship will not be a factor in deciding who can access broadcasting time.

And as the interview is characterised as an advertisement as the guest has a financial arrangement with the station, paying for sponsorship, it is also listed on their website that the host of the program [REDACTED] is also their current Marketing Manager, which shows not only gross negligence, but favouritism to a sponsor for access broadcasting time.

The interview ends with further promotion, in the form of station recommendation to contact [REDACTED] in relation to financial advice which was the topic of the program.

This is not the first time 2SSR has breached laws in relation to financial Investigation report no. BI-578

LINK TO AUDIO: <https://omny.fm/shows/the-convo/the-convo-on-demand-23-may-2023>

I request that my personal information IS NOT to be shared with the broadcaster and to ONLY be used should the ACMA require further correspondence.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

ENQUIRY/COMPLAINT ISSUE

Complaint about 2SSR in relation to advertising and editorial decision being influenced by station sponsor.

Enquirer/Complainant	[REDACTED]	Lodgement Source	Webform
[REDACTED]	[REDACTED]		
[REDACTED]	[REDACTED]		
[REDACTED]			

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

Broadcasting Details

Licence Sub-service  Community Broadcasting

Licence  4842 || 2SSR || 2SSR


LEGACY LICENCING INFORMATION


Type


Commercial

Other

BROADCASTING DETAILS

Broadcaster  SUTHERLAND SHIRE COMMUNITY RADIO ASSOC INC

Broadcasting Program  The Convo

Program Type  Music

Broadcast Location N/A

DATE(S) OF BROADCAST (dd/mm/yyyy)

23/05/2023

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]			[REDACTED]
[REDACTED]				[REDACTED]

[REDACTED]

[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]				[REDACTED]

[REDACTED]

[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]				[REDACTED]

[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]			[REDACTED]
[REDACTED]				[REDACTED]

[REDACTED]

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