

## PROCEDURE - INTERVIEWS WITH SUBJECT MATTER EXPERTS

### Purpose of Procedure

The purpose of this Eastern Community Broadcasters Inc. hereafter referred to as Radio Eastern fm procedure is to provide guidance to volunteers, sponsors and sponsorship representatives in relation to interviews with subject matter specialists.

### Background

This procedure is based on *Practical Guidance: Discussions with subject matter experts*  
Sourced from ACMA Guidelines

### Procedure

Interviews with subject matter experts are common to broadcasting and play a legitimate role in community broadcasting. However, care should be taken to ensure that discussions do not move from the general to the specific (for example, the promotion of a particular product, service or organisation). Also, an interview is more likely to be characterised as an advertisement if the broadcaster has a financial or other arrangement with the expert being interviewed.

#### Correct Example

**Announcer:** Welcome to the Home Show. Today we are discussing the local real estate market and providing useful tips for everyone interested in buying property. We are lucky to have with us George Roy, who has worked in the real estate industry for 25 years and has spent the last 10 years at XYZ Real Estate. George, how is the local market? Is it a good time to buy?

**George Roy:** It sure is, as long as you do your homework first. It is so important to know the local area and do your research. Check recent sales history, find out what deals you can get with home loans and, if you are an investor, find out what the local rental market is doing. You can do this by checking the local papers and having a look in real estate windows. Or use the web—it is a great tool for home buyers.

Why is this likely to be found to not amount to advertising?

#### **Procedure commentary:**

Correct Example establishes George Roy's credentials ('We are lucky to have with us George Roy, who has worked in the real estate industry for 25 years and has spent the last 10 years at XYZ Real Estate') but does not promote him or his real estate agency. The reference to Mr Roy's employer is contextual—that is, it is a relevant consideration as listeners would want to know whether he is qualified to provide advice. The discussion is about buying property generally and does not focus on individual properties, real estate agencies or a particular real estate agent. The reference to the real estate agency is an incidental accompaniment to the broadcast of other matter.

#### Incorrect Example

**Announcer:** Welcome to the Home Show. Today we are discussing the local real estate market and providing you with useful tips if you are interested in buying property. We are lucky to have with us George Roy, from XYZ Real Estate, which is located at 1 Market Street. They are rated number one in the local area and George has recorded the best sales

figures for five consecutive years. Be sure to call George on 9876 5432 whether you are buying or selling and he'll be sure to look after you. George, what properties are you going to tell us about this week?

**George Roy:** Well, good morning to you and your listeners. I have some great homes to talk about this week and I'll give you all the open-day information and viewing times. The first property is at 2 Commercial Street and features

Why is this likely to be found to be advertising?

***Policy commentary:***

*Incorrect Example* promotes both Mr Roy ('... George has recorded the best sales figures for five consecutive years. Be sure to call George on 9876 5432 whether you are buying or selling and he'll be sure to look after you') and the real estate agency ('They are rated number one in the local area').

Further, the segment provides both the address and telephone number for XYZ, promotes the services it provides ('they are rated number one in the local area') and promotes properties for sale by XYZ. These references are not accidental or incidental accompaniment as they are designed to bring attention to XYZ. They are more than merely background to establish Mr Roy's qualifications or expertise.

This Procedure is supported by the Interviews with Subject Matter Experts Policy

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