

South East Radio Complaint Form

Advertising Commercial Communications

Making A Complaint

You **must** complete this form **in full**.

Under Sections 48(1)(d) Children's Commercial Communications Code & General Commercial Communications Code of the Broadcasting Act 2009, any listener may refer a complaint to the BAI if they are unhappy about advertising / commercial communication content on an Irish licensed broadcasting service (both radio and television).

Your complaint must be made no later than **30 days** after the broadcast.

When submitting a complaint concerning a commercial communication, a complainant may refer to the Children's Advertising Code or the General Commercial Communications Code.

A *commercial communication* is defined as 'any form of announcement on radio and television coming within the recognised character of advertising, sponsorship and teleshopping and any other form of commercial promotion.'

<u>General Commercial Communications Code</u>	Children's Commercial Communications Code
Main Sections: - 3 General principles and rules applying to all commercial communications (including the protection of the individual & society; offence, harm and human dignity; transparency; and assessment) 4 General rules pertaining to all advertising and teleshopping 5 Rules pertaining to specific advertising techniques 6 Rules pertaining to sponsorship 7 Television product placement 8 Rules pertaining to specific products and services 9 Prohibited communications 10 Appendix (a list of principal legislation that may affect commercial communications)	Main Sections: - 1 Social values 2 Inexperience and credulity 3 Undue pressure 4 Special protection for children in advertising 5 General safety 6 Violence 7 Diet and Nutrition 8 Parental responsibility 9 Programme characters 10 Product prohibitions and restrictions 11 Identification and separation 12 Insertion of advertising

For office use only: Ref. No.

Details of complaint	Please complete these details in full.
Advert Title / Broadcast Item	
Date of Broadcast: dd/mm/yr	
Time of broadcast (if applicable)	

Is the complaint an infringement of:	Please select relevant category
48 (1)(d) General Commercial Communications Code	
48 (1)(d) Children's Commercial Communications Code (<i>Children's advertising refers to advertising that promotes products, services or activities that are deemed to be of particular interest to children and/or are broadcast during and between children's programming. Children's programmes are programmes that are commonly referred to as such and/or have an audience profile of which over 50% are under 18 years of age</i>)	

Please complete this section **briefly**, summarising the main points of your complaint (alternatively, you may attach your complaint to this form).

For office use only: Ref. No.

Date (form completed):

Complainant:	Please complete these details in full.
Surname	
First Name	
Mr. / Mrs. / Ms.	
Address	
Daytime Phone Number	
Email (if applicable)	
Fax Number (if applicable)	
If hand delivering/posting/ Faxing this form, the Complainant must sign the form	Signature: _____

The personal contact details submitted are for use by South East Radio only.

Is the matter complained of the subject of any proceedings in a court of law in the Republic of Ireland?

Yes	No

To finish, please read through the above form to ensure all your details are correct.

Please post, e-mail or fax this complaint form to South East Radio. The relevant contact details are: -

Liam Dwyer
General Manager
South East Radio
Custom House Quay
Wexford Town

Telephone: 053-9145200
Fax: 053-9145295
Email: complaint@southeastradio.ie
Website: www.southeastradio.ie