

# *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.'**

<b><u>General Commercial Communications Code</u></b>	<b>Children's Commercial Communications Code</b>
<p><b>Main Sections: -</b></p> <ul style="list-style-type: none"><li><b>3</b> General principles and rules applying to all commercial communications (including the protection of the individual &amp; society; offence, harm and human dignity; transparency; and assessment)</li><li><b>4</b> General rules pertaining to all advertising and teleshopping</li><li><b>5</b> Rules pertaining to specific advertising techniques</li><li><b>6</b> Rules pertaining to sponsorship</li><li><b>7</b> Television product placement</li><li><b>8</b> Rules pertaining to specific products and services</li><li><b>9</b> Prohibited communications</li><li><b>10</b> Appendix (a list of principal legislation that may affect commercial communications)</li></ul>	<p><b>Main Sections: -</b></p> <ul style="list-style-type: none"><li><b>1</b> Social values</li><li><b>2</b> Inexperience and credulity</li><li><b>3</b> Undue pressure</li><li><b>4</b> Special protection for children in advertising</li><li><b>5</b> General safety</li><li><b>6</b> Violence</li><li><b>7</b> Diet and Nutrition</li><li><b>8</b> Parental responsibility</li><li><b>9</b> Programme characters</li><li><b>10</b> Product prohibitions and restrictions</li><li><b>11</b> Identification and separation</li><li><b>12</b> Insertion of advertising</li></ul>

For office use only: Ref. No.

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

<b>Is the complaint an infringement of:</b>	<b>Please select relevant category</b>
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).

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**Date (form completed):**

<b>Complainant:</b>	<b>Please complete these details in full.</b>
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: -**

Joseph Bridges  
Operations Manager  
South East Radio  
Custom House Quay  
Wexford Town

**Telephone:** 053-9145200  
**Fax:** 053-9145295  
**Email:** [complaint@southeastradio.ie](mailto:complaint@southeastradio.ie)  
**Website:** [www.southeastradio.ie](http://www.southeastradio.ie)