**Advertising & Sponsorship**

**CHECKLIST TO ASSES COMPLAINCE OF FREE-TO-AIR TV PROGRAMME WITH THE BROADCASTING STANDARD AUTHORITY CODES**

| **Please give a brief description about your complaint** | | | |
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| **Programme Titles** |  | | |
| **Date of broadcast**  (Complaint must be lodged within 20 working days of this date) |  | | |
| **Time of broadcast** |  | | |
| **Channel**  Please check  the relevant box | TV One (TV NZ) | Four (Media Works) | Duke |
| TV 2 (TVNZ) | Prime TV (Sky) | Other (please specify) |
| TV 3 (MediaWorks) | Māori Television |  |

The following checklist focuses mainly on Standard 7 – alcohol promotion. Additional questions have been included from Standard 1 (Good Taste and Decency) and Standard 3 (Children’s interests). You may also want to look at the other standards, including:

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| * Standard 4 - Violence | * Standard 8 – Balance | * Standard 11 - Fairness |
| * Standard 5 – Law and Disorder | * Standard 9 – Accuracy |  |
| * Standard 6 – Discrimination and Denigration | * Standard 10 – Privacy |  |

You can access the full CodeBook through this link -<https://bsa.govt.nz/images/codebook/160304_12_BSA_CODE_OF_CONDUCT_BOOK_FINAL.pdf> . This includes a commentary that explains the purpose and application of each standard.

***Checklist to assess if the Free-to-Air TV programme complies with the Broadcasting Standards***

| **Checklist on definitions**  **Please  the relevant checkbox(s) if your programme meets any definitions from BSA** | |
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| **Alcohol promotion** may be in the form of one or more of the following:   * promotion of an alcohol product, brand or outlet (‘promotion’) * alcohol sponsorship of a programme (‘sponsorship’) * advocacy of alcohol consumption (‘advocacy’) |  |
| **Child,** where referring to an audience member, means a person under the age of 14. |  |
| **Children’s normally accepted viewing times** for free-to-air television are usually up until 8.30pm and/or during G or PGR programming (see below). |  |
| **Strong adult content** means a greater degree of sexual activity, potentially offensive language, realistic violence, sexual violence or horrific encounters, which go beyond audience expectations of usual Adults Only content. |  |

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| **Checklist - The Free-to-Air Television Code**  **When you are making a complaint, please  the code(s) that the programme has breached the following Standard and Guideline(s)** | |
| **Part 1 Standard which relates to Social Responsibilities** | |
| **Standard 1 – Good Taste and Decency -** Current norms of good taste and decency should be maintained, consistent with the context of the programme and the wider context of the broadcast.(In television, this standard is usually considered in relation to offensive language, sexual material, nudity and violence, but may also apply to other material presented in a way that is likely to cause offence or distress.) | |
| **Guideline 1(a) -** The context in which content occurs and the wider context of the broadcast are relevant to assessing whether a broadcast has breached this standard, including: |  |
| * the nature of the programme and the channel |  |
| * the programme’s classification and scheduling |  |
| * whether the broadcast was live or pre-recorded |  |
| * the use of audience advisories, if any |  |
| * the target and likely audience |  |
| * audience expectations of the channel and the programme |  |
| * the availability of filtering technology |  |
| * the level of the broadcaster’s editorial control over the content |  |
| * the public interest in the broadcast |  |
| **Guideline 1(b) -** Where broadcasters take effective steps to inform their audiences of the nature of their programmes, and enable viewers to regulate their own and their children’s viewing behaviour, they are less likely to breach this standard. |  |
| **Checklist - The Free-to-Air Television Code**  **When you are making a complaint, please  the code(s) that the programme has breached the following Standard and Guideline(s)** | |
| **Part 1 Standard which relates to Social Responsibilities** | |
| **Guideline 1(c) -** If content is likely to offend or disturb a significant section of the audience, an appropriate audience advisory should be broadcast prior to the content. |  |
| **Standard 3 Children’s Interest** - Broadcasters should ensure children can be protected from broadcasts which might adversely affect them. | |
| **Guideline 3(a)** - Material likely to be considered under this standard includes: |  |
| * sexual material or themes |  |
| * violent content or themes |  |
| * offensive language |  |
| * social or domestic friction |  |
| * dangerous, antisocial or illegal behaviour |  |
| * material in which children or animals are humiliated or badly treated |  |
| * graphic descriptions of people in extreme pain or distress which are outside the expectations of the programme’s classification |  |
| **Guideline 3(b)** - Context is an important consideration when assessing complaints under this standard, including: |  |
| * the programme’s classification, |  |
| * the time of broadcast, |  |
| * the target and likely audience, |  |
| * audience expectations, |  |
| * the public interest in the broadcast, and |  |
| **Checklist - The Free-to-Air Television Code**  **When you are making a complaint, please  the code(s) that the programme has breached the following Standard and Guideline(s)** | |
| **Part 1 Standard which relates to Social Responsibilities** | |
| **Guideline 3(b)**(continue)   * any factors that mitigate the likely harm to children, such as humour or educational benefit. |  |
| **Guideline 3(c)** - When programmes broadcast during children’s normally accepted viewing times (see Definitions – children’s accepted viewing times) contain material which is outside audience expectations and likely to disturb children, an audience advisory should be broadcast. The advisory should be specific in nature to allow parents or guardians to make an informed choice about their children’s exposure to the content, while avoiding detail which itself may disturb or alarm children. |  |
| Guideline 3(d) - In news, current affairs and factual programmes, disturbing or alarming material should be justified in the public interest. Broadcasters must use judgement and discretion when deciding the degree of graphic material to be included in news programmes, and should broadcast an audience advisory when appropriate, particularly when children are likely to be viewing. |  |