**Advertising & Sponsorship**

**CHECKLIST TO ASSES COMPLAINCE OF PAY TELEVISION 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 | Sky TV | Other (please specific) |

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 Pay Television 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. |  |
| **Classifications (pay television)** means the classifications that should be broadcast on all pay television programmes except news, current affairs, sports and live content. The classifications are |  |
| * G- General: Approved for general viewing |  |
| * PGR Parental: Parental guidance recommend for younger viewers |  |
| * M: Suitable for mature audiences 16 years and over |  |
| * 16: People under 16 years should not view |  |
| * 18: People under 18 years should not view |  |

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| **Checklist - The Pay 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 7 Alcohol -** In addition to compliance with laws or regulations relating to the promotion of alcohol, broadcasters should observe restrictions on the promotion of alcohol appropriate to the programme genre being broadcast | |
| **Guideline 7(a)** **-** Alcohol promotion should be socially responsible and must not encourage consumption by people who are under the legal age to purchase alcohol. |  |
| **Guideline 7(b) -** Alcohol promotion must not occur in programmes specifically directed at children. |  |
| **Guideline 7(c) -** Alcohol promotion must not dominate a broadcast. |  |
| **Guideline 7(d) -** In the preparation and presentation of programmes, broadcasters must avoid advocacy of excessive alcohol consumption. |  |
| **Guideline 7(e) -** Sponsorship must be confined to the brand, name or logo, and exclude sales messages. |  |
| **Guideline 7(f) -** Promos for alcohol-sponsored programmes must primarily promote the programme, with the sponsorship subordinate. |  |
| **Guideline 7(g) -** Broadcasters are not required to exclude alcohol promotion from coverage of an actual event or situation being broadcast where promotion is a normal feature of the event or situation. Other guidelines under this standard should be considered. |  |
| **Guideline 7(h) -** Broadcasters must take into account the requirements of the Advertising Standards Authority’s Code for Advertising and Promotion of Alcohol when scheduling promos for alcohol sponsored programmes |  |
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| **Checklist - The Pay 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 |  |
| * where filtering technology is not available, the programme’s 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 Pay 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. |  |
| **Guideline 1(d) -** Where effective filtering technology is available to the audience, complaints under this standard are less likely to be upheld. |  |
| **Guideline 1(e) -** Explicit adult sex programmes classified 18 may screen only on premium channels |  |
| **Standard 3 Children’s Interest** - Broadcasters should ensure children can be protected from broadcasts which might adversely affect them. | |
| **Guideline 3(a) -** On pay television, children are frequently protected through security systems, eg, filtering technology. Where these are available, they should be clearly and regularly promoted to customers. |  |
| **Guideline 3(b) -** 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 |  |
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| **Checklist - The Pay 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(c) -** Context must always be considered, including whether filtering technology is available so that parents can protect children from viewing unsuitable content, the nature of the programme and the channel, and the public significance of the broadcast. |  |
| **Guideline 3(d) -** Channels targeted at children should only contain content appropriate for children. |  |
| **Guideline 3(e) -** Content not intended for children’s viewing should not be specifically promoted to children and should be screened in accordance with Standard 2 – Programme Information |  |
| **Guideline 3(f) -** Content classified M or above, especially that containing sexual or violent material, should not screen adjacent to content aimed at children |  |
| **Guideline 3(g) -** Themes and scenes in fictional content dealing with matters known to disturb children, such as domestic friction or the humiliation or ill treatment of children, should be appropriately classified and scheduled. |  |
| **Guideline 3(h) -** Any portrayal of realistic violence in content likely to be viewed by children should be scheduled and classified with care. |  |