**Advertising & Sponsorship**

**CHECKLIST TO ASSES COMPLAINCE OF RADIO 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** |  | | |
| **Radio**  Please check  one or write in the name if not listed | Flava | Newstalk ZB | The Rock |
| George FM | Niu FM | Other (please specify) |
| Mai FM | Radio NZ |  |

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 Radio 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 listening times** are usually up until 8:30pm and especially before school and after school |  |
| **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 Radio 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) -** Programmes 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 event or situation being broadcast where such promotion is a normal feature of that 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 Radio 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. | |
| **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 station |  |
| * the time of broadcast |  |
| * whether the broadcast was live or prerecorded |  |
| * the use of audience advisories, if any |  |
| * the target and likely audience |  |
| * audience expectations of the station and the programme |  |
| * 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 listeners to regulate their own and their children’s listening behaviour, they are less likely to breach this standard. |  |
| **Guideline 1(c) -** Talkback is an opinionated environment and is granted some latitude to be provocative and edgy in the interests of robust debate. |  |
| **Guideline 1(d) -** If seriously offensive material from a third party is inadvertently broadcast, it is less likely to breach the standard if the host immediately redresses the issue. |  |
| **Checklist - The Radio 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 3 Children’s Interest** - Broadcasters should ensure children can be protected from broadcasts which might adversely affect them. | |
| **Guideline 3(a) -** This standard will only apply during times when children are likely to be listening (usually up until 8.30pm and especially before school and after school – see Children’s normally accepted listening times under Definitions, page 9). |  |
| **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 |  |
| **Guideline 3(c) -** Context is an important consideration when assessing complaints under this standard, including the public interest in the broadcast, the target and likely audience, audience expectations and any factors that mitigate the likely harm to children, such as humour or educational benefit. |  |