



## Radio Kerry

### Advertising / Commercial Communications Complaint Form

#### **Making a Complaint**

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

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

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

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

**Commercial communication:** types of commercial communications include advertising, sponsorship, teleshopping and product placement but do not include public service announcements and charity appeals broadcast free of charge. Please refer to the General and Commercial Communications Codes for a complete definition.

A copy of these Codes is available on the Radio Kerry website, [www.radiokerry.ie](http://www.radiokerry.ie) or from the Broadcasting Authority of Ireland.

General Commercial Communications Code	Children's Commercial Communications Code
<p><b>Main Sections: -</b></p> <ul style="list-style-type: none"> <li>3 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>4 General rules pertaining to all advertising and teleshopping</li> <li>5 Rules pertaining to specific advertising techniques</li> <li>6 Rules pertaining to sponsorship</li> <li>7 Television product placement</li> <li>8 Rules pertaining to specific products and services</li> <li>9 Prohibited communications</li> <li>10 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>5 Social values</li> <li>6 Inexperience and credulity</li> <li>7 Undue pressure</li> <li>8 Special protection for children in advertising</li> <li>9 General safety</li> <li>10 Violence</li> <li>11 Diet and Nutrition</li> <li>12 Parental responsibility</li> <li>13 Programme characters</li> <li>14 Children's advertising, sponsorship &amp; product placement</li> <li>15 Prohibitions &amp; Restrictions</li> </ul>



For office use only: Ref. No.

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

<i>Is the complaint an infringement of:</i>	<i>Please select relevant category</i>
48 (1)(d) General Commercial Communications Code	
48 (1)(d) Children's Commercial Communications Code ( <i>advertising, sponsorship and product placement 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).

*Please note: complaints concerning station programme promotions should be submitted on a 'Programming Content Complaint Form' under harm & offence – The Code of Programme Standards.*



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<b>Date (form completed):</b>	
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<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)	

**The personal contact details submitted are for use by Radio Kerry only.**

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

<b>Yes</b>	<b>No</b>

**Please read through the above form to ensure all your details are correct.**

**Please post, e-mail or fax this complaint form to Radio Kerry.**

General Manager  
Radio Kerry  
Maine Street,  
Tralee  
Co. Kerry

**Telephone:** (066) 71 23666  
**Fax:** (066) 71 22282  
**Email:** [complaints@radiokerry.ie](mailto:complaints@radiokerry.ie)  
**Website:** <http://www.radiokerry.ie/complaints>