

## Clare FM 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 Clare FM if they are unhappy about advertising / commercial communication content on our service. 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 Advertising 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.'

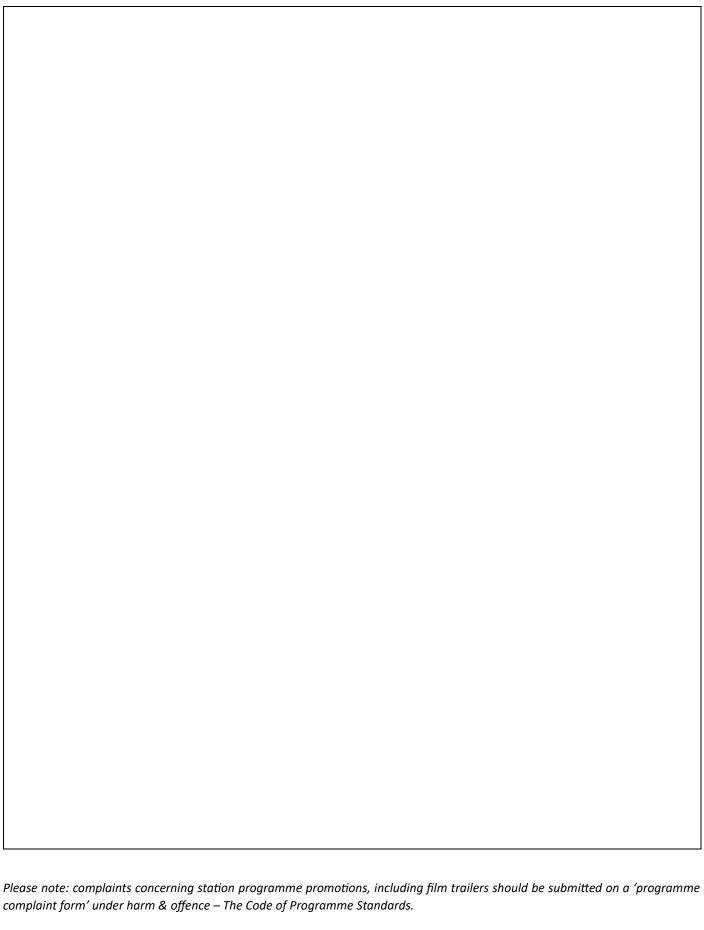
General Advertising Code	Children's Advertising Code
Main Sections: -	Main Sections: -
	4 Control of
3 General principles and rules applying to all	1 Social values
commercial communications (including the protection	2 Inexperience and credulity
of the individual & society; offence, harm and human	3 Undue pressure
dignity; transparency; and assessment)	4 Special protection for children in advertising
4 General rules pertaining to all advertising	5 General safety
<b>5</b> Rules pertaining to specific advertising techniques	<b>6</b> Violence
<b>6</b> Rules pertaining to teleshopping	7 Diet and Nutrition
7 Rules pertaining to sponsorship (including	8 Parental responsibility
competitions)	9 Programme characters
8 Rules pertaining to specific products and services	10 Product prohibitions and restrictions
<b>9</b> Prohibited communications	11 Identification and separation 12 Insertion of
10 Appendix (a list of principal legislation that may	advertising
affect commercial communications)	

For office use only: Ref. No.	

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

Is the complaint an infringement of:	Please select relevant category
48 (1)(d) General Advertising Code	
48 (1)(d) Children's Advertising Code (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)	

Please complete this section <b>briefly</b> , summarising the main points of your complaint (alternatively, you may attach your complaint to this form).		



For office use only: Ref. No.			

Date (	form	comp	leted <sup>*</sup>	١
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Complainant:	Please complete these details in full
Surname	
First Name	
Mr. / Mrs. / Ms.	
Address	
Daytime Phone Number	
Email (if applicable)	

The personal contact details submitted are for use by Clare FM Only.

Any correspondence relating to this complaint with the relevant broadcaster should be attached to this form.

Is the matter complained of the subject of any	Yes	No
proceedings in a court of law in the Republic of		
Ireland?		

To finish, please read through the above form to ensure all your details are correct.

You may post or e-mail this complaint form to Clare FM.

The relevant contact details are: -

The Chief Executive, Clare FM, Francis Street, Ennis, County Clare V95 FN40

Telephone: 065 682 8888 Email: <u>complaints@clare.fm</u> Website: www.clare.fm