



## Complaint Form

### Advertising / Commercial Communications

#### ***Making a Complaint***

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

Under Sections 48(1)(d) BAI Children’s Commercial Communications Code & General Commercial Communications Code of the Broadcasting Act 2009, any listener may refer a complaint to KCLR96fm 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 BAI Children’s Commercial Communication 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.*

General Commercial Communications Code	Children’s Commercial Communications Code
<p><b>Main Sections: -</b></p> <p><b>3</b> 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)</p> <p><b>4</b> General rules pertaining to all advertising and teleshopping</p>	<p><b>Main Sections: -</b></p> <p><b>5</b> Social values</p> <p><b>6</b> Inexperience and credulity</p> <p><b>7</b> Undue pressure</p> <p><b>8</b> Special protection for children in advertising</p> <p><b>9</b> General safety</p>

**5** Rules pertaining to specific advertising techniques  
**6** Rules pertaining to sponsorship  
**7** Television product placement  
**8** Rules pertaining to specific products and services  
**9** Prohibited communications  
**10** Appendix (a list of principal legislation that may affect commercial communications)

**10** Violence  
**11** Diet and Nutrition  
**12** Parental responsibility  
**13** Programme characters  
**14** Children's advertising, sponsorship & product placement  
**15** Prohibitions & Restrictions Social values

For office use only: Ref. No.

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

<b>Is the complaint an infringement of:</b>	<b>Please select relevant category</b>
48 (1)(d) General Commercial Communications Code	
48 (1)(d) BAI Children's Commercial Communication 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, including film trailers should be submitted on a 'programme complaint form' under harm & offence – The Code of Programme Standards.*

For office use only: Ref. No.

**Date (form completed):**

<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 KCLR96FM 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>

*Copies of both advertising codes are available on the BAI website, [www.bai.ie](http://www.bai.ie) or on request from the BAI's offices.*

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

**Please post, e-mail or fax this complaint form to KCLR96fm**

The Chief Executive,  
KCLR96fm.,  
The Broadcast Centre,  
Carlow Road,  
Kilkenny

**Telephone:** 056/7796296  
**Fax:** 056/7796299

**Email:** [complaints@kclr96fm.com](mailto:complaints@kclr96fm.com)

**Website:** <http://www.kclr96fm.com/complaints>