

Ocean FM - Complaint Form

Advertising / Commercial Communications

Making a Complaint

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

I

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

The purpose of this form is to enable a complaint to be made directly to the broadcaster, Ocean FM. 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 Commercial Communications Code or the General Commercial Communications Code.

A 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>Main Sections: -</p> <p>3 General principles and rules applying to all commercial communications (including the protection of the individual & society; offence, harm and human dignity; transparency; and assessment)</p> <p>4 General rules pertaining to all advertising and teleshopping</p> <p>5 Rules pertaining to specific advertising techniques</p> <p>6 Rules pertaining to sponsorship</p> <p>7 Television product placement</p> <p>8 Rules pertaining to specific products and services</p>	<p>Main Sections: -</p> <p>5 Social values</p> <p>6 Inexperience and credulity</p> <p>7 Undue pressure</p> <p>8 Special protection for children in advertising</p> <p>9 General safety</p> <p>10 Violence</p> <p>11 Diet and Nutrition</p> <p>12 Parental responsibility</p> <p>13 Programme characters</p> <p>14 Children's advertising, sponsorship & product placement</p>

9 Prohibited communications 10 Appendix (a list of principal legislation that may affect commercial communications)	15 Prohibitions & Restrictions Social values
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Details of complaint

For office use only: Ref. No.

Please complete these details in full.

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 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

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.

Complainant:	Please complete these details in full.
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 Ocean FM only.

Have you already complained to:	Yes	No
The advertising company?		

If you have answered yes, please give details: -

Any correspondence relating to this complaint should be attached to this form.

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

Yes	No

Copies of both advertising codes are available on the BAI website, www.bai.ie or on request from the BAI's offices.

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

You may post, e-mail or fax this complaint form to Ocean FM. The relevant contact details are: -

Ocean FM
Northwest Business Park
Collooney
Co.Sligo

Fax: 071 9118101
Email: complaints@oceanfm.ie
Web: www.oceanfm.ie