



Complaint Form Programming & Advertising Content

Making a Complaint

You **must** complete all **relevant** sections of this form.

Under Section 47(1) of the Broadcasting Act 2009, a broadcaster shall give due and adequate consideration to a complaint on one or more of the grounds specified in *section 48(1)*, made in writing by a person in respect of the broadcasting service provided by the broadcaster which, in the opinion of the broadcaster, has been made in good faith and is not of a frivolous or vexatious nature.

The following categories apply under the act:

- 48(1)(a)** objectivity & impartiality in news;
- 48(1)(a)** fairness, objectivity & impartiality in current affairs;
- 48(1)(b)** harm & offence (Code of Programme Standards);
- 48(1)(b)** law & order;
- 48(1)(c)** privacy of an individual.

Your complaint must be made no later than **30 days** after the date of the broadcast. Please note that if your complaint relates to two or more related broadcasts, it must be sent within 30 days of the later or latest of these broadcasts.



When submitting a complaint concerning a commercial communication, a complainant may refer to the Children's Advertising 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 Advertising Code |
|---|--|
| <p>Main Sections: -</p> <ul style="list-style-type: none"> 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) 4 General rules pertaining to all advertising and teleshopping 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) | <p>Main Sections: -</p> <ul style="list-style-type: none"> 5 Social values 6 Inexperience and credulity 7 Undue pressure 8 Special protection for children in advertising 9 General safety 10 Violence 11 Diet and Nutrition 12 Parental responsibility 13 Programme characters 14 Children's advertising, sponsorship & product placement 15 Prohibitions & Restrictions Social values |



| Details of complaint | Please complete these details in full. |
|-----------------------------------|---|
| Programme Title / Broadcast Item | |
| Programme date: dd/mm/yr | |
| Time of broadcast (if applicable) | |
| | |

| Is the complaint an infringement of: | Please select relevant category |
|---|--|
| 48(1)(a) Objectivity & Impartiality in news | |
| 48(1)(a) Fairness, Objectivity & Impartiality in current affairs | |
| 48(1)(b) Harm & Offence (Code of Programme Standards) | |
| 48(1)(b) Law & Order | |
| 48(1)(c) Privacy of an individual | |
| 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).

A large, empty rectangular box with a thin black border, intended for the user to write a brief summary of their complaint.



Date (form completed):

| 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 LMFM only.

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

| Yes | No |
|------------|-----------|
| | |



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

**Please post or e-mail this complaint form to LMFM.
The relevant contact details are:**

Complaints Officer,
Lmfm Radio,
Rathmullen Road,
Drogheda,
Co. Louth

Email: edoyle@lmfm.ie

Website: www.LMFM.ie