

SECTION 31: OTHER CATEGORIES OF RADIO ADVERTISEMENTS THAT REQUIRE CENTRAL COPY CLEARANCE

Question 142: Given BCAP's policy consideration, do you agree that 31.1.4:

"31.1

In addition to categories of radio advertisements specified in Sections of this Code, these products and services require central copy clearance:

...

31.1.4

films, DVDs, videos, computer and console games that have an 18+ certificate or rating."

should be included in the Code? If your answer is no, please explain why.

<p><i>Responses received in favour of BCAP's proposal from:</i></p> <p>Advertising Association; Charity Law Association; Institute of Practitioners in Advertising (IPA); An organisation requesting confidentiality</p>	<p><i>Summaries of significant points:</i></p> <p>These respondents (left) supported BCAP's proposal.</p>	<p><i>BCAP's evaluation of those points and action points:</i></p> <p>BCAP welcomes the respondents' support of its proposal.</p>
<p><i>Responses received against BCAP's</i></p>	<p><i>Summaries of significant points:</i></p>	<p><i>BCAP's evaluation of those points and action points:</i></p>

<p><i>proposal:</i></p> <p>Christian Concern for our Nation and Christian Legal Centre;</p>	<p>Christian Concern for our Nation and Christian Legal Centre said films, DVDs ,videos ,computer and console games that have an 18 plus certificate or rating should not be advertised on TV or radio due to the need to protect the under 18s and should be in the prohibited section.</p>	<p>Ads for films, DVDs, videos, computer and console games that have an 18 plus certificate or rating are <u>presently</u> allowed on TV and radio. The respondent has not presented evidence that ads for those products harm viewers aged under 18 and BCAP considers a ban is not merited.</p>
<p><i>Other</i></p> <p>Radio Advertising Clearance Centre (RACC)</p>	<p>The RACC noted, as the advertisement categories highlighted in rules 31.1.1 – 31.1.4 do not have any specific rules dedicated to them (e.g. copy content requirements), that this Section is deleted and the four categories are listed under ‘Special Categories’ in Section 1, Compliance.</p>	<p>BCAP’s rules, 31.1.1 – 31.1.4, require radio broadcasters to clear categories of radio ads through the RACC. If it broadcasts those categories of ads without RACC clearance, a broadcaster is in breach of the Code. Breaches of the Code are recorded against ‘rules’ and not text within the Codes that do not amount to ‘rules’. For the avoidance of doubt, text beneath ‘Special Categories’ in Section 1, Compliance, does not amount to rules.</p>