

## SECTION 7: POLITICAL AND CONTROVERSIAL ISSUES

### Question 37:

- i) Given Ofcom's practical application of the present rule, do you agree that it is appropriate to reflect 321(3) of the Communications Act 2003 in BCAP's proposed rule on Political and Controversial Issues? If your answer is no, please explain why.
- ii) On consideration of the mapping document in Annex 2, can you identify any changes from the present to the proposed Political and Controversial Issues rules that you consider are likely to amount to a significant change in advertising policy and practice, which are not reflected here and that you believe should be retained or otherwise given dedicated consideration?
- iii) Do you have other comments on this section?

<p><i>Responses received in favour of BCAP's proposal from:</i></p> <p>Advertising Association ASDA Four organisations requesting confidentiality An individual</p>	<p><i>Summaries of significant points:</i></p>	<p><i>BCAP's evaluation of those points and action points:</i></p>
<p><i>Responses received against BCAP's proposal:</i></p> <p>Christian Concern for Our Nation Christian Legal</p>	<p><i>Summaries of significant points:</i></p> <p>The Code should not reproduce the Communications Act</p>	<p><i>BCAP's evaluation of those points and action points:</i></p> <p>BCAP considers that the inclusion of the relevant extract from the Communication Act in the Code is helpful to advertisers because it alerts them to</p>

Centre		a significant restriction on broadcast advertising. Other respondents have welcomed its inclusion. BCAP will maintain the section.
	The section should not be cross-referenced to charities and faith rules: statements on moral issues based on faith should be regarded as non-political opinions.	The respondents correctly point out that the rules cover opinions that may be founded on religious, not political, ideology; the legal prohibition, however, applies to advertisements directed towards certain ends, regardless of the underlying reasoning. The legal prohibition covers influencing public opinion on matters that are the subject of public controversy; clearly, some views based on religious doctrine may be the subject of public controversy and BCAP believes it is proper for the Code to point that out to potential advertisers. BCAP will maintain the cross-reference.
<b>Other comments:</b>  None	<i>Summaries of significant points:</i>	<i>BCAP's evaluation of those points and action points:</i>