

44 Avenue
Road Mosman
NSW Australia 2088

T : 61 2 8968 7200
F : 61 2 9969 8147
W : freetv.com.au

CAD PROCEDURES FOR REVIEW OF ELECTION ADVERTISEMENTS

1. CAD review of election advertisements

Advertisements need to be submitted online at www.cadonline.freetv.com.au.
Further information regarding the application process is available at www.freetv.com.au

CAD will review election advertisements prior to broadcast by commercial television stations for the purposes of:

- classifying the advertisement under the Commercial Television Industry Code of Practice;
- ensuring the advertisement includes the authorisation tag required by the *Broadcasting Services Act 1992* (Clause 4 of Part 2 of Schedule 2); and
- protecting broadcasters from liability for publishing defamatory material.

Commercials Advice may require an advertiser to provide substantiation for statements in an advertisement but this will only be for the purposes of assessing whether the advertisement may be defamatory or whether it contains a false statement of fact regarding the personal character or conduct of a person. CAD does not otherwise require substantiation for the accuracy of statements and will not consider complaints where a statement could be considered misleading or deceptive.

CAD will issue a Classification Number (CAD Number) when it is satisfied the above criteria have been met. CAD numbers are issued subject to the terms set out on the CAD Online Application System.

The party or candidate authorising the advertisement is expected to ensure that the advertisement complies with all relevant laws including the applicable Electoral Act and the laws of defamation. CAD reserves the right to require further substantiation of factual material or further material relevant to defamation assessment.

2. Authorisation tag

Attached is a summary of the requirements of the Broadcasting Services Act in relation to the content of an authorisation tag.

The content of an authorisation tag must be accurate. CAD must be notified as soon as possible of any change to the name of a political party or candidate, their address or names of speakers forming part of the authorisation tag.

3. Review of pre-production scripts

It is strongly recommended that scripts are submitted for a pre-check prior to production where possible. This ensures that there is no unnecessary delay in processing the finished advertisement when submitted and allows for any necessary amendments (for example, to correct an authorisation tag) to be made PRIOR to despatch of material to television stations.

Due to the additional demand on CAD's resources during an election period please clearly specify the proposed production date with each script submitted.

Review of pre-production scripts is preliminary only and is subject to CAD's review of the finished advertisement. For further information on requesting a pre-check please refer to the information available at www.freetv.com.au

Please note: CAD will ensure that all material (scripts, video) submitted to CAD is treated as confidential. CAD's obligation of confidentiality is set out in the terms of the CAD Online Application System.

4. Turnaround

During an election period, priority will be given to election advertisements over general advertising material to ensure a CAD Number is provided as quickly as possible. However, you should try to allow at least 2 working days for classification of advertisements. The following needs to be considered when applying for a CAD Number:

1. Ensure you incorporate enough time to modify your advertisement if required
2. You may also need to allow time for captioning
3. Ensure you allow enough time for your advertisement to be despatched prior to your on-air date.

An additional 100 per cent of the normally applicable rate will be charged when advertisements are submitted requiring same day classification. Same day service is dependent on the number of applications to be processed by CAD on any given day and is no way guaranteed until it is confirmed by CAD.

Advertisements submitted on weekends or public holidays will be processed on the next working day. In exceptional circumstances, CAD/Free TV Australia may be available after hours. A substantial fee will apply for turnaround outside CAD's normal working hours.

Contacts at Commercial's Advice, Free TV Australia

Alison Lee

Director of Commercial
Operations

Claire Rhodes

Classification Supervisor

Nerida Higgins

Classification Supervisor

phone: 02 8968 7200

email: cad@freetv.com.au

Content of an authorisation tag

The *Broadcasting Services Act 1992 (BSA)*, Schedule 2, Sections 1, 3 and 4 require the following:

1. An authorisation must appear immediately after the advertisement. It must be separate from the content of the advertisement and included in the overall length. The authorisation must be written (see point 2) and spoken (see point 3).
2. The written authorisation must contain:
 - (a) the name of all the speakers in the advertisement itself (excluding the speaker of the authorisation unless that person also speaks in the body of the advertisement);
 - (b) where the broadcasting of political matter was authorised by a political party:
 - (i) the name of the political party;
 - (ii) the town, city or suburb in which the principal office of the political party is situated; and
 - (iii) the name of the natural person responsible for giving effect to the authorisation;
 - (c) where the broadcasting of the political matter was authorised by a person other than a political party:
 - (i) the name of the person who authorised the broadcasting of the political matter; and
 - (ii) the town, city or suburb in which the person lives or, if the person is a corporation or association, in which the principal office of the person is situated.
3. The spoken authorisation must include all the written information above but may exclude the names of the speakers. The spoken announcement must be at the same time as the written announcement and not commence before the written announcement appears. There should be no music or SFX under the spoken announcement.
4. The authorisation tag must be broadcast in the same language as the advertisement.

Examples:

Sample authorisation tag where authorised by a political party	
Cut to GRAPHIC with no other visual on screen	V/O to commence once the GRAPHIC appears with no music or SFX under
<i>Authorised by (name) for the (name of political party), (town, city or suburb of where the principal office of the party is situated)</i> <i>Spoken by/Speakers (names of all people who speak in the body of the commercial)</i> <i>e.g. Authorised by J. Smith for the ABC Party, Canberra. Spoken by R. Smith</i>	<i>Authorised by (name) for the (name of political party), (town, city or suburb of where the principal office of the party is situated)</i> <i>e.g. Authorised by J. Smith for the ABC Party, Canberra</i>
OR if the person who speaks is also the person who authorises it the tag can read as follows:	
<i>Spoken and authorised by (name), for the (name of the political party), (town, city or suburb of where the principal office is situated)</i> <i>e.g. Spoken and authorised by J. Smith for the ABC Party, Canberra.</i>	<i>Authorised by (name) for the (name of the political party), (town city or suburb of where the principal office is situated)</i> <i>e.g. Authorised by J. Smith for the ABC Party, Canberra</i>

Sample authorisation for an independent candidate or where otherwise not authorised by a political party	
Cut to GRAPHIC with no other visual on screen	V/O to commence once GRAPHIC appears with no music or SFX under
<p><i>Authorised by (name), (town, city or suburb in which the person lives or, if the person is a corporation or association, in which the principal office of the person is situated).</i></p> <p><i>Spoken by/Speakers: (names of all people who speak in the body of the commercial)</i></p> <p><i>e.g. Authorised by J. Smith, Canberra. Spoken by R. Smith</i></p>	<p><i>Authorised by (name), (town, city or suburb in which the person lives or, if the person is a corporation or association, in which the principal office of the person is situated).</i></p> <p><i>e.g. Authorised by J. Smith, Canberra</i></p>
OR if the person who speaks is also the person who authorises it the tag can read as follows:	
<p><i>Spoken and authorised by (name), (town, city or suburb)</i></p> <p><i>e.g. Spoken and authorised by J. Smith, Canberra</i></p>	<p><i>Authorised by (name), (town city or suburb)</i></p> <p><i>e.g. Authorised by J. Smith, Canberra</i></p>
NOTE: There is no requirement to state the candidate is an Independent in the tag.	

The longest single line in the authorisation should not extend beyond the standard TV essential width. An authorisation graphic must be held on screen long enough and be large enough for the average viewer to read its contents. After the voice-over, the essential 0.5 seconds of silence at the end is in addition to this period. For further information please refer to Free TV Operational Practice 29, available at www.freetv.com.au