Guidelines for Political Broadcasts in the Electronic Media

The Broadcasting Commission reminds all broadcasters and members of the public of the requirements for political broadcasts, as set out in the Broadcasting and Radio Re-Diffusion Act and the Television and Sound Broadcasting Regulations, 1996.

IDENTIFICATION OF POLITICAL PARTY/SPONSOR
All political broadcasts including advertisements must identify the party or sponsor at the beginning and end of the broadcast.

IMPARTIALITY
Broadcasters must give equal air-time access to all political parties and candidates. Any financial concessions made by broadcasters for air-time to a political party or candidate must also be offered on the same terms to other parties and candidates.

COMPLAINTS
Complaints about alleged breaches must be made to the Broadcasting Commission at the earliest opportunity. The Broadcasting Commission would need the following information to proceed with an investigation:

- name of broadcast or cable service that transmitted the material;
- date and time at which the broadcast was aired;
- name of the programme in which the broadcast was aired;
- details of the content being complained about.

The Broadcasting Commission
5th Floor, Victoria Mutual Building
53 Knutsford Blvd., Kingston 5
Tel: 929-1998, 920-9537-9;
Toll-free 1-888-99-CABLE (22235)
Fax: 929-1997
Email: info@broadcom.org