[IE] Television Programme Standards

IRIS 2002-3:1/17

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Under the Broadcasting Act, 2001, the Broadcasting Commission of Ireland has the role of drafting codes on matters of taste and decency, portrayal of violence and of sexual conduct in broadcast programmes (see IRIS 2001-4: 9). It is also required to implement rules governing advertising and sponsorship in accordance with the provisions of the "Television without Frontiers" Directive. The Broadcasting Complaints Commission hears complaints in relation to breaches of the relevant rules and codes. In February 2002, the Broadcasting Complaints Commission upheld a complaint against TV3, the national commercial television station. The station had through "human error" broadcast a cartoon with an adult storyline and containing unsuitable language at 9 a.m. on a Sunday morning when small children could be expected to be viewing. TV3 has been asked to make a public apology. Radio Telefís Éireann (RTÉ), the national public service broadcaster, also appears to have breached its own guidelines, the terms of the current code on advertising, and the statutory regulations with regard to news broadcasts. It carried in a news bulletin a live interview with one of the judges in its "Popstars" series. The judge, who is the originator of pop bands such as Boyzone and Westlife, was interviewed holding a bottle of Fanta. Fanta were the sponsors of the series.

Decision of the Broadcasting Complaints Commission, February 2002

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