

# Guidelines for Political Broadcasts in the Electronic Media

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**T**he 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.

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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](mailto:info@broadcom.org)

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