



Independent  
Broadcasters of Ireland

## **IBI Alcohol Code**

### **Advertising and Sponsorship**

## **IBI Alcohol Initiative**

*"I welcome the Independent Broadcasters of Ireland Alcohol Initiative. Alcohol-related harm is one of the biggest public health issues facing Ireland today from an economic, social and personal standpoint. This was highlighted most recently by a disturbing finding that 28% of Irish A&E admissions are alcohol-related. Marketing techniques and promotional messages have a significant impact on the shaping of perceptions and attitudes of young people in relation to alcohol. The steps being taken by the IBI to ensure these messages impact responsibly on the public are a welcome and important step in helping to bring about the culture change that is required in this country towards alcohol consumption."*



**Mary Harney T.D.**  
**Minister for Health and Children**

*"The launch of the IBI's alcohol initiative is an important development. As broadcasters, we have an opportunity to positively influence the lives of our listeners and viewers, and, in particular, influence how young people view alcohol as they grow up. IBI members believe that developing and subscribing to codes that ensure that young people are not unnecessarily exposed to alcohol advertising or glamorisation will make a difference to the relationship that young people have with alcohol and ultimately our society."*



**David Tighe**  
**Chairman, IBI**

## Background

The Board of the Independent Broadcasters of Ireland worked in conjunction with the Association of Advertisers in Ireland, the Institute of Advertising Practitioners in Ireland, Drinks Industry Group Ireland and the Health Promotion Unit at the Department of Health and Children to produce an Alcohol Code for the independent broadcasting industry.

The Code consisted of two sections:

1. **A fully monitored code of conduct on alcohol advertising and sponsorship of specific programmes.** Alcohol advertising and sponsorship will no longer be accepted on any programmes where greater than 25% of the audience group is under 18.
2. **A voluntary code of practice for presenters** that ensures that on air speech content by employees will not glamorise or encourage over consumption or abuse of alcohol particularly amongst young people.

Since January 1st 2006, the Code of Conduct on alcohol advertising and sponsorship of specific programmes has been adopted and implemented by independent broadcasting industry. This is to ensure the responsible promotion of alcohol to young people across independent radio and television. This is part of a greater initiative by the media industry as a whole in Ireland to act responsibly and sensibly where the promotion of alcohol is concerned.

## **Why are these codes being introduced?**

Underage drinking is a problem in Ireland and a key focus of the Department of Health and Children. Media in Ireland recognise that they have a role to play in helping to limit the exposure of young people to alcohol advertising and on-air discussion or behaviour that glamorises drinking. For these reasons, IBI member stations have developed and are voluntarily subscribing to these codes. Similar codes have also been adopted by television and outdoor advertisers.

## **The Code of Conduct on Alcohol Advertising and Sponsorship of Specific Programmes**

1. During certain programmes where in excess of 25% of listeners are likely to be under 18 years of age, alcohol related sponsorship and advertising will not be accepted.
2. The Code has been developed in consultation with the Association of Advertisers in Ireland, the Institute of Advertising Practitioners in Ireland, Drinks Industry Group Ireland and the Health Promotion Unit at the Department of Health and Children.
3. The BCI will monitor member stations for adherence to the Code.
4. IBI member stations will adhere to the changes made to the Alcohol Advertising Code by the Alcohol Marketing Communications Monitoring Body.

## **What are the implications of this Code?**

Member stations will be commercially affected by subscribing to the Code of Conduct on Alcohol Advertising and Sponsorship of Specific Programmes; nominated programmes will cease to accept alcohol related advertising or

sponsorship. Similarly, going forward, stations will be unable to accept such sponsorships or carry alcohol related advertising. It is believed that the issue is important enough to merit loss of revenue.

### **How were the nominated programmes selected?**

Programmes that have a listenership in excess of 25% of those under 18 were nominated as those that will not accept alcohol advertising or sponsorship. For most stations, these programmes are likely to be hit music or chart shows, both during the week and at the weekend.

### **What happens if member stations breach the advertising or presenters codes?**

- The BCI will take full cognisance of the codes when conducting the regular random monitoring of broadcasts.
- Any breaches of the codes detected during monitoring, will be reported to the Alcohol Marketing Communications Monitoring Body.
- On receipt of a complaint, a sub-committee will examine each complaint and make its findings known to the board of the IBI.
- Member stations that are found in breach of the code will be notified and asked what steps they are taking to ensure no repetition of the breach, and to renew their commitment regarding adherence to the code.
- Where agreement can't be reached, the matter will be referred to the Minister for Health and Children for consideration.

## Appendix I

### Programme times nominated for adherence to the Advertising Code

Station	Show	Time
<b>Live 95FM</b>	Monday – Friday	19:00 – 21:00
	Sunday	20:00 – 22:00
<b>FM104</b>	Monday – Friday	07:00 – 10:00
		21:30 – 00:00
	Sunday	12:00 – 14:00
<b>LMFM</b>	Saturday	22:00 – 00:00
<b>Beat</b>	Monday – Saturday	07:50 – 09:00
		19:50 – 23:50
	Sunday	07:50 – 09:50 20:00 – 00:00
<b>Ocean FM</b>	Monday – Friday	21:00 – 23:00
	Saturday	18:00 – 22:00
<b>Red FM</b>	Monday – Friday	19:00 – 21:00
	Sunday	10:00 – 12:00
<b>Today FM</b>	Monday – Thursday	00:00 – 02:00
<b>East Coast</b>	Monday – Friday	06:00 – 09:00
		20:00 – 22:00
<b>Spin</b>	Monday – Friday	06:45 – 09:45
		18:45 – 20:45
	Sunday	17:45 – 19:45
<b>Clare FM</b>	Friday	21:00 – 01:00
	Saturday	22:00 – 01:00
<b>Highland Radio</b>	Monday – Friday	18:00 – 19:00
<b>Galway Bay FM</b>	Monday – Friday	19:00 – 22:00
	Wkd Sports Fixtures	
<b>Shannonside</b>	Monday – Friday	21:00 – 00:00
	Saturday	22:00 – 00:00
	Sunday	23:00 – 00:00
<b>WLR FM</b>	Monday – Friday	06:30 – 10:00
<b>KFM Radio</b>	Monday – Thursday	22:00 – 01:00
	Friday	21:00 – 00:00

<b>KCLR 96</b>	Monday – Friday	21:00 – 23:00
<b>Midlands 103</b>	Monday – Friday	22:00 – 00:00
	Sundays	20:00 – 23:00
<b>Radio Kerry</b>	<i>Not Applicable</i>	
<b>98 FM</b>	<i>Not Applicable</i>	
<b>Cork 96FM</b>	<i>Not Applicable</i>	
<b>Dublin’s Country 106.8</b>	<i>Not Applicable</i>	
<b>Southeast Radio</b>	<i>Not Applicable</i>	
<b>Q102</b>	<i>Not Applicable</i>	
<b>INN</b>	<i>Not Applicable</i>	
<b>Newstalk</b>	<i>Not Applicable</i>	
<b>Tipp FM</b>	<i>Not Applicable</i>	

## **Appendix II – Agreement reached with the Department of Health and the Independent Broadcasters**

### Media Industry Proposals on reducing exposure of young people to alcohol advertising

Representatives from the Health Promotion Unit have been engaging with members of the Advertising Association, various media, and the Drinks Industry in relation to alcohol advertising, resulting in the establishment of the Central Copy Clearance Ireland body. The function of this body is to vet the content of alcohol advertisements to ensure adherence to the ASAI code and the 1995 Ministerial Broadcast media Code. Agreement has been reached with all media that all alcohol advertisements must carry a CCCI stamp approval number, before they will accept it for broadcast/display.

It has also been agreed to set up an Alcohol Marketing Communications Monitoring Body to ensure that inappropriate sales promotions, sponsorship and marketing practices are avoided. The details of this proposal has yet to be agreed.

The following proposals have been agreed with the various media.

#### **INDEPENDENT BROADCASTERS OF IRELAND**

1. Ensuring that programmes aimed at young people do not carry branded alcohol advertising. We propose to achieve this by:
  - Banning all alcohol advertising from programmes where greater than 33% of the listeners are young people.
  - These programmes will be identified on a station by station basis.
  - We propose that each station will submit a list of programmes to the BCI that will not carry alcohol advertising.

- The BCI would include alcohol advertising on the schedule of criteria that are assessed in the course of its independent random sampling of each station's output.
  - Any breach of the alcohol advertising ban would be immediately notified to the Independent Monitoring Body and the station involved.  
(The above is, of course, subject to agreement with the BCI).
2. The introduction of a Code of Conduct for presenters whereby speech content that glamorises or encourages over consumption or abuse of alcohol is banned. IBI will draft the Code in consultation with the BCI and the Department. IBI would undertake to develop appropriate training packages to ensure that our members fully comply with the Code and will agree to an appropriate monitoring mechanism.
  3. IBI will co-operate and comply with other broader elements of the industry agreement including the Copy Clearance process and the Independent Monitoring Body.

## Appendix III

### About the Independent Broadcasters of Ireland

The Independent Broadcasters of Ireland (IBI) is the representative body for Ireland's independent commercial radio broadcasters. The mission of the IBI is to champion the agenda of independent broadcasters in Ireland and to be a distinct and coherent national voice in the ongoing campaign for competitive equality across the sector. The independent voice of Ireland, 64% of the population tune into independent radio on a daily basis. This translates into weekday figures of 2.382 million listeners. With more than 1500 people employed in the sector, independent broadcasters make a significant economic, social and cultural contribution to the Irish economy. The IBI represents 2 national radio stations, 4 regional radio stations and 27 local radio stations. For more information please visit: [www.ibireland.ie](http://www.ibireland.ie)

### Who are the members of the IBI Board?

Willie O Reilly (Chairman)	Today FM
Scott Williams (vice-Chairman)	Q102
Eamonn Buttle	Southeast Radio
John Purcell	KCLR 96FM
Dan Healy	IRadio
Seán Ashmore	Dublin's Country Mix
Frank Cronin	NewsTalk
Paul Byrne	Radio Kerry
Carol O Beirne	Red Fm
Liam O Shea	Clare FM
John O'Connor	INN

## **Contact Details**

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