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**S4C Policy on Party Political Broadcasts (PPB),  
Party Election Broadcasts (PEB) and Referendum Broadcasts  
December 2013**

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The S4C Authority has a duty under Schedule 12 paragraph 18 of the Communications Act 2003 to include party political broadcasts and referendum broadcasts in every designated public service, namely S4C.

The S4C Authority has a duty to prepare a policy in respect of such broadcasts which sets out the manner in which the Authority proposes to perform this duty. In formulating this policy the S4C Authority has taken note of the decisions taken in the Broadcasters Liaison Group (a representative forum for U.K. public service broadcasters – BBC, ITV, Channel 4, Five and S4C), the views of the Electoral Commission and the rules made by Ofcom under s333 of the Communications Act 2003.

This document notes S4C's eligibility criteria and proposed allocation for the broadcasts. S4C may amend or supplement these criteria in relation to any particular election or referendum. It will publish any such amended or supplemented criteria on its website ([www.s4c.co.uk](http://www.s4c.co.uk)).

## 1. Allocation

- 1.1 Designated main parties will be offered one broadcast (PPB) in the autumn, winter and spring. No PPBs will be broadcast during an election period. Separate eligibility criteria for PEBs are outlined below.
- 1.2 Each designated referendum organisation will be allocated a series, (two or more broadcasts), before each referendum. This allocation will be equal for both sides. Where a PEB is broadcast during a referendum period, it must not promote any particular outcome.
- 1.3 For a General Election, political parties which are standing candidates in at least one sixth of constituencies in Wales (that is in 7 constituencies) will be eligible for at least one PEB in Wales. For an Assembly Election, political parties which are standing candidates in at least one sixth of the seats being contested or standing at least 4 candidates in all 5 regional lists will be eligible for at least one PEB in Wales. For Local Elections parties which are standing candidates in at least one sixth of constituencies in Wales will be eligible for at least one PEB in Wales. Usually, we will offer a series of broadcasts to the main designated political parties before each election.
- 1.4 Registered political parties which meet this threshold criterion will be eligible for additional PEBs if S4C considers that they can demonstrate substantial levels of past and/ or current electoral support. The number of PEBs which are offered to the main designated parties and other registered parties will be determined having regard to the circumstances of a particular election (including the location of the election) together with past and/or current electoral support for that party in Wales.
- 1.5 For the European Election political parties which are standing a full or a substantially<sup>1</sup> full list of candidates in Wales will qualify for at least one PEB in Wales.
- 1.6 Registered parties may qualify for more than one broadcast if they can demonstrate substantial levels of past and/ or current electoral support. The number of PEBs offered to designated political parties will be determined having regard to the circumstances of that specific election (including its location) and the present and/or historic electoral support for that party in Wales.
- 1.7 For elections, registered parties other than the designated major political parties may be eligible for a series of broadcasts and peak time scheduling if evidence of substantial levels of electoral support in a specific election (or in Wales) means that they would be eligible for this; this recognises that different parties can have different strengths in different elections.
- 1.8 PPBs, PEBs and Referendum Broadcasts will be broadcast in the Welsh language only on S4C during peak broadcasting hours or as near as practicably possible to peak broadcasting hours.

## 2. Welsh language Broadcasts

- 2.1 A Welsh language broadcast shall mean a broadcast which has been produced mainly in the Welsh language and is suitable for broadcast during S4C's peak broadcast hours. If the broadcast contains extensive use of dubbing and/or subtitling, or does not conform to S4C's language guidelines, S4C reserves the right not to broadcast but will discuss with the party in advance.

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<sup>1</sup> 'Substantially' is designed to address the situation where a party intended to stand a full list of candidates but at a late stage failed to do so – for example, because a candidate had to withdraw.

- 2.2 When producing broadcasts, parties must be mindful of S4C's language, delivery and production guidelines; these can be viewed on our website:

<http://www.s4c.co.uk/production/downloads/guidelines/canllaw-iaith.pdf>

[http://www.s4c.co.uk/abouts4c/corporate/pdf/delivery\\_ppb\\_2010.pdf](http://www.s4c.co.uk/abouts4c/corporate/pdf/delivery_ppb_2010.pdf)

[http://www.s4c.co.uk/abouts4c/corporate/pdf/s4c\\_ppb\\_production\\_guidelines\\_2010.pdf](http://www.s4c.co.uk/abouts4c/corporate/pdf/s4c_ppb_production_guidelines_2010.pdf)

### 3. **Proposed timetable**

- 3.1 The order of transmission will be at S4C's discretion taking into account, amongst other things, past or current electoral support and the circumstances of that election.

- 3.2 The S4C Authority will keep this policy under review.

### 4. **Complaints about the allocation of broadcasts**

- 4.1 Complaints against S4C's allocation of political broadcasts will only be considered from registered political parties. Complaints can be made in accordance with S4C's Complaints Procedure which can be found on our website: [http://www.s4c.co.uk/c\\_complaint\\_procedure.shtml](http://www.s4c.co.uk/c_complaint_procedure.shtml)