

## Pre-vetting of Religious Content

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Updated: 1 November 2018

As of 1 November 2018, the paid placement of religious content will be treated as commercial advertising and, as such, will require clearance from the Commercial Approvals Bureau (“CAB”) before they can be broadcast.

Without CAB’s prior approval a religious advertisement cannot be broadcast in New Zealand.

### Approvals Criteria

To be approved an advertisement must:

1. Comply with the laws of New Zealand, with specific reference to the Human Rights Act 1993 and the New Zealand Bill of Rights Act 1990.
2. Not portray people in a manner which is reasonably likely to cause serious or widespread hostility, contempt, abuse or ridicule.
3. Not portray people in a manner which, taking into account generally prevailing community standards, is reasonably likely to cause serious or widespread offence on the grounds of their gender; race; colour; ethnic or national origin; age; cultural, religious, political or ethical belief; sexual orientation; marital status; family status; education; disability; occupational or employment status.
4. Not contain anything which clearly offends against generally prevailing community standards taking into account the context, medium and audience.
5. Should not exploit the superstitious, nor without justifiable reason, play on fear.
6. Not contain anything which lends support to violent behaviour.

### Approvals Process

Applications to approve material should be sent by email to [clearance@commercialapprovals.co.nz](mailto:clearance@commercialapprovals.co.nz).

CAB do not require a broadcast quality version of the advertisement and are flexible as to how a viewing copy is sent. For example, material can be sent:

- By emailing a link to a file sharing site (e.g. YouTube, Vimeo, Google Drive, Office 365)
- By a digital file transfer service (e.g. WeTransfer.com, Dropbox or Hightail.com)
- Via a digital dispatch company (e.g. Adstream or IMD)

CAB will provide approved or feedback within no more than 5 working days<sup>1</sup>. Confirmation of approval will be sent via email and will be provided automatically to the broadcasters.

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<sup>1</sup> It is expected that CAB will appraise long form religious advertising on a set day each week, for example, on Thursday mornings. The details will be confirmed and refined to suit advertisers’ material production and delivery schedules.

The formal record of approval is the CAB invoice which details the key number, classification and corresponding CAB approval number. The invoice will be emailed to advertisers on the day approval is granted.

### **Clearance Fees & Conditions**

CAB's standard advertising fees will apply to religious advertising.

The fee for approving a finished commercial will depend on whether it is original material or a revision to an existing commercial. Advice and consultation will be provided free of charge.

Approval of an infomercial (>300 seconds)	\$275
Approvals of a commercial (<300 seconds)	\$126
Approval of a revision or cutdown to an existing commercial	\$63
Approval of a minor revision to an existing commercial	\$32
Key number and technical changes	No charge

CAB fees are only charged for changes to the commercial's content. CAB does not charge for technical corrections, for example, correcting audio levels or colour grading.

Minor revisions are limited to a change to dealer, store or location end tags, price and logo updates and single line super amendments. All other changes are billed as Revisions.

Approval is valid for 2 years from the date of the invoice.

CAB reserves the right to charge penalty fees at twice the above rates if the advertisement is submitted less than 12 hours prior to the first day of broadcast.

Invoices must be settled by the 20th day of the month following the invoice date. Payment in advance is required for new customers or if an account is repeatedly overdue.

CAB reserves the right to withdraw approval for material if the invoice is more than 30 days overdue. Once approval has been withdrawn the commercial cannot be broadcast in New Zealand.

### **More Information**

If you have any questions about CAB's approval process, please contact Rob Hoar on 021 315 107 or by email to [rob@commercialapprovals.co.nz](mailto:rob@commercialapprovals.co.nz).