

SDLP

The SDLP welcomes the opportunity respond to the Ofcom consultation on the Review of the Rules on Party Political and Referendum Broadcasts.

- As per previous elections the SDLP will be putting forward candidates in all of the Northern Ireland constituencies.
- As such we believe that the current quota of broadcasts for each of the main political parties should be maintained at the current level if not increased.
- Moreover, we believe each of the four main parties should receive an equal number of broadcasts.
- However, the SDLP believe that all the main parties in Northern Ireland should also qualify for a UK/GB wide broadcast in addition to broadcasts we are currently receiving.
- We feel it is important to include our broadcasts on the likes of Channel 4 and Five to reach a younger audience and in particular to bring a political message to those in an age group who are less likely to vote.
- Likewise, we would like the same principle to apply to radio stations such as Virgin, Classic and Talk Sport with due consideration given to allowing PEB's on local independent stations.
- Moreover, the SDLP would like to explore the possibility of more frequent shorter broadcasts throughout the day on channels rather than fixed tea time and evening airings.
- In addition, it would be our preference that PEB's are no longer introduced with usual 'This is a party election broadcast on behalf of...' We think this is an instant turn-off or turn over for viewers and we should examine innovative ways to make PEB's more watchable.

ends