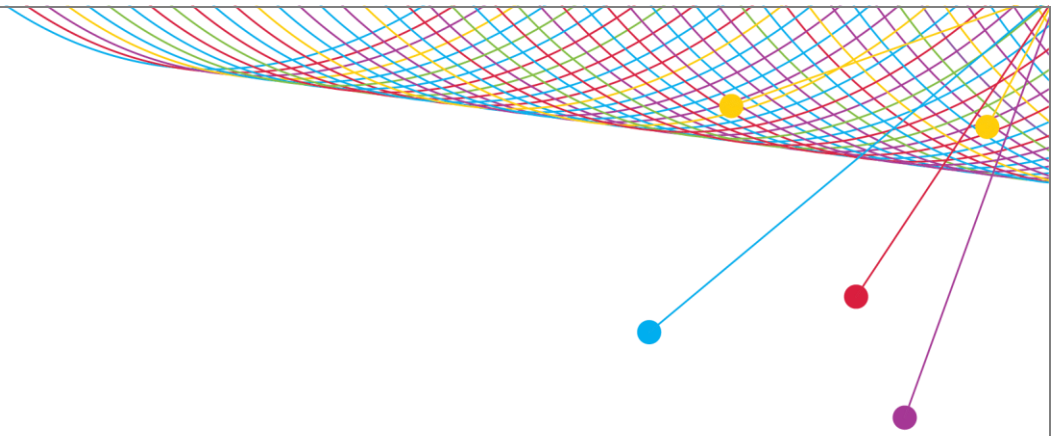


nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™



2015 BROADCASTER SATISFACTION SURVEY

JUNE 2015

Prepared for the Broadcasting Standards Authority



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EXECUTIVE SUMMARY

OBJECTIVES

This survey was conducted to gain an understanding of broadcasters' perceptions and experiences of the complaints process. The results of this survey provide some of the performance measures required for the BSA's Statement of Performance Expectations (SPE). The survey will also help build a complete picture of whether the current system is working as effectively as it can – both at BSA level and at broadcaster level.

SPE MEASURES

The following summarises the measures set in the SPE 2014-2015 and the results achieved in this 2015 survey.

Measure:	Target in SPE (2014-2015)	Result 2013 Survey	Result 2014 Survey	Result 2015 Survey
Broadcasters rate the BSA processes and working relationships as good or better and identify any issues.	80% or more of broadcasters surveyed rate the BSA processes and working relationships as good or very good on a five point scale.	89% of broadcasters surveyed rate the BSA processes and working relationships as good or very good on a five point scale.	88% of broadcasters surveyed rate the BSA working relationships as good or very good on a five point scale. 100% also rated the BSA processes as neither good nor bad, good or very good (with 63% good or very good).	88% of broadcasters surveyed rate the BSA working relationships as good or very good on a five point scale. 88% also rated the BSA processes as neither good nor bad, good or very good (with 63% good or very good).
Any issues identified considered by board, and appropriate changes made and recorded or placed on the agenda of the broadcaster/BSA working group.	100% of issues discussed with broadcasters and resolved to satisfaction of both broadcasters and the BSA or explanation provided by the BSA.	100% of issues were discussed with broadcasters and resolved to the satisfaction of both broadcasters and the BSA or an explanation was provided by the BSA. Those issues included: <ul style="list-style-type: none"> Website search engine Communication of timeframes for decisions and where referrals are in the process 	The following areas have been identified for discussion: <ul style="list-style-type: none"> Timeliness of the overall complaints process, particularly responding to the broadcaster Improving the ease of use and functionality of the website These have been analysed and raise no issues not already under consideration, or are outside BSA control.	The following areas have been identified for discussion: <ul style="list-style-type: none"> Timeliness of the process for submissions on provisional decisions Ease of use of website, including search These have been analysed and raise no issues not already under consideration, or are outside BSA control.
Broadcasters rate the BSA website as good or very good on a five point scale.	At least 70% of broadcasters rate the BSA website as good or very good on a five point	Between 75% and 87% (average of 84%) of broadcasters surveyed rated the value, ease of use and clarity of the	Between 63% and 88% (average of 78%) of broadcasters surveyed rated the value, ease of use and clarity of the	Between 67% and 100% (average of 83%) of broadcasters surveyed rated the value, ease of use and clarity of the

	scale.	website as good or very good on a 5-point scale.	website as good or very good on a 5-point scale.	website as good or very good on a 5-point scale.
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CONCLUSIONS

- On the basis of this research we conclude that, with the exception of one broadcaster who believes that a particular BSA decision was very unfair and who has provided negative ratings for many aspects of the process, the relationship between the BSA and broadcasters remains a positive one.
- With the exception of this one broadcaster, results may even indicate a slight strengthening in positive opinion, especially in the areas of:
 - BSA staff being courteous and considerate
 - The way in which the BSA requests information from the broadcasters during the complaints process
 - Management of the overall time the complaints process takes
 - The written decision capturing the essence of the broadcaster's argument.
- Perhaps related to the above finding, results suggest more personal one-on-one communication may have taken place during the complaints process in 2014 than in 2013, via email, phone or face-to-face.
- Although broadcasters are generally happy with the BSA website, especially the relevance and clarity of the content, there may still be room for improvement around the website's usability and its search engine.
- While potentially improved since the previous survey, there is still room for improvement in relation to timeliness. One broadcaster suggests a sorting system for complaints where complaints with more substance would be prioritised, while another comments on the perceived lengthy process when dealing with provisional decisions.
- Another area where two broadcasters do not provide a positive rating relates to broadcasters not being given the opportunity to say everything they wish and this may be one area where the BSA may consider reviewing the current process.
- Overall, all broadcasters taking part in the survey, with one notable exception, viewed the written decisions issued by the BSA to be fair. An area where one broadcaster does not provide a positive rating relates to the broadcaster's desire to be involved in the decision making. (However, the Broadcasting Act 1989 specifically appoints the BSA Board as the decision-makers. Written submissions from both the complainant and the broadcaster are considered as part of its decision-making on all complaints.)

BACKGROUND



BACKGROUND

The Broadcasting Standards Authority (BSA) is set up by the Broadcasting Act 1989. The Act imposes a duty on all broadcasters to maintain standards, including the observance of good taste and decency, the maintenance of law and order, the privacy of the individual, the protection of children, the requirement for broadcasts to be accurate, fair and balanced, and safeguards against programmes which encourage denigration or discrimination.

The functions of the BSA include:

- Complaints determination
- Oversight and development of the standards system
- Information and communication.

The BSA has surveyed broadcasters to understand their perceptions and experiences of the complaints process. Similar surveys were carried out in 2006, 2010, 2013 and 2014.

RESEARCH OBJECTIVES

The overall objective of the research is to determine the level of satisfaction broadcasters have with the complaints process. In particular, how they rate the performance of the BSA in relation to:

- The information available to broadcasters about the complaints process in general (not relating to a specific complaint)
- The personal contact broadcasters have had with BSA staff about, or during, the complaints process
- The overall relationship the BSA has with broadcasters
- BSA's management of the complaints process, particularly in relation to timeliness and information exchange
- The written decisions received from BSA
- Perceived fairness of decisions about formal complaints over the last 12 months.

METHODOLOGY

An online survey was undertaken between 26 May and 12 June 2015. In total, 12 broadcasters, who had been the subject of at least one formal complaint in the last 12 months, were given the opportunity to complete the survey. A total of eight broadcasters responded.

The online survey process was as follows:

- An initial email was sent out by the BSA, introducing the survey and inviting participation
- Nielsen followed this up with an email invitation to broadcasters to participate in the survey. This contained the link that took the respondent to the survey, which was hosted on Nielsen's server. All links were unique to the individual broadcaster to ensure confidentiality
- A reminder email was sent out to those who had not yet completed the survey. Following this, the Chief Executive of the BSA sent an email request to broadcasters who had not completed the survey encouraging them to do so at their earliest convenience.

NOTES TO THE REPORT

Of the eight broadcasters who participated in this survey, three received between one and five formal complaints in the last 12 months and four received over 50 complaints. The remaining one broadcaster was unsure of how many complaints it had received in the last 12 months.

Four out of the eight broadcasters who participated in the 2014 survey also participated in this survey.

It should be noted that in this survey, one broadcaster in particular provided ratings indicating *strong* dissatisfaction with the overall complaints process and negative perceptions across all aspects of the BSA's performance. For many question areas there was one strongly negative response and, on almost all occasions, this was provided by this same broadcaster. This broadcaster has participated in both the 2014 and 2015 survey. When comparing the results for this broadcaster over time, the ratings given in this year's survey have deteriorated across all aspects. It should be noted that this broadcaster was particularly unhappy with the decision made by the BSA, rating it as 'very unfair'.

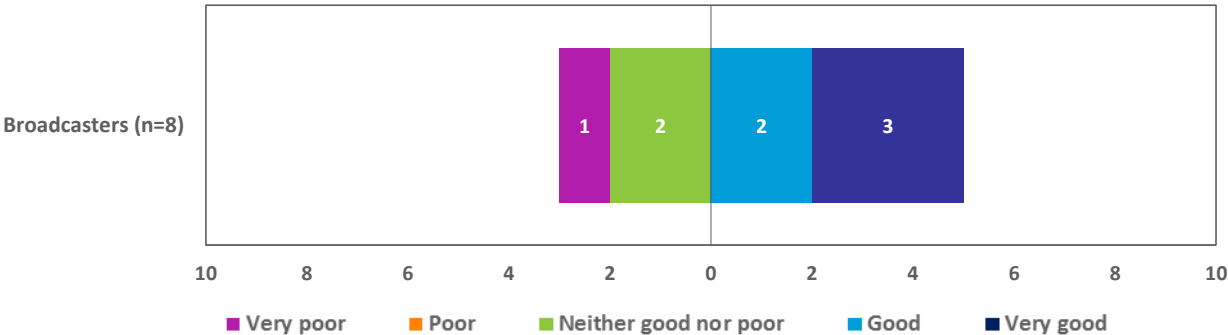
OVERALL SATISFACTION



OVERALL SATISFACTION WITH PROCESS

Overall, with the one exception, broadcasters are either happy or neutral with regard to the process they go through when a complaint is referred to the BSA. Satisfaction with the process remains consistent with the previous year's result with a total of five broadcasters rating the process as 'very good' or 'good' in both 2015 and 2014. However, broadcasters in 2015 are perhaps slightly more positive, with more broadcasters rating the overall process as 'very good' (three in 2015 cf. two in 2014).

When looking at the ratings given by those who completed both the 2014 and 2015 surveys, overall satisfaction with the process remains consistent for two broadcasters (giving the same rating as in 2014). While one broadcaster has improved their satisfaction rating from a neutral rating to 'good', the overall satisfaction for another broadcaster has dropped (from 'good' in 2014 to 'very poor' in 2015).

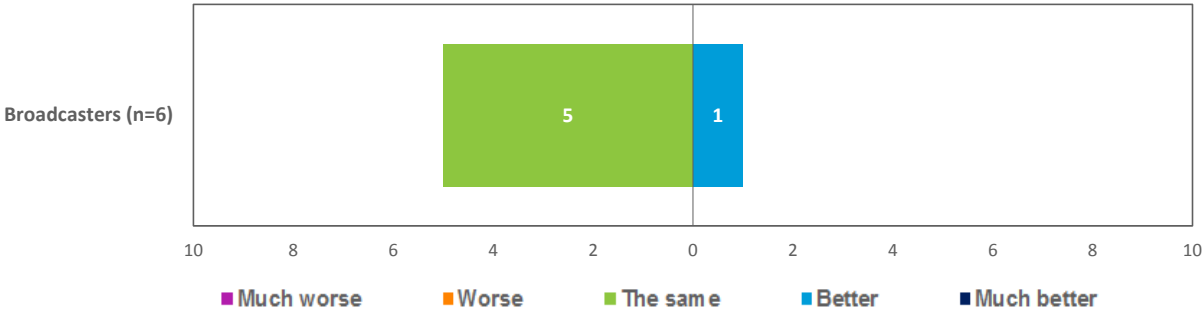


Q8. Overall, how would you rate the process you as a broadcaster go through when a complaint has been referred to the BSA?
Base: All respondents.

PROCESS COMPARED WITH 12 MONTHS AGO

Overall rating of the process compared with 12 months ago remains consistent with the 2014 result, with the majority of broadcasters saying their perceptions of the process remain the same as 12 months ago and one broadcaster being more positive than 12 months ago.

The one broadcaster who rates the process as better than 12 months ago feels that the BSA has improved its clarity on the overall process and decisions.

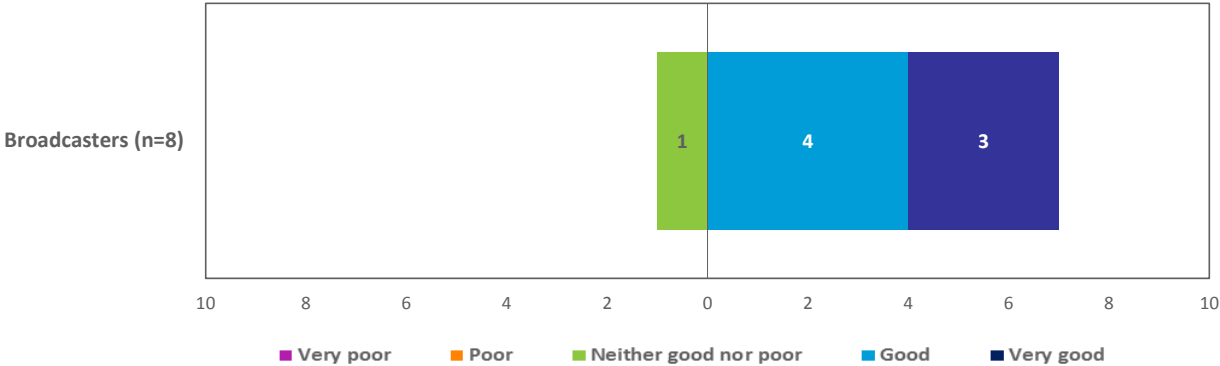


Q9. Compared with 12 months ago, how would you rate this process?
Base: All respondents excluding don't know.

RELATIONSHIP WITH THE BSA

Broadcasters' perception of their relationship with the BSA has remained consistent since 2013. As with the previous two surveys, only one broadcaster rates the relationship less than 'good' but even that is not a negative rating.

When actual comparisons of overall rating of relationship are made between the broadcasters who participated in both the 2014 and 2015 survey, ratings remain consistent for two of them. For one broadcaster, their rating of relationship has improved from a 'neutral' rating to a positive rating (i.e. 'very good'). For the remaining broadcaster, the rating has deteriorated from a 'very good' rating to a neutral rating.

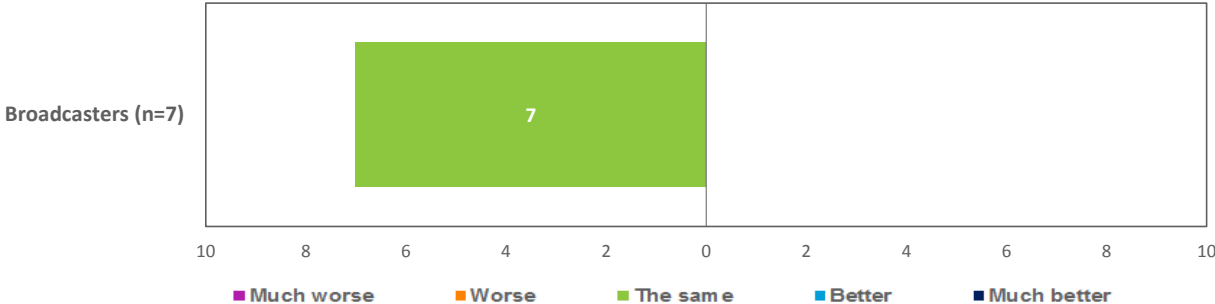


Q12. Overall, how would you rate the relationship you have with the BSA?
Base: All respondents.

RELATIONSHIP COMPARED WITH 12 MONTHS AGO

Overall perceptions of the relationship between broadcasters and BSA are consistent with 12 months ago. While no broadcaster reports that their relationship has improved, neither does any broadcaster report that their relationship has deteriorated over the past year.

Looking across the ratings given by the one broadcaster providing consistently negative ratings, dissatisfaction is expressed with the process and with the outcome but it has not translated to a perceived negative relationship with the BSA. Rather, perceptions of the relationship have changed from ‘very good’ to being perceived as ‘neither good nor poor’.



Q13. Compared with 12 months ago, how would you rate this relationship?
Base: All respondents excluding don't know and not applicable.

COMPLAINTS PROCESS RESOURCES

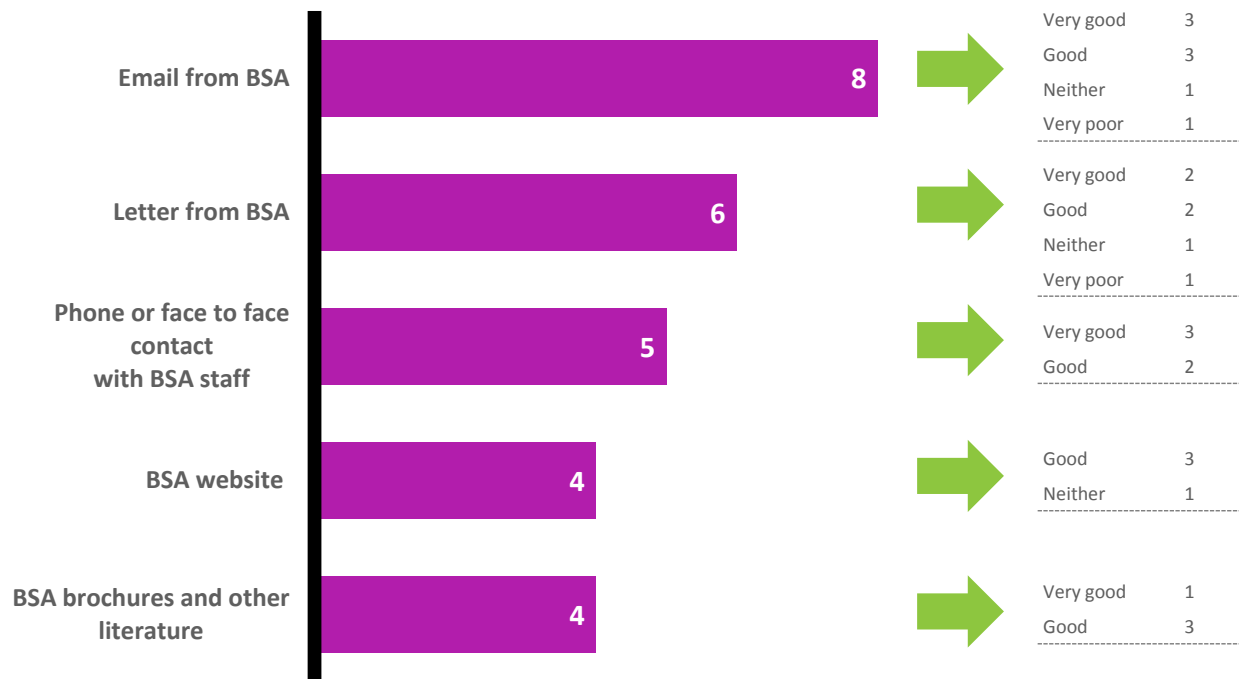


INFORMATION SOURCES

Broadcasters receive information about the complaints process through multiple channels. Email from BSA is the most prevalent source of information for broadcasters this year, with every broadcaster reporting that they received information about the complaints process through email. The survey suggests that, in 2015, more information was perhaps received person-to-person including via email, letter, phone and/or face-to-face contact (in 2014, generic information was slightly more prevalent via the BSA website or brochure).

While all sources of information are rated positively as effectively helping the broadcaster to understand the complaints process, personal contact via phone or face-to-face is most positively rated with 3 in 5 rating this source of contact as 'very good' and the remaining two respondents as 'good'.

It is interesting that, in 2014, all 8 broadcasters had sourced information from the BSA website while, in 2015, this number reduced to 4.

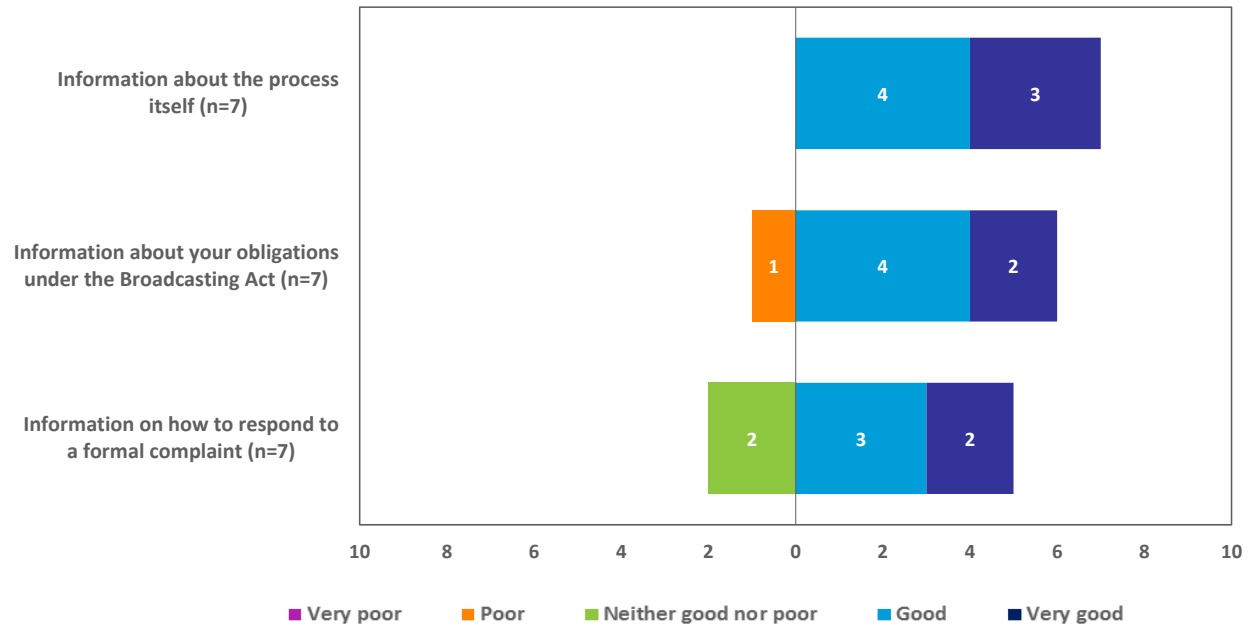


Q1: Through which of the following sources have you received information about the complaints process in general?

Q2: For each source used, can you please indicate how effective the information you received from this source was in helping you to understand the formal complaints process?

Base: All respondents.

INFORMATION CONTENT



*Q3: Overall, how would you rate the general information received from the BSA about each of the following?
Base: All respondents excluding don't know and not applicable.*

In terms of information content, broadcasters are generally happy with information received regarding the process itself, how to respond to a formal complaint, and their obligations under the Broadcasting Act. Rating of information about the process itself is very positive with three broadcasters rating this aspect as 'very good' (cf. one rating it 'very good' in 2014) and the other four rating it as 'good'. Ratings of this aspect have improved slightly since 2014 as no neutral or negative rating was given for this aspect (cf. one neutral rating in 2014).

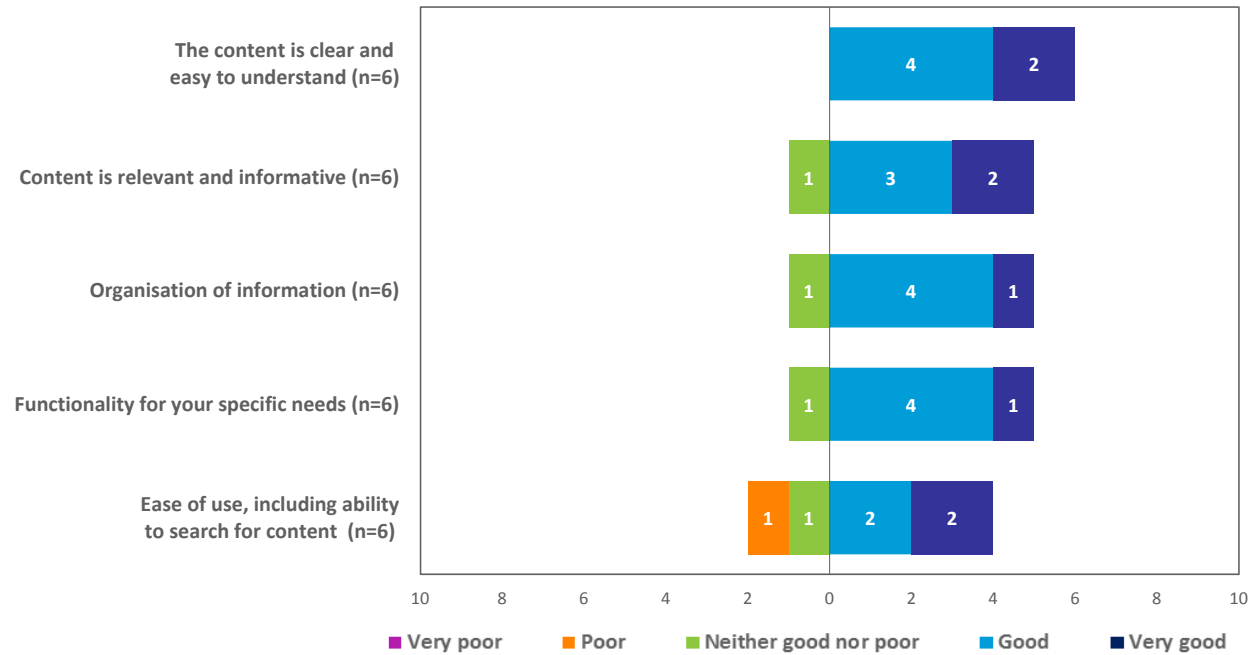
Additionally, broadcasters' satisfaction with the information that they received from the BSA about the complaints process is consistent with last year but perhaps is slightly more positive than in 2014. When the rating given by the broadcaster who is dissatisfied overall is excluded, the result is even more positive with all broadcasters rating information received from the BSA in relation to obligations under the Broadcasting Act to be 'very good' or 'good' (in 2014, two broadcasters gave neutral ratings and one broadcaster gave a 'poor' rating).

CONTACT WITH THE BSA



BSA WEBSITE

Broadcasters are generally happy with the BSA website. They rate the content, both in terms of relevance and clarity, the organisation of information, and functionality positively. As in 2014, broadcasters are not quite as positive about the website's ease of use.



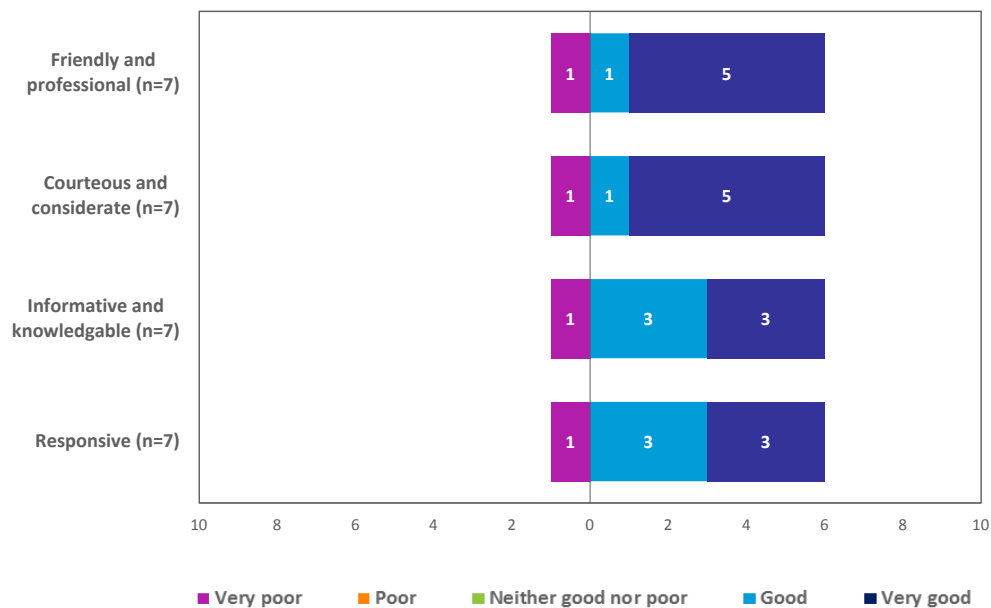
Q4: Thinking specifically about the BSA website, how would you rate the website on the following...
 Base: All respondents excluding don't know and not applicable.

CONTACT WITH BSA STAFF

When broadcasters are asked to think about the personal contact they have had with BSA staff about or during the complaints process via phone, face-to-face or email, perceptions are generally very positive, particularly for being friendly and professional as well as courteous and considerate. For all aspects, almost 90% of all respondents rate the BSA staff as either 'good' or 'very good' when interacting about the complaints process.

When the ratings given by the broadcaster who is overall dissatisfied are excluded, attitudes toward the BSA staff are positive, and perhaps slightly more positive than they were in 2014, with all broadcasters giving a rating of 'good' or 'very good' across all aspects of contact.

In particular, ratings in terms of the BSA staff being courteous and considerate have improved since the previous year's survey with five broadcasters rating this aspect as 'very good' (compared to three 'very good' ratings in 2014).



Q5: Thinking now about the personal contact you have had with BSA staff about, or during, the complaints process. How would you rate the BSA staff you have dealt with in terms of being...

Base: All respondents excluding don't know and not applicable.

THE PROCESS

Satisfaction with aspects of the complaints process varies. Broadcasters are generally happy with the information exchange between the BSA and the broadcasters, but some feel that the BSA could improve on the timeliness of communication and response deadlines that are set.

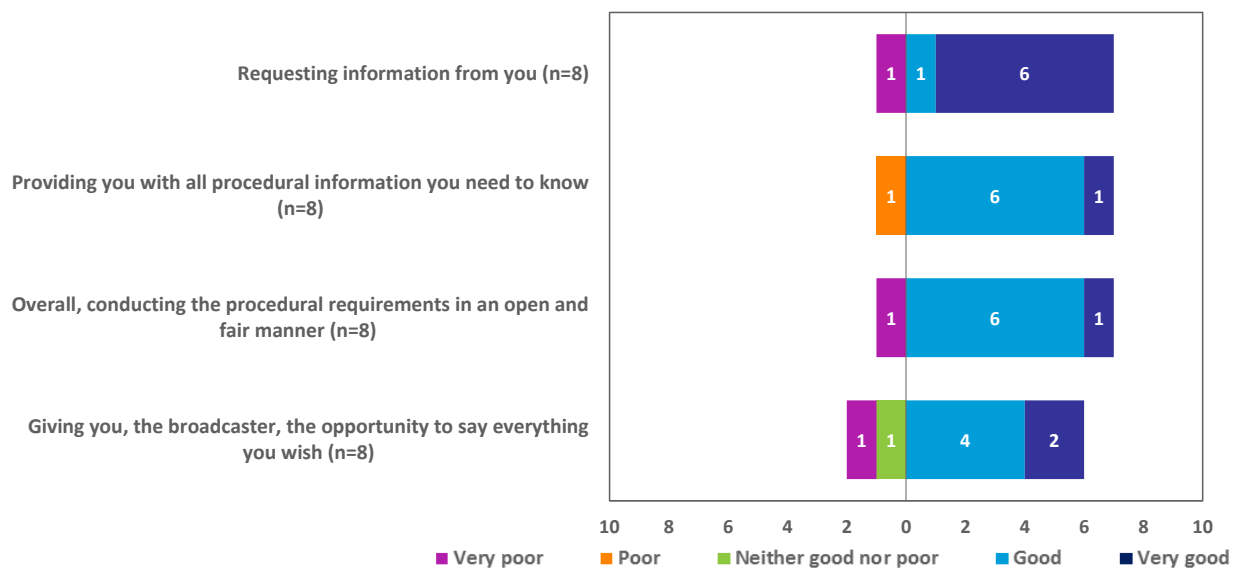
INFORMATION EXCHANGE

Broadcasters’ ratings of information exchange between the broadcaster and the BSA are generally positive, perhaps even slightly more positive than in 2014. Overall, more broadcasters rate the BSA as ‘good’ or ‘very good’ across all aspects. Broadcasters’ rating of BSA’s management of the complaints process, particularly in relation to requesting information from the broadcasters, is more positive than in 2014, with six in eight broadcasters rating this aspect as ‘very good’ (compared with only two in eight rating it ‘very good’ in 2014).

The same one broadcaster rated 3 of the 4 attributes as ‘very poor’. From the verbatim comments, it seems that this broadcaster wants to be more involved in the complaints process and the following comment was made:

“The current process is dependent on particularly the ‘board’ who make decisions and this should be changed to include other people too. The current process is also dependent on rules and regulations that are outdated and need changing/amending. They should also allow for meetings with broadcasters (if the broadcaster requests) to enable a more in-depth and thoughtful conversation about complaint matters, rather than just ignoring them.”

(Note: the Board are specifically appointed under the Broadcasting Act 1989 to be the decision-makers. In almost all cases complaints are decided only on the papers, with written submissions from both the complainant and the broadcaster considered.)



Q6: How would you rate BSA’s management of the complaints process, from a formal complaint first being referred to the BSA until decision is released, in terms of...

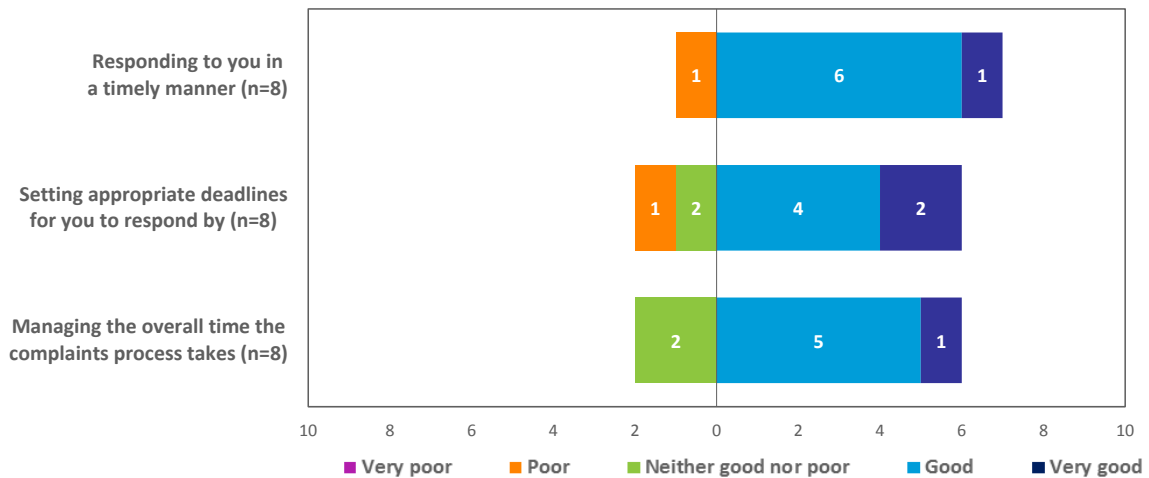
Base: All respondents.

Overall, broadcasters are happy with how the BSA manages the complaints process, especially with the BSA’s responsiveness.

Compared with 2014, it seems broadcasters are happier with how the BSA manages the overall timeliness of the complaints process. The improved result is shown by the increase in broadcasters rating it ‘good’ and more broadcasters rating it ‘neutral’ rather than poor (compared with one ‘poor’ and one ‘very poor’ rating in 2014).

Despite this improvement, the following comments are made in relation to the overall complaints process:

- *“There has been some criticism expressed to us from external production about the detail and lengthy process required when dealing with provisional decisions. While we understand that there is unlikely anything which can be done to change the process (and nor would we want to be less involved) it is a frustration for some parties.”*
- *“It would be useful to consider a triage system for complaints where the lower level complaints are signaled and comment etc. not required. This could be done in the form of an email list (so the broadcast can then be supplied). With the expectation that the complaints with more substance are treated differently. This is not a regular issue but we would prefer that if the Board is to rely on a factor that has been raised by the complainant but not addressed by us that we are asked to comment before the provisional decision stage.”*



Q6: How would you rate BSA’s management of the complaints process, from a formal complaint first being referred to the BSA until decision is released, in terms of...

Base: All respondents.

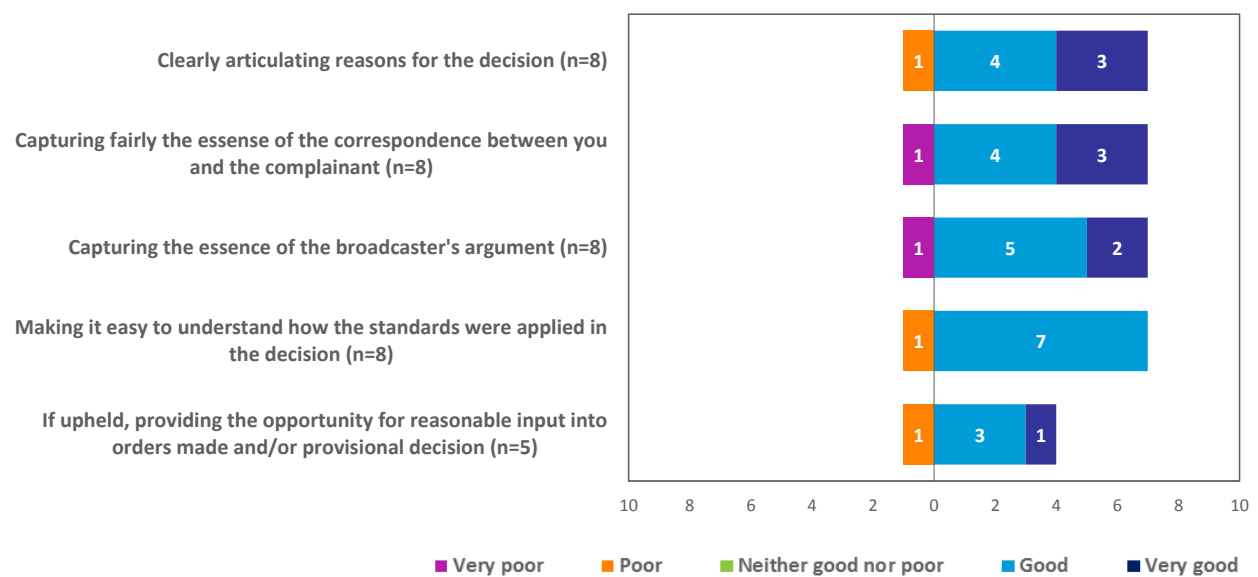
THE DECISION



THE DECISION

Broadcasters are also generally positive about the written decisions received from the BSA, indicating that the reasons for the decision made are clearly articulated and that they fairly captured the essence of the broadcaster's argument as well as the correspondence between the broadcaster and the BSA.

When ratings given by the broadcaster who is overall dissatisfied are excluded, evaluation of decisions is as positively rated as in 2014. Broadcasters are universally positive about the decisions issued by the BSA. Rating of the decisions has particularly improved in relation to capturing fairly the essence of the broadcaster's argument, with a higher number of broadcasters rating this aspect of BSA's written decisions as 'very good' (three in eight broadcasters cf. one in seven in 2014).



Q7. How would you rate the written decisions your organisation has received from the BSA, in terms of

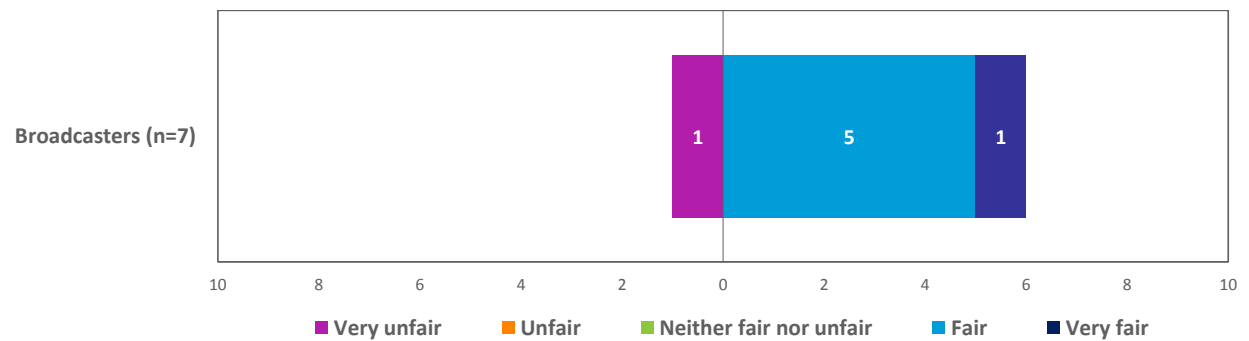
Base: All respondents excluding don't know and not applicable.

Satisfaction with the overall fairness of the decision process is good, with six of seven broadcasters indicating that they feel the decisions issued by the BSA were either 'fair' or 'very fair'.

One broadcaster has rated their view on the BSA's decisions about formal complaints to be 'very unfair'. This particular broadcaster's view on BSA's decisions has deteriorated as a 'fair' rating was given when the broadcaster completed the 2014 survey. The following comment in relation to the BSA's decisions was made:

- *"They should be more fair and take into consideration the broadcaster's view too, rather than making one-sided decisions. Also they should be more clear and allow time for the broadcaster to take the next required step, even if it may be going to court for an appeal."*

(In its decision-making the BSA always considers submissions from both the complainant and the broadcaster, and these are summarised in the decisions. The Broadcasting Act 1989 specifies the timeframe allowed for appealing a decision, not the BSA.)



Q16. In general, please rate how fair you think the BSA's decisions were about the formal complaints you dealt with over the last 12 months?

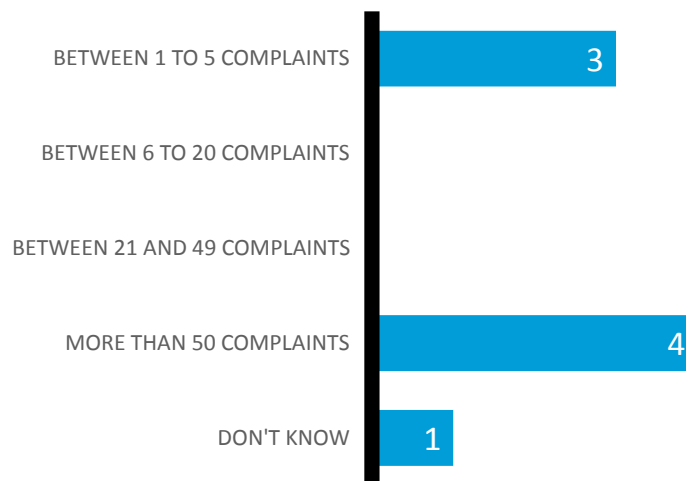
Base: All respondents including don't know and not applicable.

VOLUME OF COMPLAINTS



VOLUME OF COMPLAINTS BY BROADCASTER

Half of the broadcasters who participated in this survey received more than 50 formal complaints in the last 12 months (four out of eight). Out of the remaining four broadcasters, three dealt with between one and five complaints in the last 12 months and one was unsure of the number of complaints dealt with in the last year. (Note: these complaints figures relate to formal complaints lodged with the broadcaster, and not to complaints referred on to the BSA. All of the broadcasters who participated in the survey had at least one complaint referred to the BSA, and the BSA accepted a total of 169 complaints in the last 12 months, across all broadcasters).



*Q1: How many formal complaints has your organisation received in the past year?
Base: All respondents*

OVERALL SATISFACTION WITH THE PROCESS

Broadcasters who have dealt with more than 50 complaints rate the process positively, with two rating the process as 'very good', and the other two rating the process as 'good' or 'neutral'.

Broadcasters who have dealt with between one and five complaints have varying perceptions of the overall complaints process. One of these respondents rates the process as 'very good', while the other two broadcasters give a neutral rating and a less positive rating (i.e. 'very poor').



Q8: Overall, how would you rate the process you, as a broadcaster, go through when a complaint has been referred to the BSA?

Base: All respondents excluding don't know

RELATIONSHIP WITH THE BSA

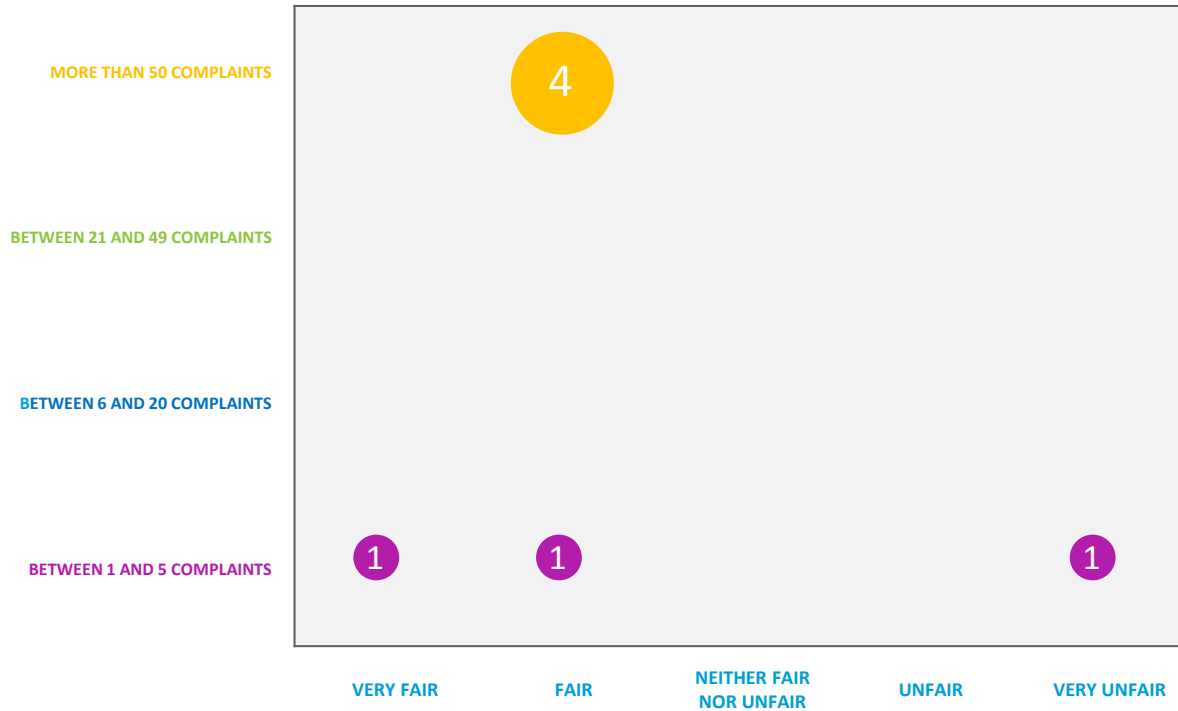
Broadcasters who have dealt with more complaints have a slightly more positive perception of their relationship with the BSA. Four broadcasters who have dealt with more than 50 complaints rate their relationship with the BSA as 'very good' or 'good'.



Q12: Overall, how would you rate the relationship you have with the BSA?
 Base: All respondents excluding don't know

THE DECISION

For the most part, broadcasters feel that the BSA's decisions about formal complaints were fair. Those broadcasters who dealt with the most complaints and those who dealt with the fewest complaints feel that the decision process was 'fair'. Only one broadcaster who has dealt with between one and five complaints feels that the decision process is 'very unfair'.



Q16: In general, please rate how fair you think the BSA's decisions were about the formal complaints you dealt with over the last 12 months?

Base: All respondents excluding don't know

APPENDIX 1

CASE STUDIES



CHOICE TV

MANDY VICKERY – ORGANISATIONAL SUPERVISOR

COMPLAINTS PROCESS RESOURCES



Mandy Vickery sought or received information from email, letter and brochure. Mandy rates email and letter communication as 'very good' while also rating brochure as 'good' in helping her understand the formal complaints process.

She also rates general information received from BSA in relation to the process itself, how to respond to a formal complaint, and obligations under the Broadcasting Act to be 'very good'.

In regards to the website, Mandy hadn't visited the BSA website prior to completing the survey and so was unable to rate how she feels about the website.

CONTACT WITH THE BSA



Overall, Mandy is highly satisfied with BSA staff, rating 'very good' on all aspects of personal contact.

Her ratings of the timeliness of the complaints process and setting appropriate deadlines for her to respond by, in particular, are strongly positive (rating both aspects as 'very good').

In regards to information exchange, Mandy feels that the BSA's management of the complaints process overall, especially in regards to conducting the procedural requirements in an open and fair manner, is 'very good'.

THE DECISION



Mandy is very happy with all aspects of the decision process, rating them all as either 'very good' or 'good'. Additionally, she finds the decisions issued by the BSA to be 'fair'.

OVERALL PROCESS



Mandy rates the overall process when a complaint has been referred to the BSA as 'very good', however she was not able to compare whether this process has improved or deteriorated compared with 12 months ago (responding 'don't know' to this question).

Mandy also feels that her relationship with the BSA is 'very good' but again she's not able to compare this relationship with 12 months ago (responding 'don't know' to this question).

MĀORI TELEVISION SERVICE

RICK OSBORNE – HEAD OF CORPORATE AFFAIRS

COMPLAINTS PROCESS RESOURCES



Rick Osborne sought or received information from all sources and give 'good' ratings across all sources of information. He also finds the general information received from the BSA in relation to the process itself, how to respond to a formal complaint, and obligations under the Broadcasting Act to be 'good'.

In regards to the BSA website, Rick rates all aspects of the website to be 'good' as well.

CONTACT WITH THE BSA



Overall, Rick is satisfied with BSA staff, rating 'good' on all aspects of personal contact.

His ratings in relation to the timeliness of the complaints process and in relation to information exchange are overall positive (rating them 'good' across all aspects).

THE DECISION



Rick is also very happy with all aspects of the decision process, rating them all as 'good'. When being asked whether the BSA's decisions about formal complaints are fair, Rick responded 'don't know'.

OVERALL PROCESS



Overall, Rick rates the process when a complaint has been referred to the BSA as 'good' and even say this has improved since 12 months ago (rating it 'better' compared with 12 months ago).

Moreover, Rick feels that his relationship with the BSA is 'very good' but also feels that this relationship has remained consistent compared with one year ago (rating relationship with the BSA as 'the same' as 12 months ago).

APPENDIX 2

QUESTIONNAIRE





Study ID	<u>BSA-SAT</u>	Resp. No.	_____
Interviewer No.	_____	Interview Length	_____
No. Of Queries	_____	Reference No.	_____

Broadcaster Complaints Process Satisfaction Survey 2014

Introduction

Thank you for agreeing to participate in this survey, your contribution is greatly appreciated.

The answers you provide will enable us to work on systems improvements, strengthen processes between the BSA and broadcasters, and provide appropriate information as part of our responsibility to oversee and develop the broadcasting standards system.

Your responses will be kept confidential unless you give us permission to attribute your feedback to your organisation. Organisations will not be identified when the BSA publishes a summary of the results of this survey on its website later this year. If you would like to give us permission to attribute your feedback to your organisation, this information will only be used by the BSA to better serve the needs of your organisation.

When completing this survey, please consider the contact you have had with the BSA in the last 12 months.

Please note that as we are surveying all broadcasters that have had referrals in the last year, the questions allow for different levels of exposure to the process.

The survey will take approximately 10 minutes. If you have any queries about this survey please contact the project manager, Alexandra Sowash, on 04 978 6741 during business hours (Mon-Fri, 8:30-5pm) or by emailing alexandra.sowash@nielsen.com

Q1	How many formal complaints has your organisation received in the past year? [SA]	Code
	Between 1 and 5 complaints	1
	Between 6 and 20 complaints	2
	Between 20 and 50 complaints	3
	More than 50 complaints	4
	Don't know	9

Information about the Complaints Process Generally

These first few questions are about the information available to broadcasters about the complaints process in general, not relating to a specific complaint.

Q2 Please select one for each statement

Through which of the following sources have you sought or received information about the complaints process in general?[SA]

	Yes	No	Don't Know
(R1) Email from BSA	01	02	03
(R2) Letter from BSA.....	01	02	03
(R3) Phone or face to face contact with BSA staff	01	02	03
(R4) BSA website	01	02	03
(R5) BSA brochures and other literature.....	01	02	03

Q3 Ask if said yes at Q2

For each source used, can you please indicate how effective the information you received from this source was in helping you to understand the formal complaints process?[SA]

	Very good	Good	Neither good nor poor	Poor	Very Poor	Don't know	N/A
(R1) Email from BSA	01	02	03	04	05	06	07
(R2) Letter from BSA.....	01	02	03	04	05	06	07
(R3) Phone or face to face contact with BSA staff.....	01	02	03	04	05	06	07
(R4) BSA website	01	02	03	04	05	06	07
(R5) BSA brochures and other literature.....	01	02	03	04	05	06	07

Q4 Please select one for each statement

Overall, how would you rate the general information received from the BSA about each of the following...? [SA]

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know	N/A
(R1) Information about the process itself	01	02	03	04	05	06	07
(R2) Information on how to respond to a formal complaint.....	01	02	03	04	05	06	07
(R3) Information about your obligations under the	01	02	03	04	05	06	07

Broadcasting Act

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Q5 Thinking specifically about the BSA website, how would you rate the website on each of the following?[SA]
 NOTE: If you have never visited the BSA website, please select N/A for all options.

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know	N/A
(R1) Ease of use, including ability to search for content	1	2	3	4	5	6	7
(R2) Organisation of information	1	2	3	4	5	6	7
(R3) Content is clear and easy to understand.....	1	2	3	4	5	6	7
(R4) Content is relevant and informative	1	2	3	4	5	6	7
(R5) Functionality for your specific needs	1	2	3	4	5	6	7

Q6 **Please select one for each statement**
Dealing with BSA Staff

Thinking now about the personal contact you have had with BSA staff about, or during, the complaints process.

How would you rate the BSA staff you have dealt with in terms of being...? [SA]

PROBE NOTE: This contact may have been via phone, email or face-to-face. If you have had none of these forms of personal contact, please select N/A for all options.

	Very good	Good	Neither good nor poor	Poor	Very Poor	Don't Know	N/A
(R1) Friendly and professional.....	01	02	03	04	05	06	07
(R2) Informative and knowledgeable....	01	02	03	04	05	06	07
(R3) Responsive	01	02	03	04	05	06	07
(R4) Courteous and considerate	01	02	03	04	05	06	07

Q7 **Please select one for each statement**

How would you rate BSA's management of the complaints process, from a formal complaint first being referred to the BSA until the decision is released, in terms of...

[SA]

	Very good	Good	Neither good nor poor	Poor	Very Poor	Don't know	N/A
(R1) <u>Timeliness</u>							
Responding to you in a timely manner	01	02	03	04	05	06	07



(R2) Setting appropriate deadlines for you to respond by.....	01	02	03	04	05	06	07
(R3) Communication of the timeframe within which a decision is expected	01	02	03	04	05	06	07
(R4) Managing the overall time the complaints process takes.....	01	02	03	04	05	06	07
(R5) Information Exchange							
Requesting information from you	01	02	03	04	05	06	07
(R6) Giving you, the broadcaster, the opportunity to say everything you wish.....	01	02	03	04	05	06	07
(R7) Providing you with all procedural information you need to know	01	02	03	04	05	06	07
(R8) Overall, conducting the procedural requirements in an open and fair manner	01	02	03	04	05	06	07

Q8 Please select one for each statement
The Decision Process

How would you rate the written decisions your organisation has received from the BSA, in terms of... [SA]

	Very good	Good	Neither good nor poor	Poor	Very Poor	Don't know	N/A
(R1) Capturing fairly the essence of the correspondence between you and the complainant	01	02	03	04	05	06	07
(R2) Capturing the essence of the broadcaster's argument.....	01	02	03	04	05	06	07
(R3) Making it easy to understand how the standards were applied in the decision	01	02	03	04	05	06	07
(R4) Clearly articulating reasons for the decision.....	01	02	03	04	05	06	07
(R5) If upheld, providing the opportunity for reasonable input into orders made and/or provisional decision	01	02	03	04	05	06	07

Overall process

These next questions focus on your opinion of the overall process and the relationship you have with the BSA.

Q9 Overall, how would you rate the process you, as a broadcaster, go through when a complaint has been referred to the BSA? [SA]

Code

Very good	1
Good	2
Neither good nor poor.....	3
Poor	4
Very poor	5

Q10	Compared with 12 months ago, how would you rate this process?[SA]	Code
	Much better.....	1
	Better.....	2
	The same	3
	Worse	4
	Much worse.....	5
	Don't know	9

Q11 **Ask if said much better or better in Q10**
 What aspects, in particular, have improved for you?

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q12 **Ask if said worse or much worse in Q10**
 What aspects, in particular, have deteriorated for you?

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q13	Overall, how would you rate the relationship you have with the BSA? [SA]	Code
	Very good	1



Good	2
Neither good nor poor.....	3
Poor	4
Very poor	5

Q14	Compared with 12 months ago, how would you rate the relationship? [SA]	Code
	Much better.....	1
	Better.....	2
	The same	3
	Worse	4
	Much worse.....	5

Q15 **Ask if said much better or better in Q14**
 What aspects, in particular, have improved for you?

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q16 **Ask if said worse or much worse in Q14**
 What aspects, in particular, have deteriorated for you?

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q17	Please select only one BSA Decisions	Code
	In general, please rate how fair you think the BSA's decisions were about the formal complaints you dealt with over the last 12 months? [SA]	

Very fair	01
Fair	02
Neither fair nor unfair	03
Unfair	04
Very unfair	05
Not applicable.....	97
Don't know	99

Q18 Additional comments

What improvements, if any, would you like to make to the way the BSA processes complaints?
 NOTE: If you have no improvements to suggest, please either enter 'none' in the text book or click >> to continue.

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q19 Do you have any other comments to make about the current process?
 NOTE: If you have no other comments, please either enter 'none' in the text book or click >> to continue.

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q20 Thank you very much for participating. Your feedback is appreciated.

As mentioned earlier, your responses will be kept confidential unless you give us permission to attribute your feedback to your organisation. This will enable the BSA to tailor their service, where possible, to meet your specific needs.

We appreciate that some broadcasters may not be comfortable with this, and if you do

Code



not wish to be identified, we will ensure your responses remain anonymous.

Do you give permission for Nielsen to attribute your responses to your organisation? [SA]

Yes 1

No 2

About Nielsen

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