

Broadcast FAQ

Broadcasting FAQ

Can anyone advertise on Gravity FM?

Here at Gravity FM we try to make radio advertising as accessible as possible for all sorts of businesses, organisations and groups. However, we also have to balance this with the need to be responsible and to protect the public from misleading advice and information. We all have certain expectations about the organisations we deal with and the products we buy. Advertisers with Gravity FM must conform to accepted standards of public decency and adverts must be clear and not misleading. If your proposed advert may be unsuitable we will discuss this with you and work with you to resolve any issues.

As with all licensed broadcasters, we are also restricted by the censorship requirements put in place by the UK Government through OfCOM, the Advertising Standards Agency (ASA) and the Code of Advertising Practice (CAP).

- Certain products can never be advertised on radio e.g. smoking and tobacco;
- Certain organisations can never advertise on radio e.g. political and campaigning groups;
- Some products or organisations have to apply for special clearance to advertise.
- Some adverts have to be cleared in advance by [Radiocentre](#) (formerly RACC). We can guide you through the process if this is required.

Very rarely does this become an issue for most organisations

but we do occasionally have applications that we have to reject on these grounds. To find out more about the censorship restrictions on broadcast advertising visit the [UK Code of Broadcast Advertising \(BCAP Code\) website](#).

What do the weather warnings you use mean?

Here at Gravity FM we know how damaging severe weather events can be to our local community. During our live broadcasts we will always try to make you aware of weather warnings issued for the area as soon as possible to give you time to prepare. We also often put information about weather warnings onto our [Facebook page](#) which is often maintained at times when the station is broadcasting recorded or automated programmes.

The system we use is similar to that used by the [UK Met Office](#) who are responsible for issuing warnings across the UK. In fact warnings issued by the Met Office are directly converted to our system. A variety of events may lead to a warning including rain, wind, snow, fog and ice but warnings are classified by the likely impact the conditions will have. The more likely the event or the more severe the impact, the higher the warning level issued.

Weather Warnings Used

RED WEATHER WARNING

Take action

The likelihood of the event is high and the impact of the event is expected to be severe.

TAKE precautionary **ACTION** and remain extra vigilant. Follow orders and any advice given by authorities under all circumstances. Ensure you access the latest weather forecast regularly. You should expect significant disruption to normal daily routines and avoid all non-essential journeys. If you must make a journey carry emergency food/ clothing/ blanket etc.



**ADVERSE
WEATHER
WARNING**

AMBER WEATHER WARNING



Be prepared

The likelihood of the event is high and the impact of the event is expected to be significant.

BE PREPARED and take precautions where possible. Ensure you access the latest weather forecast regularly. Be prepared for some disruption to normal daily routines. You should travel only if well prepared and should expect longer journey times.



**ADVERSE
WEATHER
WARNING**

	<p style="text-align: center;">YELLOW WEATHER WARNING Be aware</p> <p>The likelihood of the event may not be as high or the impact of the event may be lower than for other warnings. Even so, you should BE AWARE and ensure you access the latest weather forecast for up to date weather information. You should expect some minor delays due to slower traffic. Outdoor events may be disrupted or cancelled.</p>
	<p style="text-align: center;">ALL CLEAR No warning in effect</p> <p>The weather is not expected to have any noticeable impacts but there may be some minor issues e.g. when travelling some extra care may be needed on occasions and there may be some disruption to some outdoor events.</p>

More Information

You can get more information about weather warnings from the UK Met Office:

- [Severe Weather Advice –
www.metoffice.gov.uk/guide/weather/severe-weather-advice](http://www.metoffice.gov.uk/guide/weather/severe-weather-advice)
 - [Current Severe Weather Warnings –
www.metoffice.gov.uk/public/weather/warnings](http://www.metoffice.gov.uk/public/weather/warnings)
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