



PUBLIC NOTICE

Political Broadcasts and Political Advertisements

URCA issues this Public Notice under section 8(1)(e) of the Communications Act, 2009. The Commonwealth of The Bahamas will hold **General Elections** on **12 May 2026**. Broadcast licensees must comply with the Revised Code of Practice for Content Regulation – ECS 78/2024 (“the Code”), particularly Part 6, throughout the election period, for content over which they maintain editorial control, including that which is disseminated online.

Key requirements under the Code include:

1. **Polling Day prohibitions (Clause 6.7):** until the close of all polling stations, licensees must not broadcast (i) results or purported results of voting in any constituency before polling closes in that constituency; (ii) the results of any opinion poll; or (iii) political advertisements, political broadcasts, or other election programming produced by or on behalf of a candidate, political party, or other entity.
2. **Candidate appearances (Clause 6.11):** a nominated candidate must not act as a news presenter, interviewer, or host during the election period, and may appear only as a guest (subject to equitable coverage requirements).
3. **Identification of political content (Clause 6.6):** political advertisements and political broadcasts must be clearly identified, including disclosure of the sponsor, political affiliation, and paid political broadcast status at the start, at regular intervals, and at the conclusion.
4. **Balanced reporting (Clause 6.10):** licensees must provide equitable treatment to all political parties and candidates in news and current affairs programming, including a reasonable opportunity to respond to criticism within a reasonable time.
5. **Election opinion surveys (Clause 6.9):** if broadcast, surveys must include key methodological details, including the sponsor, sample size, fieldwork dates (where available), and margin of error. Surveys not based on recognised statistical methods must be clearly identified as such.
6. **Online content compliance (Clause 1.4(3)):** the Code also applies to content disseminated on online platforms (including websites, social media, and streaming services) where the licensee maintains editorial control.

The full Revised Code of Practice for Content Regulation (ECS 78/2024) can be downloaded at www.urcabahamas.bs.