PRODUCERS’ GUIDELINES

The BBC’s values and standards

BBC
Our audiences rightly expect the highest editorial and ethical standards from the BBC. These Guidelines are a public statement of those values and standards and how we expect our programme-makers to achieve them. They detail the BBC’s approach to the most difficult editorial issues and provide guidance which programme makers at all levels need to be aware of and to follow.

This fourth edition of the Guidelines contains, for the first time, a succinct summary of the BBC’s fundamental editorial values such as impartiality, accuracy, fairness, editorial independence and our commitment to appropriate standards of taste and decency. As the new world of digital media grows and fragments, the significance the BBC attaches to these values will become even more important as we continue to set the standard for broadcasting in all media.

This edition of the Guidelines has been substantially revised to reflect the challenges of the digital age as well as the BBC’s increasing role in international broadcasting and the growing importance of online. It also contains new advice on ensuring the highest standards in research, on reflecting the diversity of the United Kingdom and on natural history programmes.

The world-wide reputation of the BBC has been established through the dedication to public service ideals of generations of programme makers. The Producers’ Guidelines codify the good practice which they have helped to establish, and which we expect today’s producers and editors, whether working in radio, television or online, to continue.

These Guidelines are a working document for programme teams to enable them to think their way through some of the more difficult dilemmas they may face. Risk-taking is and must remain an essential part of the creative process at the BBC. What the Guidelines can do is to help us to make sensible calculations about those risks by leaning on the experience of others who have been in similar situations.

Our staff, those freelances working with us, and the independent producers we commission – all need to be familiar with these Guidelines and to apply their underlying principles. This is more than just a moral responsibility; it is also a contractual obligation for everyone who makes programmes for the BBC. Where there is any doubt about the right approach, programme makers must consult their editorial manager. The BBC’s Controller of Editorial Policy must be consulted if any departure from the Guidelines, or their underlying principles, is contemplated.

We publish the Producers’ Guidelines, firstly so that audiences can read and understand the editorial standards that we aspire to, and secondly so that they can judge our performance accordingly.

Greg Dyke
Director General
## Statement of BBC Editorial Values

<table>
<thead>
<tr>
<th>Values, Standards and Principles</th>
<th>Programme Funding and External Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Consultation and Referral</td>
<td>24 Commercial Relationships and Appropriate Programme Funding page 211</td>
</tr>
<tr>
<td>2 Impartiality and Accuracy</td>
<td>25 Product Prominence and Free or Reduced Cost Products and Facilities page 221</td>
</tr>
<tr>
<td>3 Fairness and Straight Dealing</td>
<td>26 Material Supplied by Outside Organisations page 231</td>
</tr>
<tr>
<td>4 Privacy</td>
<td>27 On-Air References to BBC Products, Services and Publications page 237</td>
</tr>
<tr>
<td>5 Surreptitious Recording</td>
<td>28 Covering Outside Events page 243</td>
</tr>
<tr>
<td>6 Taste and Decency</td>
<td>29 Advertising, Promotional Activities and the BBC Brand page 255</td>
</tr>
<tr>
<td>7 Violence</td>
<td>30 Social Action Programming, Campaigning Groups and Charities page 259</td>
</tr>
<tr>
<td>8 Imitative and Anti-Social Behaviour</td>
<td>31 Support Services and Support Material page 267</td>
</tr>
<tr>
<td>9 Portrayal</td>
<td>32 Phone-Ins and Telephone Services in Programmes page 275</td>
</tr>
<tr>
<td>10 Conflicts of Interest</td>
<td>33 Politics and Politicians page 285</td>
</tr>
<tr>
<td>11 Global Broadcasting and New Media</td>
<td>34 Broadcasting During Elections page 293</td>
</tr>
<tr>
<td></td>
<td>35 Opinion Polls page 307</td>
</tr>
<tr>
<td></td>
<td>36 Party Broadcasts page 313</td>
</tr>
</tbody>
</table>

## Issues in Programmes

<table>
<thead>
<tr>
<th>Politics</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Reporting Suffering and Distress page 129</td>
</tr>
<tr>
<td>13 Interviewing</td>
</tr>
<tr>
<td>14 Children and Programmes</td>
</tr>
<tr>
<td>15 Crime</td>
</tr>
<tr>
<td>16 Relations with the Police</td>
</tr>
<tr>
<td>17 Confidentiality and Release of Programme Material</td>
</tr>
<tr>
<td>18 Terrorism and National Security page 171</td>
</tr>
<tr>
<td>19 Reporting the United Kingdom</td>
</tr>
<tr>
<td>20 Recording the Natural World</td>
</tr>
<tr>
<td>21 Re-Use and Reversioning of BBC Television Programmes</td>
</tr>
<tr>
<td>22 Game Shows and Competitions</td>
</tr>
<tr>
<td>23 Coverage of the National Lottery page 205</td>
</tr>
</tbody>
</table>

## Matters of law

<table>
<thead>
<tr>
<th>Accountability</th>
</tr>
</thead>
<tbody>
<tr>
<td>37 General page 317</td>
</tr>
<tr>
<td>38 Defamation page 239</td>
</tr>
<tr>
<td>39 Contempt page 333</td>
</tr>
</tbody>
</table>

## Appendix

Appendix page 359
The BBC’s Editorial Values:

“We aim to be the world’s most creative and trusted broadcaster and programme maker, seeking to satisfy all our audiences with services that inform, educate and entertain and enrich their lives in ways that the market alone will not. We aim to be guided by our public purposes; to encourage the UK’s most innovative talents; to act independently of all interests, and to aspire to the highest ethical standards;”

Impartiality...
Due impartiality lies at the heart of the BBC. All BBC programmes and services should be open minded, fair and show a respect for truth. No significant strand of thought should go unreflected or under represented on the BBC (see Chapter 2).

Accuracy...
We must be accurate and must be prepared to check, cross-check and seek advice to ensure this. Wherever possible we should gather information first-hand by being there ourselves or, where that is not possible, by talking to those who were. But accuracy is often more than a question of getting the facts right. All relevant information should be weighed to get at the truth of what is reported or described (see Chapter 2).

Fairness....
BBC programmes should be based on fairness, openness and straight dealing. Contributors should be treated honestly and with respect. They have a right to know what a programme is about, what kind of contribution they are expected to make, whether it will be live or recorded and whether it is to be edited (see Chapter 3).

Giving a Full and Fair View of People and Cultures....
.... in the United Kingdom and across the world. BBC programmes and services should reflect and draw on this diversity to reflect life as it is. By doing so we introduce new talent, perspectives, faces and voices enriching our programmes for our audiences.

When portraying social groups, stereotypes should be avoided (see Chapter 9).
Editorial Integrity and Independence…
Audiences must be able to trust the integrity of BBC programmes. They should be confident that decisions are made only for good editorial reasons, not as a result of improper pressure, be it political, commercial or special interest (see Chapter 24).

The outside activities of programme-makers must not improperly influence BBC programmes (see Chapter 10).

Respect for Privacy…
The BBC should respect the privacy of individuals, recognising that any intrusions have to be justified by serving a greater good. Private behaviour, correspondence and conversation should not be brought into the public domain unless there is a wider public interest (see Chapter 4).

Respect for Standards of Taste and Decency…
Programme makers should be aware of and respect their audiences’ often diverse views on what will and will not cause offence. The right to challenge audience expectations in creative and surprising ways must be safeguarded but audiences should not be needlessly offended by what we broadcast and publish. It is vital to consider the expectations that audiences have of particular programmes, services and time slots. BBC television schedules must respect the 9p.m. Watershed (see Chapter 6).

Avoiding the Imitation of Anti-Social and Criminal Behaviour…
Audiences are concerned about the possibility of people imitating behaviour they see or hear on television and radio. We should try to ensure that any life threatening, anti-social, or criminal behaviour portrayed in BBC programmes does not encourage copycat actions (see Chapter 8).

Safeguarding the Welfare of Children…
Programme makers must take care to safeguard the welfare of children who take part in programmes. They should consider carefully the impact of the programme on any child involved – both in the way it is made, and any possible impact it may have when broadcast (see Chapter 14).
**Fairness to Interviewees...**

BBC interviews should be well mannered and courteous. They may be searching, sharp, sceptical, informed and to the point – but not partial, discourteous or emotionally attached to one side of an argument. They may be challenging but not aggressive, hectoring or rude, whatever the provocation. Interviewees should be given a fair chance to set out their full response to the questions (see Chapter 13).

**Respect for our Diverse Audiences in the UK....**

BBC programmes and services should be relevant and appropriate for all our audiences in all parts of the United Kingdom (see Chapter 19).

**Independence from Commercial Interests...**

BBC programmes must never give the impression that they are endorsing or promoting any product, service or company. References to all products and services should be editorially justifiable and there should be no element of plugging (see Chapter 25).
A
Abuse, of children, 88, 144, 146, 321
Access agreements, 161-2
Access to untransmitted material, 168-9
Accidents and disasters, reporting, see Chapter 12
Accountability
  Broadcasting Standards Commission, see Chapter 43
  Programme Complaint Unit, see Chapter 42
  relations with the public, see Chapter 41
Accuracy, 44-9
  accurate language, 45
  achieving accuracy, 44
  checking recorded or repeated programmes, 49
  correcting mistakes, 45
  reconstruction, 45-6
  reporting statistics, 45
  staging and restaging events, 46-7
  use of computer graphics, 48
  use of library material, 48
Acquired programmes and violence, 90, 96
Advertising, 212-13
  advertising boards, 248-9
  advertisements on clothing, 249
  advertising and promoting events, 250, 253
  and information services, 253
  at events covered by the BBC, 248-9
  at sports events, 244-7
  for contributors, 54-5
  party political, at outside events, 248
  product placement, 222
Advice for programme makers, 26, see also
  Consultation and Referral
Air crashes, reporting, 130, 132
Animals, filming, see Chapter 20
  captive sequences, ethical and editorial considerations, 187
  ethical considerations, 189-90
  filming named animals, 186
  legal constraints, 189, 326-7
  life cycle portrayal, 187
  locations, 187
  reconstruction and simulation, 188-9
  violence against, 93-4, 189-90
Anonymity, 56-7
  and children, 144
  and criminals, 56-7
  identification of crime victims and witnesses, 320-2
  identification of children in court cases, 321, 145-6
  jigsaw identification, 322
  in pictures, making it effective, 57
  victims of sexual offences, 321
Anti-social behaviour, imitation of, 102

Appeals, charity, 261-5
Appeals Advisory Committee, 261
Appeals charter, 262
Archive material, see Re-use and Reversioning of BBC
  Television Programmes, Chapter 21
  see also library material
Articles and letters by BBC personnel, 352
Artists, promotional activities undertaken by, 257-8
Artists rights, in re-used or reversioned material, 193
Audience feedback and confidentiality, 269-70
Audience Lines, 269-70, 276-7, 348
Audiences, regional differences, 178-80
Awards ceremonies and sponsorship, 245, 246
Balance during election campaigns 294-6, see also
  Chapter 35
Balance and impartiality, see Chapter 2
BBC brand, protecting integrity of, see Chapter 29
BBC branded products, appropriate use of, see Chapter 27
BBC characters in commercials and promotions, 258
BBC commercial channels, references to, 241
BBC Commercial Policy Guidelines, 212
BBC Corporate Press Office, 351
BBC fund-raising projects, 262
BBC Information Centres, 348
BBC Information Line, 348
BBC Knowledge, 213, 271, 274
BBC magazines: online references, 240
BBC magazines: references on radio, 240
BBC magazines: references on television, 239
BBC merchandise and local radio campaigns, 241
BBC merchandise, on-air references to, 240
BBC On Air magazine, 182, 240
BBC ONLINE, see Online services and the internet
BBC orchestras, and commercial issues, 214
BBC organised events, 250-3
BBC presenters, use of in commercials, 114, 115-6, 256-8
BBC products and publications, trails of 238
BBC publications and products, promotion of, see
  Chapter 27
BBC publicity departments, working with, 350
"Black", use of term, 108
Blasphemy, 86
Blind people, interviewing, 110
Books, mention of on-air, 224-5
Books, reviewed on-air, 224-5
Bomb hoaxes, 172-3
Bomb warnings, 172-3
Branded products or services,
  appropriate use of, see Chapter 25
  and competitions, 200
Breach of confidence, 343
"British", use of term, 180
British Board of Film Classification, 90
Broadcasting Act 1996, see Chapter 43
Broadcasting During Elections, see Chapter 34
Broadcasting Standards Commission, see Chapter 43
Broadcasting Support Services, 264
BSC Code of Practice on taste and decency, see Chapter 43
“bugging”, (unattended recording devices), 71
By-elections, 296, 297
C
Call cut offs, 279
Campaigning groups, 260-1
Candidates
BBC people standing as, 120
during elections, 297-303
in European elections, 301-2
in local elections, 300-1
in overseas elections, 303
in Scottish and Welsh elections, 302-3
Cash prizes, 200
CCTV footage, use of, 63, 234
Ceefax, 229, 268, 280-1
commercial references on, guidelines, 241
Central Office of Information, 236
Charities and charity appeals, see Chapter 30
Appeals Advisory Committee, 261
Appeals Advisory Committees in the Nations, 265
Appeals Charter, 262
Charities Act (1992), 262, 265, 280
Children in Need, 198, 240, 249, 261, 262, 272
and conflicts of interest, 117
donations and premium rate telephone calls, 265, 280
donations to, 262, 265
emergency appeals, 262
fact sheets and further information, 264
helplines, 269
joint initiatives, 263
and Local Radio Advisory Councils, 265
and Local radio stations, 265
on-air references to, 264
outside fund-raising events, 262-3
premium rate telephone lines, 265, 280
programme credits, 264
programmes and items about charitable work, 264
regional broadcasting, 265
regions, 265
United Kingdom Disasters Emergency Committee, 262
unsolicited donations to charity, 264
World Service and Worldwide Television and fact sheets and support materials, 264
Checking recorded or repeated programmes, 49, see Chapter 43
Chief Political Adviser
mandatory referral, elections, 298, 299, 301
mandatory referral, opinion polls, 308
mandatory referral, party leaders, 287, 288
Children, see Chapter 14
and abuse, 88, 144, 146, 321
and anonymity, 144, 321
Children Act (1989), 146
Children’s Panel System, 145
and consent, 142-3
in court, identification of, 145-6, 321
“Custody”, 146
dangerous or illegal activity among children, 100, 143-4
drama involving child performances, 142-3
european directive TV without Frontiers, 81, 325
interests and welfare of child, 143
interviewing techniques, 144
laws affecting children, 145-6, 325
and phone-ins, 279
Protection of Children Act (1978), 88, 146
and sex, 88, 146
taste and decency issues, 76-82, 83, 87, 88, 146
trials during children’s programmes, 81-2
as victims of sexual offences, 146
violence against, 96
Youth court proceedings, 145
Children In Need, 198, 240, 249, 261, 262, 272
Civil Trespass, 322-3
Close Circuit Television, use of footage from, 63, 234
Clothing, advertisements on, 249
Commercial Policy Guidelines, 212, 213, 218, 219, 224, 238, 250, 256, 268
Commercial references on Ceefax, guidelines, 241
Commercial references Register, 219
Commercial, television and radio, using extracts from, 225
Commissioning Opinion Polls, 308
Committal proceedings, reporting, 324
Competitions, and prizes, see Chapter 22
and BBC Worldwide Television, 203
and branded products or services, 200
cash prizes, 200
and co-sponsored events, 204
donated prizes, 200-1
entry forms, 202-3
ITC restrictions, 204
legal considerations, 203
organisation of competitions, 201-2
and premium rate telephone calls, 203, 280
prizes in jointly organised competitions, 201-2
run in association with BBC magazines, 202
run by others, 199
Complaints, dealing with, 349
Complaints to the BSC, see Chapter 43
Complaints to the Programme Complaints Unit, see
Chapter 42
Composers, payment of, 340
Computer Credits in sports coverage, 233
Computer graphics, 48
Confidentiality, 166-7, 326, 343
Confidential sources, 166-7
need for referral, 31
Conflicts of interest, see Chapter 10
business and financial Interests, 123
campaigning bodies, 121
charitable work, 117
in consumer and lifestyle programmes, 115-6
directorships, and consultancy work, 124
experts and specialists, and promotional activities, 117
factual programme presenters in drama, 115
in financial journalism, 124
and free facilities, 124, 227-9
and free products, 226-7
involvement in music production, 123
and media training, 117
in News, Current Affairs, and Topical
Programmes, 115
people affected by, 114
personal benefits, 124
and political activities, 118-22
presenters and personal view programmes, 38-9,
116-17
promotional activities, 116
public appearances and performances, 122
rival organisations, work for, 123
seeking approval, 114, 121, 122
and standing for election, 120-22
Consent, and children, 142-3
Consent form for candidates in elections, 300
Consultation and referral, see Chapter 1
and independent productions, 26
legal referral, 31
mandatory referrals, 27-30
Consumer programmes

conflicts of interests in, 115-6
and use of free or reduced cost facilities, 226-7, 228-9
Consumer tests – see testing products
Contempt, see Chapter 39
‘active’ proceedings, 334
broadcasting an interview with a witness, 334
defences against, 335
risks of committing, 334-5
talking to a juror, 334-5
Continuity announcements, 80-1
Contracts with independent producers, 26, 212
Contributors
advertising for, 54-5
anonymity, 56-7
dealing with, 52-4
fairness to, see Chapter 3
names and addresses, 167
Controller Editorial Policy, referral to
confidentiality, 166-7
contact with escaped prisoners, 154
DA notices, 175
doorstepping, 62
interviewing criminals, 154
interviewing paedophiles, 151-2
interviewing prisoners, 155
interviewing terrorists, 156, 173
interviewing witnesses, 156-7
Mandatory referrals, 27-30
Northern Ireland, 181-3
payment of criminals, 155
publishing details of sex offenders, 151-2
payment to witnesses, 157
recording telephone calls with prisoners, 155
staged events by terrorist groups, 173-4, 182
surreptitious recording, 67, 70, 71, 72, 73, 74
untransmitted material, 167-9
Controller Northern Ireland, referral to, 181, 182, 183
longer term programme proposals, 181-2
mandatory referrals, 29, 30
Controversial issues, in programmes
dealing with in relation to the press, 351-2
referral about, 26-7
Copyright, see Chapter 40
advice about, 338-40
music, 340
use without permission, 339-40
video and film, 341
Corporate Press Office, 351
Correcting mistakes, 45
Correspondence from viewers and listeners,
dealing with, 348-9
Co-sponsorship of BBC events, 250-3
approval for, 250-1
co-sponsored events and BBC premises, 251
co-sponsored events run as competitions, 204
co-sponsorship with commercial organisations, 250-2
co-sponsorship guidelines, 251-2
debates and forums, 252
Councils, local, assistance from, 219
Councils, local elections to, see local authority elections
Court reporting, contempt, see Chapter 39
Courtesy in interviews, 136
Covering Outside Events, see Chapter 28
Credits, references to charities in, 264
Credits for co-funding, 216
Credits for co-production partners, 215
Credits for outside information, 229, 232-3
Credits for sponsors of events, 245
Credits for sports events, 246
Crime, reporting of, see Chapter 15
  contact with escaped prisoners or people wanted by the police, 154
  general principles, 148
  guidance for news programmes, 148-9
  guilt by association, 156
  library material of, 153
  paedophiles and sexual crime, 151-2
  Prevention of Terrorism Act, 156
  prisons and prisoners, 155
  putting crime in context, 149-50
  re-use of material, 195
  running stories, 154
  use of statistics, 150
  use of surreptitious recording, 70-1
  victims of, 156
  witnesses of, 28, 156-7, 320-2
  witnessing of by programme makers, 152-3
Crime reconstruction in current affairs programmes, 150-1
  camera angles and point-of-view shots, 151
  reconstructing detail (including dialogue), 151
  reconstructing wounds, 151
  use of incidental music or irrelevant sound effects, 151
Crime reconstruction in news programmes, 150
Crime victims, 156
Crime victims and witnesses, identification of, 320-2
Criminal Trespass, 323
Criminals, dealing with, 154-6
  families of, 156
  interviews with, 154
  overseas, definition of, 154
  payments to, 155
“Custody”, and children, 146
D
DA Notices (formerly D Notices), 175
Data Protection Act, 326
Dead, injured or missing, concern for next of kin, 132
Dead, reporting the, 130-1, 132
Deafness, terminology of, 109
Dealing with Contributors, 52-4
Decency and taste, see Chapter 6
Deception in factual programmes, 52-3
Defamation see Chapter 38
  and the BSC see Chapter, 43
  defences to libel, 330
  libel, 330
  Negative Checks, 331
  pictorial, 331
  registered trade marks, 332
Defence advisory notices (formerly D-Notices), 175
Defences against contempt, 335
Demonstrations, coverage of, 164
“Dial and listen” information lines, 270
Digital text services, 229, 280-1
“Disturbance fee”, 288-9
Disabilities, portrayal of, 108-10
Disability Discrimination Act, 109
Disasters, accidents, and tragic events reporting of, see Chapter 12
Disguising identities, 71-2
Donated prizes, 200-1
Donations to charity, 280
Donations, to charity, unsolicited, 263-7
Doorstepping, 62
  recording telephone calls, 72-3
Drama, 41-3
  drama-documentaries, 42
  drama involving children, 142-3
  history in drama, 43
  portrayal of real people in, 42-3
  portraying contemporary situations, 42
Drama, Arts, Music and Entertainment Programmes, Impartiality in, 41-2
Drugs, 101
Due impartiality, 36
Due impartiality within a factual programme, 37
  and the series provision, 38
  in social action programming, 260
E
Editing recorded interviews, 138-9
Editorial Policy Unit, 31
Elections, broadcasting during, see Chapter 34
Election campaigns, fairness in programmes during, 294-6
Elections, broadcasting during, see chapter 34
European Parliament, 301-2
local authority, 300-1
overseas, 303-4
Scottish Parliament and Welsh Assembly, 302
Embargoes, 56
Emergency appeals, 262
Emergency services, use of video from, 234
“English”, use of term, 180
Entertainment, surreptitious recording, 74
Entertainment, taste and decency issues in, 89-90
Entry forms, 202-3
Emergency announcements, 235-6
Emergency appeals, 262
Epilepsy, susceptibility to, 327-8
Escaped prisoners or people wanted by the police, contact with, 154
Ethnic minorities, portrayal of, 107-8
European Directive: Television without Frontiers, 81, 325
European Parliament, coverage of, 291
European Parliament election campaigns, 301-2
Evasion in interviews, dealing with, 138
Even handedness in Interviews, 137
Event information phone lines, 281
Events organised or sponsored by BBC magazines, 239, 253
Excerpts, re-use of, 192
Exhibitions, BBC organised, 250, 251-2
Exit polls, 310
Explicit lyrics in songs, 79-80
Fact and fiction, mixing of, 43
Facts, accuracy of, 44-5
Factsheets and booklets, 264, 270
Fairness
and advertising for contributors, 54-5
and BSC, see Chapter 43
to Contributors, see Chapter 3
and editing interviews, 138-9
and independence, 56
to interviewees, 137, 138
to people asked for help or advice in the preparation of programmes, 52-4
in programmes during Election Campaigns, 294-6
and research, 54
and refusal to take part, 55
and working abroad, 57-8
Fees, see payments
Films, taste and decency considerations, 90
Financial journalism and conflicts of interest, 124
“Fishing expeditions”, 71
Flashing and flickering images, dangers of, 327-8
Focus groups, 311
Four letter, words, use of, 29, 83, 85
Free or reduced cost facilities and products, see chapter 25
and consumer programmes, 226-7
and credits, 229
and editorial independence, 226, 228
holiday and travel programmes, 228
and media facility trips, 228-9
Funding
appropriate programme, see Chapter 24
for support services, 271
Fundraising events
BBC, 262
joint initiatives, 263
Outside, 262-3
Funerals, 133
G
Gambling, 203, 280
Game shows and people shows 89-90, see Chapter 22
co-sponsored events, 204
fair treatment of contestants, 199
ITC restrictions, 204
prizes, 200-1
prizes in jointly organised competitions, 202
safety, 199-200
selecting contestants, 199
Gays and lesbians, stereotyping of, 110-11
Global broadcasting, 126
Government information, 236
Governors’ Complaints Appeals Committee, see Chapter 42
Grief and distress, reporting of, 70, see Chapter 12
Grief and distress, surreptitious recording of, 70
Guilt by association, 156
Guns, see weapons
H
Hanging scenes, 100
Harassment, see media scrums
Health and safety, 327-8
Helplines, 269
and premium rate lines, 269, 277-8
Hidden microphones and cameras, see surreptitious filming
Hi-jacking, kidnapping, hostage taking and sieges, 162
History in drama, 43
Hoaxing, (“serial guests”), 55
Holiday and travel programmes, 228
Homosexuality, portrayal of, 88, 110-11
terminology, 111
Honesty, in dealing with contributors, 52-4
Hostage taking, 162
Hosted programmes, 217
Hypnotism, 102-3

Identification of children in court, 145-6, 321
Identification of Crime Victims and Witnesses, 320-2
courts sitting in private, 321
identifying victims of sexual offences, 321
“jigsaw” Identification, 322
Illegal activity, witnessing of by programme
makers, 152-3
Imitative and Anti-Social Behaviour, see Chapter 8
and children, 100
crime and vandalism, 100
drugs, 101
hanging scenes, 100
hypnotism, 102-3
methods of inflicting pain and injury, 95, 100
religious sensitivities about smoking and
drinking, 102
seat belts, 102
smoking and drinking in children’s programmes, 100
social and anti-social behaviour, 102
suicide, 101
Impartiality, see Chapter 2
in drama, arts, music and entertainment
programmes, 41-3
in drama portraying contemporary situations and
drama-documentaries, 41
due impartiality, 36
due impartiality within a factual programme, 37
in election coverage, see Chapter 34
fact, fiction and labelling, 43
in factual programmes, 37
in factual programmes not dealing with matters of
political or industrial controversy, 41
history in drama, 43
“major matters”, 40
in news programmes, 37
in party political, party election, and ministerial
broadcast, 43-4
in personal view programmes, 38-9
portrayal of real people in drama, 42-3
reporting in times of national emergency and
military action, 40
right of reply, 40
sensitivity to offence, 41
in series provision, 38
in social action programming, 260
Impartiality and Accuracy Code, see Chapter 2
Indemnities, 161-2
Independent productions,
and commercial referral, 212
consultation and referral, 26
premium rate telephone lines, 278
taste and decency, 76-7
violence, 96
Information from outside sources, 232-3
Information lines, 269-70, 276, 281
Information lines provided by event organisers, 281
Injunctions and Interdicts, 319-20
Innuendo, sexual, 88
Intellectual Property, see Chapter 40
Intellectual Property Department, 319, 338, 342, 343
Interactive voting, 312
Interdicts, 319-20
International Audience Correspondence Unit, 349
International services, 126
Internet, 83-4, 273
Interviewing, see Chapter 13
“as live”, 139
BBC Correspondents, 138
blind people, 110
children, 142, 144
courtesy in, 136
criminals, 154
dealing with interviewees, 137
editing a recorded interview, 138-9
evasion in, 138
even handedness in, 137
fairness to interviewees, 137, 138
ordinary people, 138
people injured or grieving, 131
political, 286-8
preparation for, 136
purpose of, 136
tailoring to time, 136
tone and tactics, 138
unreasonable demands by interviewees, 137
witnesses, 156-7
witnesses, dangers of contempt, 334
Inventions, 342
ITC Code of Advertising Standards and Practice, 213
ITC Code of Programme Sponsorship, 204, 213
ITC Programme Code, 204, 213
ITC Regulation, 213, 274
ITC restrictions, on competitions, games shows
and prizes, 204
ITC Rules on Advertising Breaks, 213
J
“Jigsaw” Identification, 322
Joint editorial initiatives, 217
Joint initiatives in support material, 272
Jurors, speaking to, 334-5
K
Keeping programmes, 349-50
Kidnaps, reporting of, 162
Knives, 100

L
Labelling
  in programmes that mix fact and fiction, 43
  reconstructions, 45-6
  video and audio news releases, 234-5
Language
  accurate, 45
  disability, 108-10
  non sexist, use of, 107
  in portrayal of ethnic minorities, 107-8
  in portrayal of women, 107
  phone-ins, 79
  in relation to Regions, 178-80
  religious sensitivities, 110
  sexual orientation, 110-11
  strong, 83, 84-5
  strong language, referral for, 29, 85
  and taste and decency issues, 84-5
  terrorism, 172
  violence, 95, 96
Law
  animals, 189, 326-7
  breach of confidence, 326
  children, 145-6, 321, 325
  and confidential sources, 166-7
  contempt, see Chapter 39
  copyright, see Chapter 40
  courts sitting in private, 146, 321
  defamation, see Chapter 38
  health and safety, 327-8
  identification of witnesses, 320-2
  injunctions/interdicts, 319-20
  intellectual property, see Chapter 40
  jigsaw identification, 322
  legal referral, 31, 318-19
  Northern Ireland, 182
  Obscene Publications Act, 324-5
  Official Secrets Act, 174-5
  racial discrimination, 326-5
  reference books for, 318
  repeated programmes, 328
  reporting of committal proceedings, 324
  victims of sexual offences, 321
Laws affecting children, 145-6, 321, 325
Laws in other parts of the world, respecting, 57-8
Laws of privacy in other parts of the world, 60
Leaders of political parties, interviews with, 288
Learning difficulties, portrayal of people with, 109
Legal Adviser's Division, 318
Letters and articles for publication, by BBC personnel, 352
Letters from viewers and listeners, 348-9
Lesbians, portrayal of, 110-11
Libel, 330
Library material
  accurate use of, 48
  of crime, 153
  outside, crediting, 233
  re-use and reversioning of, see Chapter 21
Library use of scenes of suffering, and violence, 93, 132
Light entertainment and surreptitious recording, 74
Litigation Department, 319
Local authority elections, 300-1
Local councils, 219
Local council elections, see local authority elections
Local law, observing, 57-8
Local Radio Advisory Councils and charities, 265
Local Radio Campaigns and BBC Merchandise, 241
Local Radio and commercial issues, 219
Local radio stations and charities, 265
Long lenses, use of, 66
Lotteries and Amusements Act, 1976, 203, 280
Lottery, National, see National Lottery
Lyrics, explicit, 79, 80
Magazines, BBC, 239-40
  and competitions, 240
  and events, 248, 252
  references to, online, 240
  references to, on radio, 240
  references to, on television, 239
  and sponsorship, 253
Mandatory referrals, 27-30
Media facility trips, 228-9
Media scrums, 62-3
Media training, 117
Members of Parliament, payment of, 288-9
Methods of inflicting pain and injury, imitation of, 95, 100
Military action, reporting in times of, 40
Ministerial Broadcasts, see Chapter 36
Missing People, rights of privacy, 64
Mistakes, correcting, 45
Mobile phones, 102
Moral rights, in copyright, 338, 341
Music Copyright, 340
Music Copyright section, 340-1
Music production, 123
Names and addresses of contributors, 167
“National”, use of word, 179
National Lottery, see Chapter 23
coverage a service not a promotion, 206
lottery tickets, 206
trails for, 206
use of library pictures of the lottery programme, 207
National Security, see Chapter 18
DA Notices, 175
mandatory referral, 30, 174
Official Secrets Act, 174-5
reporting in times of national emergency and military action, 40
Natural history filming, see Chapter 20
captive sequences, ethical and editorial considerations, 187
ethical considerations, 189-90
filming named animals, 186
legal constraints, 189
life cycle portrayal, 187
locations, 187
reconstruction and simulation, 188-9
Negative checks, 331-2
New Media, 126
News black-out, requests for, 162
News coverage of sponsored sports events, 246
News presenters, conflict of interests of, 115
News presenters, in drama, 115
News programmes, impartiality in, 37
Non-BBC events, promotion of, 249
Non-sexist language, use of, 107
News releases by outside bodies, use of, 234-5
News reports of disasters and accidents, 130-1, 132
Northern Ireland, 180-3
mandatory referrals, 29, 30
Northern Ireland Assembly, reporting, 290, 295
prevention of terrorism legislation, 182-3
reflecting reality, 181
special legal considerations, 182-3
staged events, 182
Obscene Publications Act, 324-5
Offence
interviewing people whose views might offend, 41
phone-ins, 79
taste and decency, see Chapter 6
sensitivity to offence and outrage, 41
Offensive language, 84-5
Off-air promotions with publications, 218
Official Secrets Act, 174-5
Older people, portrayal of, 111-12
On-air promotions, 218
On-air publicity for outside events, 253
On-air references to charities, 264
On-air references to products, services and publications, see Chapter 25
BBC characters in commercials and promotions, 258
BBC magazines: references on radio, 240
BBC magazines: references on television, 239
BBC presenters, use of in commercials, 114, 115-6, 256-8
BBC Publications and products, see Chapter 27
BBC Publications and products, promotion of, see Chapter 29
Books and other publications, 224-5, see Chapter 27
Branded products and services, appropriate use of, see Chapter 27
Commercial recordings, 225
Competitions run in association with BBC magazines, 240
Credits for sponsors of events, 245
Events sponsored by BBC magazines, 253
On-air references to other BBC merchandise, 240
Presenters, use of in commercials, 114, 115-6, 256-8
Product placement, 222
Products used as props, 223
Reviews of products or services, 223-4
Television and radio commercials, 225
Testing products, 224
Trails for BBC products or publications, 238, 239
ONLINE Guidelines, 29, 31, 84, 126, 223, 229, 240, 241, 273
Online services and the Internet, 126
commercially funded sites, 241
and overseas elections, 303
hot links, 223-4, 229
interactive voting, 312
and Northern Ireland, 181-2
and overseas elections, 303
and product prominence, 224, 229
references to BBC merchandise, 240
support services on, 273
taste and decency issues in, 29, 83-4, 85
trailing products and services on, 241
Opinion Polls, see Chapter 35
commissioning opinion polls, 308
in election results programmes, 310
at election times, 309
exit polls, 310
online and interactive voting, 312
panels or focus groups, 311
phone-in polls, 310-11, 280
referral to Chief Political Adviser, 29, 308
sceptical approach to, 308-9
studio audiences, polling of, 310-11
and surveys, 310
validity of opinion poll methods, 308
voting intention polls, rules for reporting, 308-9
Orchestras, BBC and commercial issues, 214
Outside bodies, programmes provided by, 217
Outside events, covering, see covering outside events
Outside information, using, 232-3
varying sources, 232
Ownership of copyright, see Chapter 25
Paedophiles and sexual crime, 151-2
Panels or focus groups, 311
Parliament, broadcasting the proceedings of, 289-91
Parliament, conditions of use of pictures and sound from, 289-90
European, 291
National Assembly for Wales, 290
Northern Ireland Assembly, 290
Scottish Parliament, 290
Westminster, 289-90
Parliament, statements made in, 291
Parliamentary broadcasting, legal aspects, 291
Parliamentary Broadcasting Unit, 289
Parliamentary committees, broadcasting of, 290
Parliamentary material, use of, 289-91
Parliamentary privilege, 291
Party broadcasts, see Chapter 36
Party Election Broadcasts, see Chapter 36
Party Political Broadcasts, see Chapter 36
Party Political, Party Election and ministerial broadcasts, impartiality in, 43-4
“Passing off”, 342-3
Patents, 342-3
Payment of composers/writers, 340
Payment of criminals, 155
Payment of criminals or former criminals, mandatory referral, 28
Payment of MPs, 288-9
Payment of witnesses, 157
People shows and game shows, see game shows and people shows
Performers’ Rights, 338, 341
Performing Animals (Regulation) Act, 1925, 326-7
Personal view programmes, 38-9
Personal view programmes and BBC presenters 38-9
Phone-in polls, 310-11, 280
Phone-in polls, and premium rate telephone lines, 277-8
Phone-in polls, reporting the results of, 310-11
Phone-ins, 79, 276-7
Phonographic Performance Ltd, 340
Pictorial defamation, 331
Pixilation, 57
Placard carrying the names of sponsors, 244, 248-9
Plugging products and services, 222, see also Chapters 25, 26 and 27
Police, relations with, see Chapter 16
coverage of public demonstrations, 162-3
making arrangements for programmes, 160
procedures during hi-jacking, hostage taking and sieges, 162
requests for untransmitted material see, 167-9
Police “facilities”, 160-1
Police indemnities, 161-2
Police messages and information, 160, 236
Police raids, going on, 160-1
Political activities and conflicts of interest, 118-21
Political involvement of BBC staff, 118-21
levels of, 118-19
Political Research Unit, 291
standing for election, 119-21
Politicians, refusals to take part in programmes by, 287
Politicians appearing in News, Current Affairs and factual programmes, 286-9
Politics and politicians, see Chapter 33 and Chapter 34
Portrayal, see Chapter 9
of disabilities, 108-10
of ethnic minorities, 107-8
hurtful or inaccurate stereotypes, 107
of older people, 111-12
of religious groups, 110
of sexual orientation, 110-11
under-representation on-air, 106
use of non-sexist language, 107
of women, 107
Portrayal of real people in drama, 41-2
Premium rate telephone services, 277-81
call cut offs, 279
and charities, 265, 280
children’s services, 279
and competitions, 280
and donations to charity and charity appeals, 265, 280
duration of calls, 277
financial arrangements, for, 278
guidelines concerning, 270, 277-8
and independent productions, 277-8
and non-BBC services, 280-1
paying for support material via, 271
and phone-in polls, 276-7
price message, 279
voting by, 280
Preparation for interviews, 136
Presentations of awards and sponsorship, 246
Presenters
conflicts of interest, see chapter 10
and personal view programmes, 38-9, 116-17
and promotional activities, 116
use of in commercials, 114, 115, 116, 257
Press, relations with, 350-2
Prevention of Terrorism Act, 156
Price messages and call cut offs, 279
Prisoners and prisons, 155
Privacy and the gathering of information,
see Chapter 4 and Chapter 5
CCTV Footage, 63
comedy, light entertainment, 74
death, injured and missing, 132
depicting trauma, 130-1
doorstepping, 62
“fishing expeditions”, 71
funerals, 133
grief and distress, surreptitious recording of, 70
interviews with those injured or grieving, 131
laws of privacy in other parts of the world, 60
library use of scenes of suffering, 132
long lenses, use of, 66
media scrums, 62-3
and missing people, 64
open recording in public when the subject is on
private property, 61
private property, operating on, 61
protecting by-standers, 71-2
public figures, 60-1
recording telephone calls, 72-3
reporting accidents and disasters, 130
re-visiting past events, 132-3
secret recordings made by others, 73-4
social research, 72
surreptitious recording, see Chapter 5
unwarranted infringement of privacy and BSC, see
Chapter 43
Prizes, 200
cash, 200
donated, 200-1
in jointly organised competitions, 201-2
substantial, 201
Product placement, 222
Product prominence, 222
Products used as props, 223
Programme Complaints Unit, see Chapter 42
Programme Legal Advice Department, 318
Programme material, from outside sources, see
Chapter 26
Programme material, requests for, 168-9
Programmes related events, 253
Promotion of events, 250-3
Promotional activities and conflicts of interest, 116-17
Promotions, joint, 217
Pronunciation of place names, 179
Props
supply of, 227
use of products as, 223
Protection of Children Act, 88, 146
Public, relations with, 348-50
Public appearances and conflicts of interest, 122
Publications, mentions of on-air, 224-5
Publications reviewed on-air, 224-5
Publicity Departments, BBC, 350-2
Publicity departments, working with, 350
Q
Qualified privilege, of parliamentary proceedings, 291
Quoting viewers and listeners letters on-air, 349
Quiz shows, 89-90, and see Chapter 22
co-sponsored events, 204
fair treatment of contestants, 199
ITC restrictions, 204
legal considerations, 203
prizes, 200-1
prizes in jointly organised competitions, 202
safety, 199-200
selecting contestants, 199
R
Race, see ethnic minorities
Race Relations Act, 1976, 325-6
Racial Discrimination, 325-6
Racist abuse, terms of, 85
Radio credits and sponsored sports events, 246
Radio and taste and decency issues, 79-80
Radio Times, 81, 182
Raids, police, 160-1
Reconstruction, 45-6
Reconstructions, of crime, 150-1
Record companies, copyright, 340
Record companies, work for, see music production
Recording telephone calls, 72-3
Red Nose Appeal, 262
Refusals to take part in programmes, 55
Refusals to take part in programmes, by politicians, 287
Referendums, 304-5
Referral and consultation, see Chapter 1
Referral
anonymity, granting, 28
animals, filming of, 189-90
attending a crime, 28
co-funding, 215
commercial referrals, 30
confidential sources, 31, 166-7
conflicts of interest, 114
co-productions, 215
co-sponsored competitions, 204
coverage of illegal activity, 152-3
credits for sponsors of events, 245, 246, 247
DA Notices, 175
defamation, 330
doorstepping, 28, 62
election coverage, 294, 295
emergency appeals, 262
events sponsored by BBC magazines, 253
featuring real persons in drama without consent, 28
interviewing children, 142-3
interviews with criminals, 28, 154
interviews with party leaders 29, 288
interviews in prison, 28, 155
interviews with terrorists, 27, 156, 173
interviews with witnesses 28, 156-7
legal referral, 318-19
library material of scenes of suffering, 132
mandatory referrals, 27-30
national security, 27, 174
Northern Ireland, 29, 30, and see also Chapter 19
Official Secrets Act, 174-5
opinion polls, 29, 308
payment to criminals, 28, 155
presenters involved in promotional activities, 116
promotion of BBC merchandise, 240
publishing the name of a sex offender, 28, 152
recording a crime, 28, 71
recording telephone calls, 72-3
releasing untransmitted material, 28, 167
re-used and reversioned material, 192, 193
staged events by terrorist groups, 173-4
strong language, 28, 84-5
surreptitious recording, 29, 67, 70, 71, 72, 73, 74
untransmitted material, 167
violence in fiction, 94
Refusal to take part in programmes, 55-6, 287
Regional variations across the United Kingdom, 178-80
general, 178
language and style, 178-80
Registered trade marks, 332, 341-2
Relations with the Police, see Chapter 16
Relations with the Press, 350-2
Relations with the Public, 348-50
Religion and comedy, 89
Religion and taste and decency issues, 86, 89
Religious groups, portrayal of, 110
Religious sensibilities and language, 86
Religious sensitivities about smoking and drinking, 102
Repeated programmes
checking for accuracy, 49
legal issues in, 328
re-use and reversioning of, see Chapter 21
Reporters, promotions undertaken by, 257
Reporting
bomb warnings, 172-3
Committal Proceedings, 324
confidential sources, 166-7
crime, see Chapter 15
dead, 130-1, 132
dead injured or missing, naming of, 132
demonstrations, 163
disasters, tragic events and grief 62, and see Chapter 12
illegal activities, 152-3
in times of national emergency and military action, 40
naming individuals who are reported dead, injured or missing, 132
Northern Ireland, see Chapter 18
opinion polls, 308-9
quality of, objectivity, impartiality, 37
suffering and distress, 70
terrorism, see Chapter 18
the United Kingdom, see Chapter 19
violence, 92-4
Representation of the People Act, 296-8
Requests for Programme material, see Chapter 17
transmitted, 169
untransmitted, 167-9
Research, fairness and accuracy of, 54
Reuse and reversioning, see Chapter 21
accuracy, checking, 193
clearance for reuse, 193
delays and issues with, 192
of criminal activity, 195
legal considerations, 193, 194
logging concerns, 192
rescheduling considerations, 194
responsibilities for, 192
sensitive material, 194-5
of surreptitious recording, 195
Reviews of products or services, 223-4
Right of reply, 39
Rights, 338-41
Rights, artists', 193, 341
Rights Group, 338, 339, 340, 341
Risks to participants in game and people shows, 199-200
Royal Family, interviews with, or exclusive appearances by, members of the, 29
Royal Liaison Officer, 29
Royalties, 340
R.P.A. (Representation of the People Act), 296-8
S
Safety, 199-200, 327-8
Scheduling
of re-used material, 194
  taste and decency issues in, 77-80, 85, 87, 88, 90, 97
  (see also the Watershed)
on Worldwide Television, 78, 97
School holidays, differences in, 78, 80, 178
School hours, filming during, 143
Schools stories, national considerations, 178
Scotland
  laws of trespass in, 323
  political parties in, 286
  referral on Scottish law, 318, 319
  reporting of, see Chapter 19
  Scottish Parliament, reporting, 290, 295
  Scottish parliamentary elections, 302-3
  style and language, differences in, 178
Seat belts, 101
Secret recording, see surreptitious recording
Sensationalism, avoiding, 87
Sensitivity to offence and outrage, 41
Series provision, the, 38
Sex
  and children, 88
  in drama, 86-8
  in factual programmes, 86-8
  portrayal of, 86-8
  on television, 86-8
  sexual innuendo, 88
  simulated, 87
Sex offenders, naming, 28, 151-2
Sexual crime, reporting, 151-2
Sexual innuendo, 88
Sexual orientation, portrayal of, 110-11
Sexuality, acknowledging, 86-8, 111
Shareholdings, 123
Sieges, 162
Signposts, 80-1
Slander, see defamation
Smoking and drinking portrayal of, 102
  in children’s programmes, 100
  religious sensitivities about, 102
Social action programming, see Chapter 30
  campaigning groups, 260-1
  impartiality, 260
  and support services and material, see Chapter 31
Social and anti-social behaviour, imitation of, 102
Social research and surreptitious recording, 72
Song lyrics, explicit, 79, 80
SOS messages, 236
Sources
  achieving accuracy, 44-5
  reporting statistics, 45
  reporting accidents and disasters, 130
Sources, confidential, 166-7
Sponsored events, 214, and see Chapter 28
Sponsored events, titles of, 244
Sponsored programmes, 212-13
Sponsored sports events, news coverage of, 246
Sponsored sports events, television coverage of, 246
Sponsorship
  of BBC events, 214, 250-3
  by BBC magazines, 253
  on BBC’s international television channels, guidelines, 213
  of presentations and awards, 246
  of telephone support lines, 271
Sports coverage, computer credits in, 233
Staged events by terrorist groups, 173-4, 182
Staging and restaging events, 46-7
Statements made in Parliament, legal protection around reporting, 291
Statistics, accurate use of, 45
Statistics, use of in crime stories, 150
Stereotypes, 89
Stereotypes, hurtful or inaccurate, 107
Stereotypes, regional, 179
Stereotypes in Comedy, 89
Stereotyping, of gays and lesbians, 111
Still photographs, for reporting trauma, 131
Stills of tobacco sponsored sport, 247
Strobing, risks of, 327-8
Strong language, 83, 84-5
Strong language referral procedure, 29
Studio polls, 310-11
Subliminal images, 328
Suffering and distress, 70, and see Chapter 12
reusing material, 194-5
Suicide, 95, 101
Support services, see Chapter 31
  audience feedback, measuring, 269-70
  and CD-Roms, 268
  and Ceefax, 268
  and Commercial Policy Guidelines, 268
  Credits for, 271
  “Dial and listen” Information lines, 270
  Distribution of support material, 272-3
  factsheets and booklets, 270
  funding for support services, 271
  helplines, 269
  joint initiatives, 272
  online services and the Internet, 268, 273
  paying for via premium rate number, 271
  social action programmes, 260
  social action programmes and support services and material, 260
support material, distribution of, 272-3
telephone helplines, 269
trails, 273
Surreptitious recording, 61, and see Chapter 5
approval of, 67
comedy and entertainment, 74
disguising identities, 71-2
"fishing expeditions", 71
general principles of, 66-7
of grief and distress, 70
investigating crime, 70-1
long lenses, use of, 66
made by others, 73-4
mandatory referral, 29
of people in private, 67-70
in public places, 67-70
recording telephone calls, 72-3
re-use of, 195
social research, 72
unattended recording devices ("bugging"), 70
"unwarranted infringement of privacy", 357
video cameras, use of, 66-7,
Surveys, see opinion polls
T
Tag along raids, 160-1
Tailoring to time, in interviews, 136
Taste and decency, see Chapter 6
acquired programmes, 90
blasphemy, 86
and the BSC, see Chapter 43
children, 77, 79, 80, 81, 82, 83, 87, 88
comedy and entertainment, 89-90
films, 90
four letter words, use of, 83, 85
four letter words, referral procedure for, 29, 83, 85
game and people shows, 89-90
and international broadcasting, 76, 82
language, 83, 84-5
online material, 83-4
phone-ins, 79
programme billings and signposting, 80-1 and 97
Protection of Children Act 1978, 88
racist abuse, 85
radio and taste and decency issues, 79-80
religion and comedy, 89
religious sensibilities and language, 86
re-used material, 194
scheduling, 77-80, 85, 87, 88, 90, 97 (see also the Watershed)
scheduling considerations on radio, 79-80
sex, 86-8
sexual innuendo, 88
signposts, 80-1
songs which feature strong language or explicit content, 79-80
sterotypes in comedy, 89
strong language, 84-5
television: the Watershed, 77-9
tragic events 84, and see Chapter 12
trails on television and radio, 81-2
the Watershed, 77-9
the Watershed and Worldwide television, 78
World Service, scheduling considerations on, 80, 82
Telephone calls and services
"dial and listen", 270
phone-in polls, 280, 310-11
phone-ins, 79, 276-7
premium rate, and charity, welfare etc, subjects, 265, 280
and premium rate telephone lines, 277-81
to and from prison, 155
reporting the results of 'phone in polls', 310-11
from viewers and listeners, dealing with, 349
Telephone "doorstep", 72-3
Telephone helplines, 269, 277-8
Telephone voting, 280, 310
Television coverage of sponsored sports events, 246
Television Credit Guidelines, 215, 216
Television Programme Acquisition Department, 341
Television Without Frontiers, European Directive, 81, 325
Terrorism, see Chapter 18
bomb warnings, 172-3
individuals at risk, 173
language and terminology, 172
staged events, 173-4, 182
Terrorists, interviews with, 173
referral procedure for, 27, 173
Tickets, 200, 201, 206, 281
Titles of sponsored events, 244
Tobacco sponsored events, stills of, 247
Tobacco sponsored non sporting events, 247-8
Tobacco sponsorship, 247-8
voluntary code for coverage of, 247
Tone and Tactics, in interviews, 138
Trade Marks, see Chapter 38, 341-2
Tragic events, dealing with on Radio and Television, 84
Tragic events and non factual programmes, 133
Trails
during children’s programmes, 81-2
and commercial channels, 241
and commercial products, 218-19
and support services, 273
and the Watershed, 81-2
and violence, 92, 97
for BBC Products or Publications, 238-9
for the National Lottery, 206
on World Service for international television
Transmitted Material, requests for, 169
Trauma, depicting, 130-1
in re-used material, 194-5
Trespass, 67, 322-4
civil trespass, 322-3
criminal trespass, 323
in Scotland, 323-4

U
Unattended recording devices (“bugging”), 71
Undue prominence of branded products and services in programmes, 222-3
Unjust or unfair treatment in a programme, see Chapter 43
United Kingdom Disasters Emergency Committee, 262
Unreasonable demands by interviewees, 137
Unsolicited donations, to charity, 264
Untransmitted material, requests for, 167-9
access to, 168-9
mandatory referral, 28
and police raids, 160-1
viewing of, 168-9
“Unwarranted infringement of privacy” and the BSC, 357

V
Vandalism, portrayal of, 100
Verbal aggression, 96
Victims of crime, 156
Victims of crime, identification of, 320-2
Victims of sexual offences, identification of, 321
Video cameras use of, 66-7
Video and film copyright, 341
Video recording from outside sources, use of, 234-5
Viewer and listener competitions, see Chapter 22
Viewers and listeners correspondence, 349
Violence, see Chapter 7
and acquired programmes, 96
and adult drama, 94-6
involving animals, 93-4
and the BSC, see Chapter 43
against children, 96
in factual programmes, 93
in fiction, 94-6
in the news, 92-3
in programmes for children, 96, 100
real life violence, 92-4
scheduling, warnings and the Watershed, 92, 97
verbal aggression, 96
and the Watershed, 92, 97
against women, 96
Voice-overs, using, 57
Voluntary code for coverage of tobacco sponsorship, 247
Voting intention polls, 308-9
Voting, interactive, 312
Voting by phone, 280
Vox pop interviews, 312

W
Wales
National Assembly for, reporting, 290, 295
reporting of, see Chapter 19
style and language, differences in, 178
Welsh Assembly elections, 302-3
War, reporting in times of, 40
Watershed, the, 77-9
and language, 84-5
and radio, 79-80
and scheduling, 77-9
and sex, 86-8
and trails, 81-2
and violence, 92, 97
and Worldwide Television, 78, 97
Weapons, 100
close ups of, in reconstructions of crime, 151
Wheelchairs, people using, 109
Wildlife filming, see animal filming
Witnesses, dealing with, 156-7
identification of, 320-2
interviews with, 156-7
mandatory referral, 28, 156-7
payment of, 157
Witnessing of illegal activity by programme makers, 152-3
Women, portrayal of, 107
Women, violence against, 96
Working abroad, 57-8
World Service and fact sheets and support materials, 264
World Service and overseas elections, 303
World Service, complaints about, see Chapter 42
World Service, scheduling considerations on, 80, 82
Worldwide Legal Department, 319
Worldwide Television and competitions, prizes and games shows, 204
Worldwide Television and fact sheets and support materials, 264
Worldwide Television and the Watershed, 78, 97

Y
Youth court proceedings, 145