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## COMMERCIAL RELATIONSHIPS AND APPROPRIATE PROGRAMME FUNDING

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1 **GENERAL**

The BBC operates in an increasingly commercial broadcasting market, involving many relationships with a commercial dimension. However, the BBC must clearly retain its reputation for editorial integrity whilst reflecting the real world.

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. They should never have reason to suspect that the BBC’s integrity has been compromised by any financial pressure or commercial inducement from any outside organisation or interest group.

2 **BBC COMMERCIAL POLICY GUIDELINES**

The Producers’ Guidelines are concerned with editorial issues and the BBC’s programme making activities and any on-air references to commercial products or organisations. Advice on the BBC’s commercial activities and exploitation of the BBC brand can be found in the BBC’s Commercial Policy Guidelines. They cover questions such as the acceptability of BBC commercial ventures and how they should be undertaken, use of the BBC brand, promotional activities and fair trading.

3 **INDEPENDENT PRODUCTIONS**

The Producers’ Guidelines apply to all independent productions made for the BBC and contracts between the BBC and independent producers must reflect this. Contracts must also ensure that the BBC knows and agrees all sources of funding before the commission is confirmed. BBC commissioning executives responsible for supervising independent productions should ensure that independents are fully aware of guidelines concerning editorial integrity and the financing of programmes. The BBC must approve all promotional material for any independent production made for the BBC.

4 **ADVERTISING AND SPONSORSHIP**

No BBC service funded by the Licence Fee or Grant-in-Aid may carry advertising or sponsored programming.
The BBC’s international commercially funded channels and BBC Joint Venture channels are permitted to take advertising and some programme sponsorship in accordance with relevant guidelines and codes of practice.

5 ITC REGULATION
All UK commercial television services are regulated by the ITC. For this reason BBC commercially funded television services uplinked from the UK are required to conform to all relevant ITC codes as well as to the BBC Producers’ Guidelines. On the whole, the Producers’ Guidelines are more exacting and comprehensive than the ITC Programme Code, but those responsible for output on BBC commercial channels should ensure that they are aware of the provisions of The ITC Programme Code as well as The ITC Code of Advertising Standards and Practice, ITC Rules on Advertising Breaks and The ITC Code of Programme Sponsorship.

BBC Knowledge is a special case. It is a publicly funded channel, but at its launch in June 1999 it was temporarily placed on a commercial multiplex. While on this multiplex, the channel should be treated in regulatory terms in the same way as others on that multiplex and should be consistent with ITC as well as BBC guidance. In most cases conforming to the BBC Producers’ Guidelines will satisfy all ITC requirements, but there are specific issues relating to on-air references to support material (see section 13: “ITC Regulated Services” of Chapter 31: Support Services and Support Material).

6 BBC ADVERTISING AND SPONSORSHIP GUIDELINES
In order to guarantee its own editorial integrity and impartiality, the BBC has drawn up its own guidelines on standards for advertising and sponsorship for its commercial television services. These guidelines embody core BBC principles and contain some provisions not specified by the ITC codes, for example the BBC will not carry religious advertising or take sponsorship for programming giving general consumer advice.

Specific BBC guidelines have been drawn up for the BBC’s Joint Venture Commercial Channels in the UK and for BBC International Television Channels. There are also specific guidelines for jointly branded international channels and BBC branded television channels broadcasting to specific countries and uplinked from outside the UK. All these guidelines are available from Editorial Policy.
7 COVERAGE OF SPONSORED EVENTS
The BBC covers a wide range of sporting fixtures and other outside events. Many of these are now supported by sponsorship. For guidance on appropriate coverage see Chapter 28: Covering Outside Events.

8 SPONSORSHIP OF BBC EVENTS
From time to time the BBC mounts outside events for which it may accept co-sponsorship from an outside body. Money from an outside sponsor can only be used to enhance the event itself and must not be used to pay for any element of the broadcast coverage. For detailed guidance see Chapter 28: Covering Outside Events.

9 BBC ORCHESTRAS
BBC Orchestras may seek commercial support and sponsorship for aspects of their work which go beyond broadcasting, for example in undertaking education and outreach projects, giving public concerts or making national or international tours. The core broadcasting activity of the orchestras, however, should not be sponsored and any arrangement that could reasonably be perceived as direct sponsorship of the orchestra’s broadcasting activities should not be accepted. The BBC should retain the right of advance approval for all promotional material and activities associated with any sponsored orchestral event or project.

10 CO-PRODUCTIONS
For co-productions, funding is provided in exchange for broadcasting and other rights. The BBC may consider co-productions with other broadcasting companies, recognised programme and film distributors, independent producers, record or video companies and audio publishers. The BBC may also arrange co-productions with theatres, ballet, opera or music companies or other institutions involved in education and the arts.

The BBC should not enter into co-production arrangements with any organisation whose activities could lead to doubts about the editorial integrity of the programme.

Co-productions should not provide a back door for sponsors and BBC producers should make sure they are aware of any funding, sponsorship or promotional agreements which potential co-production partners have with
third parties. The same applies to any arrangements proposed by an independent producer. Concerns about funding arrangements for co-production partners should be reported to the Head of Department or Head of the Independent Commissioning Group.

Credits for co-production partners should be simple and non-promotional. Television producers should refer to the BBC Television Credit Guidelines.

II CO-FUNDING

In strictly limited cases and for strong public interest reasons it may be appropriate to supplement licence-fee or grant-in-aid funding for programmes with grants from appropriate non-commercial outside bodies. Such co-funding must not give rise to any suspicion that the BBC’s editorial independence or integrity has been compromised or that it is willing to broadcast sponsorship messages.

Co-funding differs from co-production in that it is not undertaken with conventional co-production partners and is not in exchange for broadcasting rights.

On the BBC’s domestic services co-funding would not be appropriate for programmes aimed at a general audience. The subject matter of any co-funded programme must be uncontroversial and uncontentious and outside the area of public or political debate. Co-funded programmes must be designed to meet the specific needs of a limited or clearly defined section of the audience. Such outside funding should only be considered when it might seem questionable to meet the entire cost of programming of such a specific nature from the licence fee. For example co-funding might be acceptable for specialised educational or minority language broadcasts.

World Service Radio takes co-funding for some educational programming and for “lifeline” programming which provides an emergency service of humanitarian information for audiences severely affected by war or major disaster.

Co-funding must never be accepted for news, current affairs or consumer advice programming on any BBC domestic or international service.

All co-funding projects must be approved in writing by the Director of Education, or relevant Director. Controller Editorial Policy should also be consulted.
11.1 Suitable Co-Funding Partners
Funds must not be accepted from any organisation whose interests or activities could lead to doubts about the objectivity of the programme. Suitable co-funders might include publicly funded bodies, charities, charitable trusts or voluntary bodies. Commercially funded charitable trusts might be acceptable in some cases as long as the trust is run at arm's length from any commercial interest. Funding from any UK government body or European Union body must be treated with great caution in order to protect the BBC's impartiality and independence. Although it may be legitimate for international agencies to co-fund certain programmes, funds must not be accepted from individual foreign governments.

The BBC retains total editorial control over any co-funded production and it is essential that programmes do not promote the funder or the funder's image.

Further detailed guidance is available from Editorial Policy.

11.2 Credits
For reasons of transparency we should always acknowledge the source of co-funding on-air. There should be a single non promotional reference, with no element of advertising.

A credit for the co-funder should be at the end of the programme. For television programmes the credit should be in the final captions, there should be no verbal reference and the co-funder's logo should not be used. Television producers should also refer to the BBC Television Credit Guidelines.

11.3 Support Material
Programme co-funders may also meet some or all of the costs of support material. The source of funding for support material should not be given on-air unless there is a particularly strong editorial reason to do so, though a credit may be included on the support material itself. Those responsible for arranging support material should also consult Chapter 31: Support Services and Support Material for further detailed guidance.
12 HOSTED PROGRAMMES
In certain specific cases where there is some specific educational need such as vocational training for a targeted small audience it may be acceptable for the BBC to transmit programmes which have been made and funded by outside bodies. These programmes are placed in off-peak slots targeted at specific niche audiences.

Any such programme must be accurate and impartial and must not have any political purpose. It must meet the standards of the Producers’ Guidelines and must also conform to the BBC’s detailed guidelines for such programmes available from Editorial Policy. The BBC will retain final editorial control over any hosted programme and must approve the programme before transmission.

Programme providers should be non-profit making, non-commercial bodies such as official training bodies, official bodies representing the professions and voluntary organisations.

Director of Education and Chief Executive Broadcast must approve the areas of BBC output where it is acceptable to take such programming.

13 JOINT EDITORIAL INITIATIVES
Programmes may sometimes enter into a joint editorial initiative with an outside body such as an educational institution. This initiative may take the form of mounting an event or running a competition for an award. In exceptional cases for clear editorial reasons, such an initiative may be undertaken with a magazine or newspaper, though the initiative must not require BBC viewers or listeners to purchase the publication. It is essential that no money from the outside body goes into any programme budget.

Any joint editorial initiative must be agreed in advance by the Head of Department who should consult Editorial Policy. Further detailed guidance can be found in section 7.1, “Jointly Organised Competitions” of Chapter 22: Game Shows and Competitions; and section 7.3, “Joint Debates and Forums” of Chapter 28: Covering Outside Events.
14 **ON-AIR PROMOTIONS**
The BBC cannot agree to give on-air promotion for an outside organisation or publication in return for their promotion of the BBC or a BBC programme or BBC service. Any such arrangement would be contrary to the terms under which the BBC is permitted to broadcast. When organising joint editorial initiatives with outside bodies, care needs to be taken to ensure that they are not compromised by any agreement for mutual promotion.

15 **OFF-AIR PROMOTIONS WITH PUBLICATIONS**
Off-air promotions for programmes should be treated with great caution as it is essential that they reflect the BBC’s editorial values. From time to time, newspapers or magazines may wish to run competitions or other interactive promotions in association with BBC programmes. Such arrangements are only rarely acceptable. Any such promotions must be editorially driven and the BBC must not enter into the arrangement for financial gain. There must be no mention on-air of the newspaper or magazine and associated advertising should not imply BBC endorsement of the publication.

Interactive promotional competitions arranged with publications require the prior approval of the relevant Director and the Chief Adviser Editorial Policy (Multimedia and Commercial) should also be consulted. Detailed guidelines are available from Editorial Policy.

16 **COMMERCIAL PRODUCTS ASSOCIATED WITH PROGRAMMES**
The BBC produces a range of commercial products which arise from programmes and which support, extend and enhance the service offered to the public. BBC products must not be promoted within programmes. However there are special on-air trails for BBC publications, videos, tapes and CD-Roms which complement an associated BBC programme and extend access to its subject matter. Such products need to reflect the BBC’s core values and standards and must conform to the BBC’s Commercial Policy Guidelines. There can be no on-air promotion for other BBC merchandise associated with programmes (see Chapter 27: On-Air References to BBC Products, Services and Publications).

Particular care must be taken if independent producers have rights to develop merchandise associated with programmes. The BBC’s reputation for integrity could be compromised by inappropriate arrangements concerning
commercial products or retailers as there is a risk of implied endorsement by the BBC. Contracts with independent producers should stipulate that the BBC must approve any promotional material related to associated merchandising. All such commercial activity licensed by the BBC must conform to the BBC’s Commercial Policy Guidelines.

17 NATIONAL AND LOCAL RADIO

The BBC’s radio stations in the Nations and BBC local radio stations welcome local participation in their activities, but they must not accept any sponsorship for programmes nor can they accept money or facilities in exchange for broadcast publicity.

In exceptional circumstances, editors may consider offers of practical help from appropriate bodies of a non-political or non-controversial nature for programmes concerning matters such as education, the arts or religious affairs. They should not accept assistance from local councils. Editorial control must remain with the BBC and there must be no implication that the BBC is favouring any religious denomination or outside organisation. All proposals for outside support must be approved by the Director, National and Regional Broadcasting.

18 COMMERCIAL REFERENCES REGISTER

Each Directorate maintains a current register of co-sponsored events, sponsored support material, sponsored support services, co-funding, co-sponsored competitions, donated competition prizes and sponsored events covered in programmes. The purpose of this register is to ensure that the BBC is aware of the level of its overall involvement with any outside organisation.
PRODUCT PROMINENCE
AND FREE OR REDUCED COST
PRODUCTS AND FACILITIES

PRODUCT PROMINENCE  1
USE OF FREE OR REDUCED COST PRODUCTS  2
USE OF FREE OR REDUCED COST FACILITIES  3
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ONLINE, CEEFAX AND DIGITAL TEXT SERVICES  5
1 PRODUCT PROMINENCE

BBC programmes need to reflect the real world and from time to time reference will be made to commercial products and commercial concerns. However, programmes must never give the impression that they are endorsing or promoting any product, service or company.

References in programmes to all products and services must be editorially justifiable and not promotional.

We should always have good reasons for naming a particular company, product or service in a news or factual report. We must remain on guard against featuring too readily any story which has been generated on behalf of a commercial company. A skilful public relations company may make simultaneous approaches to several programmes. The BBC’s reputation for impartiality is not enhanced if the same commercially-orientated story appears on several programmes over a short period of time. Journalists and producers should think carefully about editorial justification, integrity and labelling before deciding whether to use material provided by a commercial company (see also Chapter 26: Material Supplied by Outside Organisations).

Presenters, reporters and production staff should have no substantial connection with products and firms featured in stories they are covering (see Chapter 10: Conflicts of Interest).

1.1 Product Placement

A product or service must never be included in sound or vision in return for cash, services or any consideration in kind. This is product placement and it is expressly forbidden in BBC programmes. It is illegal to make any such arrangements in the UK or anywhere else within the European Union.

1.2 Undue Prominence of Branded Products and Services in Programmes

References to trade and brand names should be avoided where possible and made only if they are clearly justified editorially. No undue prominence should be given to any branded product or service and there must be no element of plugging. When featuring branded products or services, we must take great care not to give an impression that the programme is being influenced in any way by a commercial concern. Television shots should not linger on a brand name or logo unless justified for strong editorial reasons.
No BBC programme must ever accept free or reduced cost products or services in return for an on-air credit or any visual or verbal reference to the product or the provider (see also section 4 on credits).

For BBC ONLINE, a hot link must never be included in return for cash, services or any other consideration in kind. Editorial references to companies or outside organisations should not normally contain any use of their logo. For further advice, see the BBC ONLINE Guidelines.

1.3 Products used as props
In drama, comedy and entertainment, programme producers have to consider whether there is a really strong editorial justification for using branded products. If products are used as props, set dressing or elsewhere in drama or entertainment they must be varied as much as possible to ensure there is no suggestion of a particular brand being promoted. As far as possible, labels and logos should be turned away from the cameras and close-ups, which show the branding, should be avoided. Verbal references to brands may be more intrusive than visual ones and should be used sparingly both on television and radio. It is hard to justify a simultaneous visual and verbal reference to a branded product used as a prop and if possible verbal references to the brand should not be included in any scene which includes a product in vision (for further guidance on the supply of props see section 2.2).

1.4 Reviewing Products and Services
Consumer programmes and many other types of programmes frequently review products or services. Care should be taken to cover a range of products. If for some strong editorial reason one product or service is reviewed in detail, there should normally be reference to others which are comparable. Where this is not possible on some holiday and travel programmes, every effort should be taken over a period of time to mention a range of tour operators.

Where a consumer programme reviews a product or service, it may be editorially appropriate for Ceefax, digital text or the online support page to give non-promotional details of the products reviewed. Pages reviewing products or carrying details of products should never give an impression of BBC endorsement. See the BBC ONLINE Guidelines for specific advice about
hot links to the sites of the manufacturers, suppliers or retailers of any goods or services mentioned.

Companies which have received a favourable review may wish to state this in their promotional literature or point of sale displays. This may be acceptable in some limited circumstances, though no impression should be given of BBC endorsement and no BBC logos should be used (for further guidance see sections 4.26 and 4.27 of the BBC’s Commercial Policy Guidelines).

1.5 **Testing Products**

The type of testing featured in programmes may vary from experts deciding which product tastes best to a programme undertaking carefully controlled experiments. A range of products should be featured and the precise nature of the tests should be made clear. It is important that we report the results in a non-promotional manner. We should simply say how products have fared in the test and which may be good value. Every effort should be made to ensure that where outside experts are used to assess products they have no vested interest in promoting any of them.

1.6 **Details of products**

We do not normally give details of how to obtain products. We should only do so where it is strictly editorially justifiable, and we should cover a full range of suppliers.

1.7 **Books and Other Publications**

Mentions of publications within programmes should be editorially justified and there must be no element of promotion. If experts from magazines or newspapers are interviewed, care should be taken over time to vary the publications whose experts are featured (for further guidance on references to BBC publications, see Chapter 27: On-Air References to BBC Products, Services and Publications).

Chat shows and people shows often interview celebrities who have recently published a book. However, we should take care that the interview focuses on the person and the subject matter of the book, rather than appearing to encourage people to go out and buy it. Television programmes should not normally show a close up or still of the book cover unless the programme includes a measured and critical review of the work in question. An item
which merely marks the publication date or interviews the author does not necessarily count as a review.

Credits are normally given when books are reviewed. If material is quoted from a book under review, there is an obligation under the Copyright Act to mention the title and author. Reference is also usually made to the publisher. Details about publications under review should normally be given within the programme itself, rather than in continuity announcements (see also Chapter 40: Matters of Law: Copyright and Other Intellectual Property Rights).

1.8 Commercial Recordings

It is important that we are not seen to plug particular recordings or artists on our music programmes. Though presenters may express a personal view about a recording, they should not urge listeners either to buy it or not to buy it. It is essential that the music played is chosen for sound editorial reasons and that the choice is not improperly influenced by any record company or music promoter.

Specialist music presenters are employed on Network Radio because of their knowledge of a particular area of music and the credibility this gives them with the audience. However, as they are key figures in their respective genres, in some cases they do have some financial connection with the music industry. Where this is the case such a connection must be registered with the network and all playlists must be approved in advance by the Head of Music Policy (or equivalent) for the network.

1.9 Use of Commercials

Programmes may use excerpts from television or radio commercials only for sound editorial reasons such as consideration of how a company is promoting itself or how advertisers promote products. Great care must be taken to ensure that the BBC does not appear to be promoting any product or service by showing sections from advertisements.

There are also copyright considerations concerning use of advertisements which must be checked with the Intellectual Property Department.

Advice on the use of BBC presenters, characters or brands in non BBC commercials can be found in Chapter 10: Conflicts of Interest and Chapter 29: Advertising, Promotional Activities and the BBC Brand.
2 USE OF FREE OR REDUCED COST PRODUCTS

Products used by BBC programmes must be selected for sound, non-promotional reasons. Products which are actually featured on programmes must be selected on editorial grounds. Products which are not shown, but are used as part of the programme making process, must be selected on grounds of suitability.

In order to resist commercial pressures and to retain its impartiality, the BBC should normally pay for the goods it uses. However programmes may take advantage of the BBC’s size and purchasing power to negotiate discounts providing these discounts are in line with similar discounts offered to other large organisations.

Only a few specific programme areas may accept free or substantially reduced cost products (see section 2.1 and 2.2 below).

We do not normally credit the suppliers of products. Any on-air reference to products should be for very sound editorial reasons (see section 4 below).

**No products or services should be used or accepted as the result of any inducement or pressure from the provider. Under no circumstances should those working for the BBC receive personal benefits from the providers of goods or services.**

2.1 Consumer and lifestyle programmes

Consumer and lifestyle programmes which review or feature a wide range of products may under certain circumstances accept products free or at considerably reduced cost. This is permissible because the very large number of products featured enables programmes to ensure that they are not favouring any particular product or supplier.

Any programme which accepts free or reduced cost products must keep an accurate record of all such arrangements. This should include details of the product, when and how it was used and what information if any was included on support material. The producer must be able to demonstrate that no supplier or manufacturer is being favoured or discriminated against. It is essential that products are not featured merely because they can be secured free or at a very reduced cost.
Suppliers should be reminded in writing of the BBC policy in this area and should be informed that there can be no question of the product being accepted in exchange for an assurance of an on-air reference.

No guarantee can be given that the product will be reviewed in a favourable light, or that it will feature in the programme at all.

Suppliers should not be afforded an editorial say in the programme nor a preview of it.

Programme makers should be wary of the promotional dangers posed by unsolicited offers of free or reduced cost products from manufacturers or suppliers. Any placement of products in exchange for reduced cost is prohibited (see section 1.1 above).

Heads of Department are responsible for ensuring that proper records are kept and that the acceptance of any reduced cost products is appropriate within the terms of these guidelines (see section 3 below for guidance on facilities and trips).

2.2 Supply of Props

In drama and entertainment care must be taken to ensure that products supplied by any outside agencies or other organisations are selected only at the producer’s initiative. Suppliers of props, set dressing or clothing should be informed that there is no guarantee that the product will be used or that it will be shown in a favourable light. Props should not be accepted from suppliers if they are subject to editorial restrictions on their use.

If any programme accepts props free or at greatly reduced cost, accurate records of all such arrangements should be kept in accordance with section 2.1 above.

3 USE OF FREE OR REDUCED COST FACILITIES

Programmes should pay for travel, accommodation and other facilities. Discounts can only be accepted if they are in line with discounts offered to other large organisations.

Trips should only be accepted free in exceptional circumstances when acceptance is the only way to cover a significant event (see section 3.2 below).
3.1 Holiday and travel programmes

Holiday or travel programmes which regularly review a range of travel facilities and accommodation must not accept trips free and must pay a significant contribution towards the costs. They must never cover holidays offered by one company merely because they are offered to them at a particularly advantageous rate. A range of tour operators should be covered in the course of a series. Detailed records must be kept of all facilities which have been accepted at a reduced cost in accordance with section 2.1 above.

3.2 Media facility and fact finding trips

From time to time, BBC programmes and people working on them receive invitations from public or private bodies to go on expenses paid trips. These may be for the purposes of gathering material for broadcasting (i.e. a media facility trip), or they may be for briefing and background information. These invitations can come from a variety of different organisations e.g. the British Armed Forces, foreign governments, lobbying groups, the European Commission. The following principles should be observed:

• such invitations must not be accepted by individuals or programmes if their acceptance might adversely affect the BBC’s editorial integrity or its reputation for impartiality

• any programme maker proposing to accept the offer of either a media facility or a fact finding trip must receive the approval in advance of their Head of Department

• the BBC should be free to decide who, if anyone, accepts the invitation. Where invitations are open only to named individuals rather than programmes, the presumption should be against acceptance.

The BBC will not accept an offer of a free place or places on a media facility trip to gather material unless it is the only way to report a significant event, such as an inaugural flight or voyage or military operation. Where a trip is open to a range of media, the programme must be satisfied that the trip is editorially necessary. The programme should point out in writing that it is not normal policy to accept such trips and should offer to make a realistic contribution to the costs involved.

If a commercial operator provides the facility, there should not normally be any reference – verbal or visual – to the operator. If there is a clear editorial
need to make a reference, it must avoid promoting or endorsing the operator. In those rare circumstances where a reference to the commercial operation is considered editorially justifiable, it must be discussed with and approved in advance of transmission by the Head of Department.

On briefing and fact-finding trips, the BBC must take care that its editorial integrity would not be compromised by the acceptance of such a trip. Any acceptance needs to be able to pass the test of public reaction were the nature of the trip to be publicised. Again, the BBC should offer to make a realistic contribution (e.g. air fares) towards the costs involved. If such an offer is refused the presumption should be against acceptance.

4 CREDITS
In some specific cases, the BBC may decide to give a credit to the provider of services whether they have been secured at full or reduced cost. For example, it may be editorially necessary to credit a research library or the supplier of archive material. In some cases the BBC will have negotiated supply of information from an outside supplier and a credit will be required (see Chapter 26: Material Supplied by Outside Organisations).

Heads of Department have the discretion to authorise a credit where there is strong editorial justification, and the credit does not promote or endorse the product or service. The company logo or type face should not be used as part of the programme’s graphics nor in any end credits.

Any credits in support material should be editorially justifiable, non promotional and should not be in exchange for free or reduced cost facilities.

The granting of a credit is at the BBC’s discretion. Under no circumstances can programme makers agree to a credit as a precondition for the offer of free or reduced cost products or services.

5 ONLINE, CEEFAX AND DIGITAL TEXT SERVICES
The BBC ONLINE Guidelines give further details on references to products and services and on appropriate hotlinks.

There are also detailed guidelines for references on digital text and Ceefax to products, services and publications.
MATERIAL SUPPLIED BY OUTSIDE ORGANISATIONS

INFORMATION FROM OUTSIDE SOURCES 1

RECORDINGS SUPPLIED BY OTHERS 2

VIDEO OR AUDIO NEWS RELEASES 3

EMERGENCY ANNOUNCEMENTS 4

GOVERNMENT INFORMATION FILMS AND OFFICIAL MESSAGES 5
I INFORMATION FROM OUTSIDE SOURCES

BBC programmes use a considerable amount of information supplied by others, including commercial and non-commercial organisations. Examples include weather reports, sports results, exchange rates, and pop charts. News bulletins also draw on information provided by reputable news agencies.

Much of this information, including news agency copy, is paid for. However, when it is provided free, particular care has to be taken to ensure that the BBC does not promote the supplier.

Care should also be taken that suppliers of the information do not make improper use of their relationship with the BBC for promotional purposes. The BBC must have right of approval over any use of the BBC’s name in a supplier’s promotional material.

1.1 Varying the sources of outside information

In some cases we rely on a single source for a particular type of information. For example a programme might include financial information supplied by a particular bank. Where practicable we should vary the source of such information over time if there are other suppliers which are equally reliable.

However, in the case of information supplied by official departments or local authorities, it may not be necessary to vary the source, even if equally accurate information is available elsewhere.

1.2 Crediting outside information

It is often appropriate to state the source of outside information for sound editorial reasons:

- to enable the viewer or listener to assess its authority, or accuracy. For example, we would name organisations which have conducted opinion polls or we would say that we have obtained weather information from the Met Office

- to indicate that this is information which is unique to one supplier and cannot be obtained elsewhere
• to make it clear that the BBC has not verified the information. We might name a news agency as a source if we were relying solely on a report from one agency.

The decision on whether to mention the source or to give a formal credit, such as a caption or an announcement, must be made on editorial grounds. We must not accept information free or at reduced cost in return for providing on-air or off-air publicity to the supplier. All references to the suppliers of information must be brief, factual and non promotional. There must be no element of plugging. No logo of an information provider should appear in any visual credit. Television producers should also refer to BBC Television guidelines for opening and closing screen credits.

There may be occasions when the BBC decides to enter into a formal contractual agreement with an information supplier. This agreement may include a provision that the BBC will reflect the source of the information. Any formal agreement about credits should be made for editorial rather than commercial reasons. Arrangements of this kind should be made only with the approval of the relevant Director or Chief Executive.

See also Chapter 25: Product Prominence and Free or Reduced Cost Products and Facilities.

1.3 Crediting a recognised library, archive or research institute
Occasionally it may be appropriate to credit outside institutions, such as libraries, which have provided information or considerable research assistance. Decisions about credits should be separate from any financial arrangements.

1.4 Computer credits in sports coverage
Guidelines have been agreed among members of the European Broadcasting Union for credits given to companies which provide timing or computer-based services for sports coverage (see also Chapter 28: Covering Outside Events).
2 RECORDINGS SUPPLIED BY OTHERS

Many BBC programmes use pictures or sound recorded and provided by other organisations or individuals. We cannot always vouch for the circumstances under which such material was recorded so we should take particular care in how we use it.

In many cases material is supplied by other reputable broadcasters or agencies on a contractual or reciprocal basis. If it is provided by people who may have a personal or professional interest in its subject matter we must be certain we are using it for the best editorial reasons and avoid giving the impression that we endorse a product, organisation or cause. In general material supplied by interested parties should be labelled to make its provenance clear.

Programme makers should assess the overall editorial value of such material rather than simply its pictorial impact. Video from the emergency services may raise serious issues of privacy and intrusion – for instance where victims or patients are concerned.

Programme makers may be asked to sign contracts before being given such material, and they may contain unacceptable editorial restrictions. Seek advice, through Heads of Department, from Editorial Policy and Programme Legal Advice before agreeing.

For guidance on use of CCTV footage see section 6 of Chapter 4: Privacy.

3 VIDEO OR AUDIO NEWS RELEASES

Increasingly, official bodies, commercial companies and campaigning organisations provide broadcasters with video or audio news releases or other material. Sometimes the material will have been recorded by the organisation itself, sometimes by others acting on their behalf. Such material may purport to cover stories from an objective standpoint, but is usually slanted to promote the viewpoint of the supplier. We do not normally use any extracts from such releases if we are capable of gathering the material ourselves. If we do use such material for sound editorial reasons we should always ensure that it is clearly labelled on-air.
The following points should also be borne in mind:

- we should not normally use video or audio releases of news events or news conferences from which the BBC has been deliberately excluded by the organisers. If, in exceptional cases, such material is used, its source and status should be made clear on-air, as should the fact that we were prevented from gathering it ourselves.

- we should not normally use any interviews or sound clips from such releases. When there are powerful reasons to do so the source of the material must be made clear on-air.

- we must be wary of using a News Release to illustrate a story about the organisation which provided it, particularly if it gives an unrealistic or overly favourable impression of the organisation. We should normally use such material only to illustrate the way in which the company or organisation is promoting itself.

- sequences which include incidental music or commentary provided by the supplier should be used only to show how the company or organisation tries to portray itself.

- if we use any Video News Release material to illustrate a more general story, we must try to select shots which do not promote the supplier or their products. We should try to use it in conjunction with other illustrative material.

- we should not accept any editorial restrictions which the supplier places on use of the material.

4 EMERGENCY ANNOUNCEMENTS

Requests are sometimes received from British or foreign governments or from official bodies for the broadcast of emergency announcements. The BBC gives careful consideration to such requests in the light of the emergency in question. Local Radio should be especially ready to assist the police and other official bodies in informing the local community about serious accidents and emergencies.
4.1 Police SOS Messages
From time to time, BBC Radio will broadcast police SOS messages. These messages must adhere to strict guidelines; reference should be made to the Head of Presentation, Radio.

5 GOVERNMENT INFORMATION FILMS AND OFFICIAL MESSAGES
The Central Office of Information makes films for broadcast on television. The BBC will broadcast only genuinely non-political public information under these arrangements. Broadcasting and Presentation decides which films will be broadcast and where they will be scheduled.

There is provision for government departments to approach broadcasters to relay official messages or information films about issues which involve a degree of public or political controversy. Any such approach must be referred through Controller Editorial Policy and Chief Executives to the Director-General. Such material will normally be accepted only if the BBC is satisfied that the public interest requires this type of initiative and that the information can be conveyed in a manner consistent with the BBC's commitment to accurate, thorough and balanced treatment.
ON-AIR REFERENCES TO BBC PRODUCTS, SERVICES AND PUBLICATIONS

GENERAL 1
TRAILS 2
BBC MAGAZINES 3
BBC MAGAZINES: REFERENCES ON RADIO AND ONLINE 4
COMPETITIONS RUN IN ASSOCIATION WITH BBC MAGAZINES 5
ON-AIR REFERENCES TO OTHER BBC MERCHANDISE 6
CEEFAX AND DIGITAL TEXT SERVICES 7
REFERENCES TO BBC COMMERCIAL TELEVISION CHANNELS 8
COMMERCIALLY FUNDED BBC ONLINE SITES 9
1 GENERAL

BBC programmes must never plug or promote any commercial product or service and that includes the BBC’s own commercial products and services. Programmes must not promote BBC commercial publications, videos, sound recordings, CD-Roms, BBC commercial channels or any other BBC commercial activity. All references to BBC commercial activities in programmes must be editorially justified and there should be no element of favouring BBC products above those produced by our competitors (see also sections 3.31-3.37, Chapter 3 of the BBC Commercial Policy Guidelines).

2 TRAILS

Though there may be no promotional mentions of any BBC commercial product or service within programmes, the BBC does produce special trails for BBC publications, videos, tapes and CD-Roms which complement an associated programme (mentions of BBC magazines are subject to specific restrictions – see section 4 below). There should be no trails for any other BBC merchandise and no BBC commercial television or commercial online service may be trailed on BBC public service radio or television.

These specially produced trails are transmitted in programme junctions on BBC television. The Broadcasting and Presentation Department is responsible for making and scheduling of these trails. Trails shown during children’s programming should say that children should seek permission from an adult before buying (see also BBC ONLINE Guidelines for trailing on BBC internet services).

These trails or continuity announcements at the end of a programme may give simple factual information about BBC publications, videos, tapes or CD-Roms designed to complement the programme. There should be no element of hyping any BBC product. Where a book or other material is directly connected to a programme, but has not been published by BBC Worldwide, it may also be possible to trail it providing it has been commissioned, licensed or developed directly in conjunction with the programme. Any such mention of non-BBC material must be referred to the Director of Broadcasting and Presentation, BBC Broadcast for Network Television or to the relevant National Controller.

Any requests for trails or promotions on Network Radio must be referred to the Head of Presentation, Radio. The relevant Controller should be consulted in Regional Broadcasting.
3 BBC MAGAZINES

3.1 Still trails
Following the 1992 report by the Monopolies and Mergers Commission into on-air publicity by broadcasters for their own products, the BBC was required to give an undertaking to the Office of Fair Trading to use only still trails on television to give information about BBC magazines.

The undertaking also placed restrictions on the number and format of such trails. Trails and the placing of trails are the responsibility of the Broadcasting and Presentation Department, BBC Broadcast. They will ensure compliance with the undertaking and decide what may be transmitted. Detailed guidance is provided in “The publicising of Worldwide publishing products on BBC ONE and BBC TWO” available from the Broadcasting and Presentation Department.

3.2 Mentions of magazines within programmes
In accordance with the OFT undertaking, no television programme on BBC ONE or BBC TWO may mention a BBC magazine in the course of a programme in a way that might be construed as promotional or as an encouragement to buy. Although the OFT undertaking does not cover other BBC channels we apply the spirit of the undertaking to all our publicly funded services. Legitimate editorial reference to BBC magazines is permissible. Editorial figures from BBC magazines may be interviewed for sound journalistic reasons as long as there is no promotion of the magazine. A BBC magazine may be mentioned in an item reviewing similar magazines. The decision to include such items must rest solely with the producer or editor of the programme. It cannot form part of any contract or agreement with a BBC magazine.

3.3 Events organised by BBC Magazines
If BBC Television covers events organised by or in conjunction with BBC magazines any reference whatsoever to the magazine must be strictly non-promotional and must be cleared in advance with the Chief Adviser Editorial Policy (Multimedia and Commercial). For further detailed guidance see section 2.8 of Chapter 28: Covering Outside Events.
4 BBC MAGAZINES: REFERENCES ON RADIO AND ONLINE

The OFT undertaking about promotion of BBC magazines does not apply to radio or online services, but in the spirit of the undertaking, BBC Network Radio and Regional and Local Radio and BBC ONLINE limit references to BBC magazines along similar lines to BBC Television. Proposals for radio trailing should be referred in advance to Head of Presentation, Network Radio. For policy for online services, see the BBC ONLINE Guidelines.

When it is editorially justifiable, BBC World Service Radio may refer on-air to the magazine *BBC On Air*.

5 COMPETITIONS RUN IN ASSOCIATION WITH BBC MAGAZINES

In line with the BBC’s undertaking to the OFT, programmes should not make any reference to entry forms for any competitions being available in BBC magazines. For detailed guidance see Chapter 22: Gameshows and Competitions.

6 ON-AIR REFERENCES TO OTHER BBC MERCHANDISE

As well as publications, tapes, videos and CD-Roms, BBC Worldwide and the BBC’s Rights Archive license the production of other goods associated with the BBC’s programmes. There should be no trails or other on-air promotion for such merchandise, nor for the merchandise licensed by other companies based on BBC properties or based on properties transmitted on BBC services. BBC products should be mentioned within a programme only if justified editorially, for instance, when similar goods are being reviewed.

Programmes should not give details about how to buy BBC merchandise. For charitable appeal campaigns supported directly by the BBC, such as *Children in Need* or *Comic Relief*, it may be possible to give some information as to how to obtain merchandise directly connected with the appeal. Such references must be cleared through Head of Department or Commissioning Executive. Editorial Policy should normally be consulted. Programmes should take care not to promote any outside companies or organisations that are supporting or sponsoring the appeal.
6.1 Local Radio Campaigns
From time to time, local radio stations may wish to give details about obtaining localised BBC merchandise connected with their campaigns. Such references should be cleared with the Director, National and Regional Broadcasting.

6.2 Online
Detailed guidance on the policy for trailing BBC products and services online can be found in the BBC ONLINE Guidelines.

7 CEEFAX AND DIGITAL TEXT SERVICES
There are detailed guidelines for references on Ceefax and Digital Text Services to products, services and publications. It should be noted that Ceefax is a broadcast service and subject to the same OFT undertakings as BBC ONE and BBC TWO. The guidelines are available from Editorial Policy and the Editor, Ceefax.

8 REFERENCES TO BBC COMMERCIAL TELEVISION CHANNELS
The BBC has its own international commercial channels and is a joint venture partner in both international and UK based commercial channels. In line with the principle that the BBC’s core public services may not be used to promote BBC commercial activities unfairly, BBC licence fee funded television, radio channels and online sites should not promote BBC commercial channels, or BBC joint venture channels. All references to these channels on licence fee funded services should be editorially justifiable and licence fee funded services should not run trails for these commercial channels or their programming.

Any proposal to run trails for BBC international television channels on BBC World Service radio must be referred to the Chief Adviser Commercial Policy.

9 COMMERCIALLY FUNDED BBC ONLINE SITES
No commercially funded BBC page or site may be promoted or trailed within BBC programmes and no trails for BBC commercially funded services are broadcast on BBC public service television or radio channels. Any mentions of BBC commercially funded sites or pages in BBC programmes must be clearly editorially justifiable. For detailed advice see the BBC ONLINE Guidelines.
COVERING OUTSIDE EVENTS

GENERAL  1

COVERAGE OF SPONSORED EVENTS  2

ADVERTISING AT OUTSIDE EVENTS  3

ADVERTISEMENT ON CLOTHING AND BACKDROPS  4

RELATIONS WITH EVENT ORGANISERS  5

PROMOTION OF NON-BBC EVENTS  6

BBC ORGANISED EVENTS  7

ON-AIR PUBLICITY FOR OUTSIDE EVENTS  8
1 GENERAL
The BBC covers a wide range of outside public events, such as sporting events and concerts. All programme and broadcasting costs for coverage of any event must be borne by the BBC or shared with other broadcasters.

The event organiser may pay for all costs associated with the mounting of the event, including performance rights and fees. The costs for mounting the event may be defrayed by sponsorship but sponsors and event organisers must not pay for any programme costs. The BBC can take no money from a sponsor or organiser for coverage of an outside event.

The BBC has a tradition of mounting public events in the arts and mounting events associated with programmes. For guidance see section 7 below.

2 COVERAGE OF SPONSORED EVENTS
When covering sponsored events, programme makers should ascertain whether the event is free-standing. Events we cover should not be created by a sponsor merely to attract broadcast coverage. The BBC should not allow its coverage to be used as a vehicle for the sponsors' goods, services or opinions. Producers must never agree to display or mention the sponsor's goods or services.

The BBC's contract for the broadcasting of all outside sponsored events should be with the event organiser or the organiser's nominee, not with the sponsor.

2.1 Titles
The incorporation of the sponsor's name into the title of some sporting events has become established, but the BBC does not necessarily use the sponsor's name in the title of the programme covering the event. Sponsors' names are not as frequently incorporated into the titles of artistic events and their use in programme titles may be inappropriate.

2.2 Placards carrying the name, logo, or slogans of the sponsor
Sponsor banners or placards are established features of sporting events, and reflections of sponsor messages painted on the pitch are also now being frequently used. Sponsor messages should not be so prominent that they distract from the action of the event and they should not be placed between
the viewer and the action. The number and type of banners acceptable will depend on the event and the size of the venue. Detailed guidance can be obtained from the Head of BBC Sport, the Controller Television Sport or the relevant National Controller.

Banners and prominent sponsor messages are not common in the more formal environment of theatres or concert halls and are unlikely to be appropriate during the coverage of arts events, such as concerts or recitals.

In covering an awards ceremony, some discreet signage for the sponsor may be acceptable, but all reasonable efforts must be taken to ensure that it is not to be included in the main shots. When covering such award ceremonies producers should refer to their Head of Department, who would normally consult Chief Adviser Editorial Policy (Multimedia and Commercial).

2.3 On-air credits for sponsors of events

The BBC seeks to credit fairly the enabling role played by event sponsors. It is essential that any credits make it clear that it is the event that has been sponsored and not the programme. All decisions on credits rest with the BBC. Normally only the prime sponsor will be credited, but there are some occasions when more than one sponsor may be acknowledged. Crediting more than two sponsors should be avoided.

There should normally be a maximum of two verbal credits for the overall event sponsor and they should be delivered in a non-promotional style. When coverage lasts for many hours, the Head of Department will decide on appropriate verbal credits.

On television there may also be a single visual reference in end credits. The event sponsor’s logo should not be used. Written credits must appear in the same style and type as other programme credits. Credits should always be agreed with the Head of the Department responsible for coverage.

When covering events outside the sports area, television producers should refer through their Head of Department before making any commitments concerning credits.
2.4 Presentations

The presentation of an award by someone associated with the sponsor is an accepted part of many sporting competitions and artistic award ceremonies. The BBC should endeavour as far as possible to limit the number of sponsor references during such presentations. Normally there should be only one mention of the sponsor in the introduction to the presentation and if possible the person presenting the award should be asked to restrict themselves to a single reference to the sponsor. If the design of the award or trophy itself prominently reflects the sponsor’s name, slogans or logo care should be taken to ensure that it does not dominate main shots.

2.5 Credits for sports events

Television Coverage

As the sponsor’s name is often reflected visually at a sports ground, a written end credit is not usually given for sports coverage. However, if a sponsor’s name is incorporated into the title of a sports event, it is acceptable to include the name of the sponsor on the scorecard or results information.

The suitability of credits will vary according to the type and duration of the event. Some major international sporting events may require specific types of credits. Advice may be obtained from the Head of BBC Sport or the Controller Television Sport.

Television News

Event sponsors should be mentioned only for sound editorial reasons. Detailed guidelines for sports events are available from the Sports News Organiser, Television News.

Radio Credits

Detailed guidelines have been drawn up for sponsor credits for sports coverage on Network Radio and for mentions of sponsors in news bulletins. These guidelines are available from the Managing Editor, BBC Sport.

Computer Credits

Guidelines have been agreed among members of the European Broadcasting Union for broadcasting credits to be given to companies which provide timing
or computer-based services for sports coverage. Both radio and television editors should take care to restrict these credits as far as is reasonably possible within the terms of the relevant agreements.

2.6 Tobacco Sponsorship

A number of major sports events are sponsored by tobacco companies. Particular care must be taken in the coverage of such events.

Coverage of tobacco sponsored sports events in the United Kingdom is subject to official regulation. However, the BBC has its own more stringent restrictions on coverage of sport sponsored by tobacco companies in the UK and retains the right to impose further conditions. The BBC will not sign new contracts to cover tobacco-sponsored sports which it has not previously covered.

Programme makers wishing to cover a sports event which attracts a significant degree of tobacco sponsorship should consult Head of BBC Sport or Controller Television Sport.

Stills in News and Current Affairs Programmes

When selecting stills, care should be taken to try to minimise tobacco images. For example, when selecting stills of Formula One racing drivers to illustrate a general point, if possible pictures should be used from races in countries where cars and drivers’ clothing are not permitted to carry tobacco sponsors’ names.

Non-Sporting Events Sponsored by Tobacco Manufacturers

Tobacco sponsorship is less frequent for arts events and decisions about coverage are made on an individual basis. Any proposed coverage of a non-sporting tobacco sponsored event should be referred to the Head of Department and the relevant Controller. Advice should also be sought from Chief Adviser (Multimedia and Commercial) Editorial Policy.

Events sponsored by tobacco related brands

Some tobacco brand names, have been used for non-tobacco products.
Any proposal to mount coverage of an event sponsored by a tobacco related brand should be referred to the Chief Adviser Editorial Policy (Multimedia and Commercial).

2.7 Events organised by outside organisations and sponsored by BBC Magazines

There are particular restrictions on references on television to BBC magazines. In exceptional circumstances a BBC magazine may sponsor an established outside event mounted by a non BBC organisation. In such circumstances it may be possible to mention the magazine’s role as sponsor but any coverage must not give more prominence to the BBC magazine than that given to other sponsors of similar events (see sections 2.2-2.5 above). Since the BBC must ensure compliance with its undertaking to the OFT, Chief Adviser Editorial Policy (Multimedia and Commercial) must be consulted about any such sponsorship at a very early stage before any commitment is made. Reference should also be made to Chief Adviser about proposals for sponsorship by any other type of BBC commercial publication or service.

For guidance on coverage of an event which has been directly staged by a BBC magazine see section 7.3 below.

3 ADVERTISING AT OUTSIDE EVENTS

There are often advertising boards at outdoor events. In negotiating contracts with event organisers the BBC must stress that it does not wish coverage of sport or any other event to be used as a vehicle for advertising. Advertising of a party political nature is unacceptable at any event covered by the BBC, and this should be made clear to event organisers.

Producers responsible for coverage should make every effort to ensure that the advertising does not interfere with the action of the event. Cameras should follow the action and not dwell on any perimeter or billboard advertisements.

Advertisements painted onto the pitch can severely interfere with the viewing of the event and where ever possible cameras should not dwell on them (see also 2.2). In negotiating contracts with event organisers, the BBC should seek to restrict any such advertisement.
Further advice may be obtained from the relevant Head of Department, Controller Television Sport or the relevant Controller.

4 ADVERTISEMENTS ON CLOTHING AND BACKDROPS
Sponsorship now forms such an integral part of sport that in some cases it is impossible to avoid showing some reflection of sponsors on clothing or on backdrops at press facilities.

However, the BBC should try to avoid giving undue prominence to sponsors’ or advertisers’ signage. Close-ups of advertisements on the clothing of participants should be avoided where at all possible.

5 RELATIONS WITH EVENT ORGANISERS
Even when events are not sponsored, the BBC may need to take care to ensure that coverage does not unduly promote the event organiser. For example events organised by pressure groups or charities should be treated carefully.

There must be no suggestion that BBC coverage of the event is an endorsement of one charity over another. BBC coverage should not be used as a method of direct fundraising except for BBC nominated appeals such as Children in Need and Comic Relief. The BBC reserves the right not to include the name of a charity in the title of the broadcast programme. Any such proposal should be referred to the Department Head and the Charity Appeals Secretary, advice may also be sought from Chief Adviser Editorial Policy (Multimedia and Commercial). See also Chapter 30: Social Action Programming, Campaigning Groups and Charities.

6 PROMOTION OF NON-BBC EVENTS
Sponsors or event organisers may run promotions or advertising campaigns to publicise an event which the BBC is covering. This may well give details of the BBC’s scheduled coverage. Such advertising should not exploit the BBC’s name in support of the event organiser or the sponsor. If this happens, the BBC may decide to withdraw from coverage.
7 BBC ORGANISED EVENTS
The BBC may be involved in staging several types of event.

These include events mounted primarily for programme coverage, such as concerts. In general these events are organised by production departments.

The BBC may also be involved in staging events such as exhibitions which are a showcase for BBC brands. These events are usually mounted by BBC Worldwide. Even when these events or exhibitions are not covered by BBC broadcast services, they still need to conform to these guidelines. The event must properly reflect the values and editorial standards of the programme or service that it is promoting. If these events are mounted in conjunction with a BBC magazine it is essential that any coverage conforms to the BBC's undertaking to the Office of Fair Trading (see section 7.5 below).

See also sections 4.29-4.34 of the BBC's Commercial Policy Guidelines.

7.1 Performance Based BBC Events
In its role as patron of the arts and of innovative and original entertainment, the BBC may wish to mount a range of free-standing musical, theatrical and other events. These free-standing performances are staged at outside venues with an audience. The BBC may also wish to broadcast coverage of these events. In some circumstances it is acceptable to supplement the cost of mounting the event, but only the event, with co-sponsorship from a suitable outside body.

It is essential that money from the co-sponsor is used only to enhance the event itself and no sponsorship money may be used to pay for any broadcast coverage. Clearly separated accounts must be kept to show the distinction between event costs and broadcasting costs. No money from the co-sponsor may go into the programme budget. The contractual and commercial arrangements must not lead to any suggestion that the BBC's broadcast programmes have been sponsored.

It is essential that the choice of co-sponsor is appropriate. Any proposal for co-sponsorship should be agreed with the Head of Department in consultation with the Chief Adviser Editorial Policy (Multimedia and Commercial). See also detailed provisions in section 7.2 below and section 2.3 concerning on-air credits.
7.2 **Detailed Provisions for Organising Co-sponsored BBC Events or Exhibitions**

The following guidelines should be observed for the staging of any BBC event or exhibition. They apply to all such events irrespective of whether they are likely to be covered on-air by the BBC:

- the BBC should not enter into a sponsorship arrangement with any partner whose commercial activities could call the suitability of the association into question

- any commercial sponsorship should normally be associated with the company or organisation’s generic name or brand. We would not normally accept sponsorship directly tied to one specific product made by the sponsor

- any organisation involved in organising or financing the event must be consistent with the overall values and reputation of the BBC and the choice of sponsor should not cast any doubt over the editorial integrity of any associated programme

- there should be no direct connection between the sponsor’s activities and the event theme or that of a related programme or service

- there must be no suggestion, either implicit or explicit, that the BBC or a BBC programme endorses any third party products or services

- there must be clear separation between the sponsor’s brand and the BBC brand, sub brand or programme brand

- it is not acceptable for the sponsor’s name, logo or slogan to appear in the title of the BBC event

- any broadcast event held on BBC premises may not be sponsored

- events connected with news or current affairs programmes may not be sponsored

- events based on consumer advice programmes dealing with a range of topics may not be sponsored.
Any proposal for outside sponsorship of a BBC event should be referred well in advance to the Chief Adviser Editorial Policy (Multimedia and Commercial) who will advise on suitability of sponsors and appropriate arrangements. The Commercial Policy directorate representative should also be consulted for events involving BBC Worldwide.

Arrangements and credits for sponsored events must be agreed with the Head of Department and all publicity material for the event must be approved by the BBC before it is published.

7.3 Promotions by event sponsors

Care must be taken to ensure that sponsors do not use their sponsorship to imply any BBC endorsement. While sponsors may wish to publicise the event the BBC must approve all such publicity material in advance. The material should always focus on the event rather than the sponsor’s involvement. There must be clear separation of brands and it must be clear that the BBC does not endorse the sponsor’s brand, product or service.

7.4 Joint debates and forums

Occasionally programmes may wish to organise an event such as a debate or forum in conjunction with an outside body. Such debates or forums may be mounted with an academic, educational, professional or artistic institution. They should not be mounted in conjunction with a commercial organisation, though in exceptional circumstances for clear editorial reasons they may be mounted with a suitable publication. The choice of partners for the mounting of any such joint event should be referred to Editorial Policy and approved by the relevant Director of Television or Radio or equivalent.

See also Chapter 24: Commercial Relationships and Appropriate Programme Funding.

7.5 Coverage of events organised by BBC Magazines

If programmes cover a BBC event which is mounted in conjunction with a BBC magazine, great care has to be taken to ensure that any coverage does not promote the magazine or could be deemed an encouragement to buy the magazine. Such an event must be covered only for editorially robust reasons. References to the magazine should be avoided as far as possible and
producers should avoid shots of magazine logos. Cameras should not dwell on any other symbols or words on display which clearly represent the magazine. Live coverage of events should be planned to advance to minimise the risk of incidental shots showing placards or symbols carrying magazine logos.

**Coverage of such events must comply with the OFT undertaking about promotion of BBC magazines and Chief Adviser Editorial Policy (Multimedia and Commercial) must be consulted about coverage in advance** (see also Chapter 27: On-Air References to BBC Products, Services and Publications).

Careful consideration should be given to covering directly comparable events mounted by others to ensure that we are not giving preferential treatment to BBC commercial events.

### 7.6 Programme related events

BBC Worldwide may run events connected to individual BBC programmes. Programme producers should ensure that any on-air mention of the event is clearly editorially justifiable. While programmes may legitimately cover such BBC events and give details of them, such coverage should not put a BBC commercial event at an unfair advantage over a commercial rival.

### 8 ON-AIR PUBLICITY FOR OUTSIDE EVENTS

Care must be taken when giving any information in programmes about events organised by the BBC or other bodies. Information should be editorially justified and non promotional.

Continuity announcements will not normally carry information about events apart from giving details of the BBC’s on-air coverage. However, some details may be given in continuity announcements about special public service events run by the BBC.
ADVERTISING, PROMOTIONAL ACTIVITIES AND THE BBC BRAND

GENERAL 1

PROTECTING THE BBC’S BRANDS AND PROPERTIES 2
FROM EXPLOITATION BY ADVERTISERS

PROMOTIONAL ACTIVITIES UNDERTAKEN BY 3
INDIVIDUALS ASSOCIATED WITH THE BBC
1 GENERAL
The BBC needs to ensure that outside interests and commercial companies do not undermine its brand values of impartiality and integrity. It is therefore essential that no advertising or promotion by an outside company or organisation gives the impression of BBC endorsement of their product or service.

In many cases we can and should take action to prevent exploitation by advertisers of the BBC brand and BBC properties such as programme titles, formats and characters. In other cases careful judgements need to be made about how far we can restrict the activities of artists and performers. The lawyers in the BBC’s Intellectual Property department can advise on the BBC’s legal position in relation to any advertising. See also Chapter 4 of the BBC Commercial Policy Guidelines.

2 PROTECTING THE BBC’S BRANDS AND PROPERTIES FROM EXPLOITATION BY ADVERTISERS
The BBC will not normally agree to its name, initials, logos, channel names, programme titles, formats or characters being used by commercial advertisers or in any promotions for outside organisations.

Some very limited exceptions may be permitted for testimonials and point of sale material for goods or services used, tested or reviewed by the BBC (see sections 25-27, Chapter 4 of the BBC Commercial Policy Guidelines).

Any other proposed exceptions must be referred to Controller Editorial Policy who will consult Chief Executive BBC Broadcast.

3 PROMOTIONAL ACTIVITIES UNDERTAKEN BY INDIVIDUALS ASSOCIATED WITH THE BBC
Presenters, programme experts, actors and other artists who appear on BBC programmes may of course wish to undertake non-BBC advertising or promotional work.

But the acceptability of this work to the BBC will depend the nature of the individual’s contribution to BBC programmes and the nature of the promotion. Heads of Department will initially make judgements about the acceptability of any promotional work in line with the principles set out in this chapter and the guidelines set out in Chapter 10: Conflicts of Interest.
In cases of difficulty Editorial Policy and BBC Broadcast or BBC News management should be consulted.

However if individuals do appear in promotions or adverts it is essential that they do not refer to the BBC or any BBC programmes in which they appear.

3.1 Promotions undertaken by presenters, reporters or programme experts

Presenters, reporters and regular contributors to any outside programmes should not undertake advertising or promotional work which might compromise public trust in the integrity and objectivity of BBC programmes.

For further detailed guidance it is essential to consult sections 5 and 6 of Chapter 10: Conflicts of Interest.

3.2 Promotional activities undertaken by artists

In certain cases the commercial value an artist can derive arises largely from the prominence achieved from their connection with BBC programmes. We must ensure that these associations are not exploited inappropriately.

Some artists who appear in BBC programmes carry out advertising and promotional activities for non BBC products in addition to their BBC commitments. It is a fundamental requirement that such outside work must pose no risk to the BBC’s reputation. Such activities must not suggest BBC endorsement of outside organisations, products or services (see also Chapter 10: Conflicts of Interest).

Before contracting artists and experts there must be comprehensive and open discussions to establish what, if any, commercial work they are committed to, or are considering, to avert the risk of editorial compromise.
3.3 **Artists who perform as BBC owned characters in programmes**

Where the BBC owns the rights to characters, we ensure that the artists who play them do not undertake, in those roles, any advertising or promotional activity which may suggest an association between them, the BBC and the programmes in which they appear. The standard Equity contract stipulates that the artist should not appear in an advert or promotion which associates them with “their” character without the written permission of the BBC.

However, we do not wish to prevent professional performers from carrying out commercial work outside their commitments to BBC programmes. It may therefore be acceptable for actors and professional performers to appear in promotions or advertisements for products or services providing they do not appear as ‘their’ BBC character and the advertisements or promotions do not replicate or reflect BBC programmes. Such work must not bring the BBC into disrepute and should not imply BBC endorsement.

3.4 **Artists and producers who own rights to characters and formats in programmes broadcast by the BBC**

In some cases, particularly in entertainment, the artists own the rights to characters they perform in programmes, or these rights are held by someone outside the BBC; independent production companies may also own the rights to characters and formats that are used for BBC programmes. Advertisers may seek to use such characters and formats in promotional campaigns and in such cases we would ask to be consulted. It should be clear that such commercial activities associated with these characters must exclude anything which might be harmful to the BBC or its reputation; for example, advertisements or promotions for tobacco. Similarly, we ask them to avoid involvement in any television advertisements at times which coincide with the broadcasts of the related BBC programmes. We may also feel it is appropriate to offer advice on proposed advertisement scripts. In the unlikely event of the unwillingness of an artist or producer to co-operate, this may make it more difficult to contract them in future.
SOCIAL ACTION PROGRAMMING,
CAMPAIGNING GROUPS AND CHARITIES

SOCIAL ACTION PROGRAMMING  1
IMPARTIALITY AND SOCIAL ACTION PROGRAMMES  2
CAMPAIGNING GROUPS  3
CHARITIES AND CHARITABLE APPEALS  4
1 SOCIAL ACTION PROGRAMMING
Social action programming differs from other programming in that it not only raises awareness of important social issues, but also encourages the audience to take action. Director Radio, Director Television, Director Education, the relevant National Controller or equivalent must approve plans for any social action initiative.

Social action programming covers areas of social need such as health, social welfare and adult education. Producers need to be sure that they offer adequate back-up for such programmes (see Chapter 31: Support Services and Support Material). Further guidance on support services for social action programmes is available from the BBC's Social Action Co-ordinator or the Head of Learning Support, Education.

2 IMPARTIALITY AND SOCIAL ACTION PROGRAMMES
Such programmes require the utmost care and the BBC must always be seen to set its own social action agenda and decide on its own priorities. Social action programming may sometimes coincide with government campaigns but it is important that we maintain a proper arms length relationship with governments and individual politicians. The BBC must not be thought to be acting on behalf of the government in any area of possible controversy. Even when the cause is uncontroversial politicians may try to gain advantage through association with a BBC campaign and we must guard against this. In particular we must take care to ensure that politicians and lobbyists do not use BBC programme settings or brands for political advantage.

Social action programming should maintain a sceptical approach to its subject matter and should ask awkward questions where appropriate. News and factual reporting of BBC social action campaigns needs to maintain clear objectivity.

3 CAMPAIGNING GROUPS
To protect the BBC’s independence and integrity we need to ensure that we do not get involved with campaigning programming which is politically contentious. Programmes should not embrace the agenda of a particular campaign or campaigning group and we need to take great care in all our programming that we treat campaigning groups objectively. Any proposal to mount programmes in association with a particular campaigning group must be referred well in advance to Controller Editorial Policy.
In coverage of campaigning issues where there are several pressure groups or lobbying organisations we should be careful to remain even handed in our coverage of the range of groups involved.

4 CHARITIES AND CHARITABLE APPEALS

The BBC broadcasts regular appeals for charitable causes on BBC Television and Radio 4. The responsibility for allocating these appeals rests with the BBC Governors and the BBC Appeals Advisory Committee (AAC). The AAC also advises on general policy matters relating to BBC appeals.

The AAC is appointed by the Governors and consists of specialist external advisers who represent a broad range of interests across the charitable field. The AAC aims to spread appeals as widely and equitably as possible among suitable charities and makes recommendations to the Governors on the allocation of appeals. Detailed guidelines concerning broadcast appeals are available from the Appeals Secretary.

There are also charity appeals in Northern Ireland, Scotland and Wales which are allocated by Appeals Advisory Committees in the Nations (see section 4.8 below on National and Regional Broadcasting).

When serious emergencies occur, there is a special approval procedure for any emergency broadcast appeal (see section 4.1 below on Emergency Appeals.) In addition the BBC is involved in specific fund-raising projects such as Children in Need and Comic Relief which are also subject to scrutiny by the AAC and the BBC Governors. BBC programmes made as part of such fund-raising projects should take care to avoid campaigning on controversial areas of public policy.

Apart from these specific BBC wide fund-raising projects, programmes should not endorse particular charities or make any appeal for funds. It is important that programmes do not give any particular charity an advantage over others and do not distort the careful balance which the AAC seeks to achieve in regular appeals. The BBC should normally avoid programme proposals intended to promote charitable causes. See section 4.5 below on Joint Initiatives.
4.1 Emergency Appeals
The BBC may decide to broadcast a special appeal when a serious emergency occurs. Requests for emergency appeals must be made through the BBC Secretary. Such appeals need to be approved by the Chairman on behalf of the Board of Governors. Emergency appeals are usually also broadcast by other broadcasters. If the emergency is in the United Kingdom, a public fund must have been set up to meet the needs of the victims. Appeals for emergencies abroad are normally given on behalf of the United Kingdom Disasters Emergency Committee, which is composed of UK charities involved in overseas relief work.

Any proposal to use a BBC journalist to present an international, national or regional emergency appeal must be considered with great care at a senior level to ensure that the objectivity of our journalism is not compromised.

4.2 Appeals Charter and the Charities Act
The BBC and ITV, together with others involved in broadcast appeals, have drawn up a charter of good practice for television and radio appeals. This takes account of the requirements of the Charities Act (1992). Copies of the charter can be obtained from Broadcasting Support Services. Local radio producers can obtain further specific guidelines from the Directorate Secretary, National and Regional Broadcasting. In Northern Ireland, Wales and Scotland advice can be obtained from The Secretary.

4.3 Specific BBC Fundraising Projects
Separate guidelines exist for the BBC Children in Need appeal. Copies of the guidelines and further advice can be obtained from the Director, Children in Need and the relevant Directorate representative. In the Nations these guidelines are available from the Children in Need Trust National Co-ordinator.

Advice on coverage of other BBC wide fundraising projects such as Red Nose Appeal should be sought from Editorial Policy.

4.4 Outside Fund Raising Events
Any proposal to give broadcast coverage to an outside fund-raising event, such as a major charity pop concert, must be notified to the Appeals Secretary at an early stage. In the Nations, The Secretary must be notified.
The BBC may appear to be associated with the cause concerned and the implications may need to be discussed with the AAC or its Chair. Producers should also refer to Editorial Policy for advice on the nature of any on-air coverage (see also section 5 “Relations with Event Organisers” in Chapter 28: Covering Outside Events).

4.5 Joint Initiatives
There is a danger that the BBC’s balanced approach may be distorted by programmes launching campaigns or aligning themselves with specific charities. In exceptional circumstances directorates may decide to schedule programmes which are connected to a campaign, but the decision to schedule such programmes must be made at Director or Chief Executive level. A proper balance must be struck between competing charities and causes. Advice should be sought at an early stage from the Appeals Secretary or The Secretary in the Nations.

4.6 Programmes and Items about Charitable Work
None of the BBC’s news outlets, whether international, national or regional, should associate themselves with direct appeals on behalf of a charity. News programmes must be perceived as objective and should not be involved in any campaigning or fund-raising activity. The fact that an Emergency Appeal is to be broadcast may be judged newsworthy enough to be reported in a news programme, but the programme should not itself make or endorse the appeal.

If a news report is likely to produce a large public response from people wishing to give donations, the BBC Information Office should be alerted so that it can provide the name and address of the charity concerned.

Documentary or magazine programmes which feature a charity or charitable venture should take care to treat the subject objectively and must avoid any direct or indirect appeal for funds. Any discussion of the charity’s financial needs or targets must be justified strictly on editorial grounds. Care should be taken not to promote one charity when there are also others working in the same field. BBC dramas should also not appear to endorse any charity or charity appeal.
Programmes concerned with a range of issues from medical problems to wildlife may also draw on the expertise of charities but they should draw on as wide a range of expertise as possible and not endorse any particular charity.

On-air references to charities should be given only for clear editorial reasons. Addresses or telephone numbers should not normally be given. Any references to charities in programme credits should be cleared with the Appeals Secretary, or The Secretary in the Nations and where appropriate with Broadcasting and Presentation.

If unsolicited donations are sent to the BBC as a result of a programme, they should be acknowledged and passed on to the appropriate charity, or if this is not feasible returned to the sender.

4.7 Fact Sheets and Further Information

Domestic Services
If a fact sheet or literature is produced in association with a programme, we should not normally distribute it through any particular charity. Normally it should be distributed by the BBC. If any charity is mentioned on the fact sheet, all other significant organisations working in the field should also be listed.

Advice on support material, helplines and other support activities which may involve charities can be obtained through Heads of Department from the Appeals Secretary or The Secretary in the Nations. See also Chapter 31: Support Services and Support Material.

A number of local radio stations organise back-up services in conjunction with Community Service Volunteers. Advice on suitable partnership arrangements with CSV can be obtained from National and Regional Broadcasting.

BBC World Service and BBC Worldwide Television
To enable efficient distribution abroad, fact sheets and support material for World Service Radio programmes and Worldwide Television programmes may be distributed via appropriate charities, non-governmental agencies or other international agencies. Advice on this should be sought from Directorate Secretary, World Service or Head of Programming, International Networks, BBC Worldwide.
4.8 National and Regional Broadcasting

The Nations have a number of scheduled appeals on television and radio for nationally and regionally based charities. Appeals Advisory Committees in Northern Ireland, Scotland and Wales allocate these appeals and scrutinise arrangements. The Secretary in each Nation is responsible for the administration of the relevant AAC.

There must be no charity appeals in any national or regional news programmes on radio or television. From time to time other national and regional television or radio programmes may wish to be associated with a charitable initiative or emergency appeal which is of specific relevance to the Nation or Region. In the Nations, The Secretary should be consulted in advance. Any such proposal in the English regions should be notified in advance to National and Regional Broadcasting which will notify the Appeals Secretary. The Chair of the AAC may also be consulted.

Local radio stations are sometimes involved with appeals and other initiatives connected with charities at a local level. This is part of their involvement in the community, but producers must take care to ensure that appeals are never broadcast as part of the news output of stations. The guidelines in this chapter apply to all such activities. There are also further specific guidelines for National and Regional Broadcasting.

Local Radio Advisory Councils have been given formal responsibility by the Board of Governors to advise stations on appeals and in some cases charitable trusts have been established to handle appeals. However, any major appeal or charitable initiative planned by a local radio station must be notified to the Director National and Regional Broadcasting before it is undertaken. The Appeals Secretary and the Chair of the AAC will be consulted if necessary.

4.9 Premium Rate Telephone Calls

Normally the BBC avoids using premium rate telephone lines in connection with any fund-raising activity with which it is directly involved. However, there may be occasions when programmes using premium rate calls for votes or competitions may wish to donate any net revenue to charity. Such donations are controlled by the Charities Act 1992. Heads of Department should consult Editorial Policy about the suitability of any arrangements (for more advice on premium telephone lines, see Chapter 32: Phone-ins and Telephone Services in Programmes).
SUPPORT SERVICES AND SUPPORT MATERIAL

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1 GENERAL
The BBC offers a range of off-air support services for its programmes. These give viewers and listeners the opportunity to extend their knowledge, enjoyment and understanding of BBC programmes and offer advice and support to them in dealing with issues raised in our output.

The range of support services available includes fact sheets, helplines, information lines, booklets, audio tapes and videos, information on Ceefax, CD-Roms, information on the Internet and off-air events such as roadshows.

Support services may be offered free or on a cost recovery basis. They must not be designed to make a profit. Any publication or service designed to make a profit is a commercial venture and is subject to the BBC’s Commercial Policy Guidelines.

Though support services provide a useful backup, it is important to remember that only a small proportion of the audience takes advantage of such services. Producers should ensure that the programmes are meaningful and enjoyable by themselves. Producers must avoid getting involved in the provision of support services which are not directly linked to particular programmes.

BBC support services should not promote any particular agency, charity or organisation and they should not carry advertisements for any merchandise supplied by any organisation or company. Where possible we should give details of the range of agencies which may offer help or advice. If information is given about products we should give a range of comparable products and not promote any manufacturer or supplier.

2 COPING WITH DEMAND
Support services should only be offered if we are confident that we can cope with the likely demand – whether in print, on the phone or via e-mail. This is particularly important if we offer a telephone helpline after a sensitive programme. There must be sufficient telephone capacity and a sufficient number of trained staff or trained volunteers to offer a high quality service to viewers or listeners. Early planning is vital.
3 HELPLINES AND BBC AUDIENCE LINES

A telephone helpline staffed by trained people can provide information or support concerning issues raised by BBC programmes or it may refer callers to suitable advice agencies. When a programme has dealt with distressing issues, helpline staff can provide support or advice on obtaining counselling. In other cases a helpline may offer factual information about the issues discussed in the programme and give advice on where further information can be obtained. It is essential that all the information provided is impartial and objective and gives details of a wide range of agencies, charities and statutory organisations. No agency should be promoted at the expense of others.

BBC Audience Lines provides helplines and action lines for Radio, National and Regional Broadcasting and Learning Support. Other areas may use BBC Audience Lines or other service providers. Care must be taken to ensure that any outside agency which runs a helpline is capable of providing an objective, high quality service. Heads of Department should seek advice from the Head of Learning Support or Editorial Policy.

We do not generally trail helplines run by charities or pressure groups though it may be appropriate to do so in cases where one group, such as The Samaritans, offers a particular service. Any proposal to trail a helpline provided by an outside organisation or charity should be referred to Editorial Policy.

Helplines are usually offered on freephone numbers. **Premium rate lines must never be used for helplines.**

Programmes should consider well in advance if helplines will be needed and budget accordingly. The use of lines should be discussed with the Head of Learning Support or the Audience Lines manager (see also Chapter 32: Phone-Ins and Telephone Services in Programmes).

3.1 Audience Feedback and Confidentiality

Take-up of support services such as helplines can help the BBC to get a better picture of the needs, interests and concerns of viewers and listeners. However, there are issues concerning confidentiality if we publicise comments from particular callers or distribute details about them widely within the BBC.
In some cases callers are eager to tell their stories and are keen for them to be developed into programme items. But it is essential that we make it clear on what terms we are gathering information from people. Callers who voluntarily “opt-in” to give their story to the BBC should know what to expect.

Those organising helplines may alert programmes or programme areas to stories but they should never distribute callers’ names or telephone numbers generally throughout the BBC. Programme makers who are interested in the story will be required to ring Audience Lines or any other provider of the service to obtain any personal details.

4 AUTOMATED INFORMATION SERVICES
Programmes may from time to time wish to offer “dial and listen” information services. The recorded message must be simple, factual and non-promotional and directly relevant to the programme. The duration of calls should be kept to a minimum. For strong public service reasons, such lines may sometimes give information about goods or products featured on a programme, but they must not promote any commercial product, retailer or supplier. Details of how to obtain merchandise should be given only if the merchandise is not widely available. Information lines must never be used as a means of selling BBC commercial merchandise or any other commercial merchandise.

A range of telephone call rates is available including national call rates and local rates. Premium rate lines should not be used for information lines associated with social action programmes or for programmes concerned with education or welfare issues. Further advice is available from BBC Audience Lines. See also Chapter 32: Phone-Ins and Telephone Services in Programmes.

5 FACTSHEETS AND BOOKLETS
When the BBC produces fact sheets or booklets, they should offer accurate and objective information which does not promote any particular agency, charity or other organisation. Where possible, they should give details of a range of agencies which may be able to offer help or advice. If fact sheets accompany consumer programmes all details must be given in a non-promotional manner. We should aim to include a range of comparable products.
6 FUNDING FOR SUPPORT SERVICES
Careful judgements need to be made as to whether support services should be free or charged on a cost recovery basis. If programmes wish to offer such services free, consideration must be given as to whether it is justified to use Licence Fee or Grant-in-Aid funds or whether financial support should be sought from outside organisations. Support services paid for principally by the Licence Fee or Grant-in-Aid must offer a genuine educational, social, cultural or other public service benefit to the target audience.

If it is decided to charge on a cost recovery basis for support services or support material, advice should be sought from the Directorate Commercial Policy representative (see also the BBC’s Commercial Policy Guidelines).

7 OUTSIDE FUNDING FOR PROGRAMME SUPPORT SERVICES
Seeking funds for support services from an outside organisation may enable programmes to offer support services free or at a reduced cost to the licence payer. However, the BBC must not accept funding from any individual or organisation whose interests or commercial activities could lead to doubt about the objectivity of the programme or the support service. Support services for news, current affairs or consumer advice programmes should not normally receive any funding from outside organisations.

Funds for support services may be sought from government departments, agencies, publicly funded bodies, charities, professional associations, certain trade associations and independent trusts. Acceptance of funds from commercial bodies must be treated with great caution. No support material may be used to promote any outside body.

If outside funding is agreed, editorial responsibility for the support material must rest entirely with the BBC.

8 CREDITS FOR SUPPORT MATERIAL
There should be no on-air credits for the outside funding organisation and no credit on any telephone line. However, print material may carry a discreet credit. If telephone support lines are sponsored, the sponsor should not normally be credited, unless there is a particularly strong editorial reason to do so. Advice may be sought from Editorial Policy. For ITC regulated services including BBC KNOWLEDGE see section 13.
9 **JOINT INITIATIVES**

Where particular expertise is required, the BBC may wish to offer support material or support services in conjunction with an appropriate outside body which is well respected in the field, such as a charity or educational institution. The BBC must remain editorially responsible for the broadcast programme.

But if there is joint editorial responsibility for the support material or support service, the outside body may be credited on print material. The body should only be mentioned on-air if there are sound editorial reasons for an on-air reference (see also section 10 below on distribution of support material).

Sometimes we may wish to offer as support material a leaflet or booklet produced entirely by a reputable charity or agency, or a helpline may be provided by a reputable outside agency (see section 3 above). In such cases there may be strong editorial reasons for stating on-air which body is responsible for the support material or helpline. Heads of Department can seek advice on this from the Head of Learning Support or Editorial Policy.

If we distribute material produced by others we must ensure that we are not unduly promoting any particular charity or agency when there are other comparable organisations working in the same field. We must not distribute material which contains appeals for money. The only exceptions to this rule are in connection with approved BBC charity appeals broadcasts or recognised BBC charity campaigns such as *Children in Need*.

10 **DISTRIBUTION OF SUPPORT MATERIAL**

Support material is normally distributed by programmes or through Learning Support. Some local radio stations work in partnership with local voluntary organisations to produce and distribute support material. In addition, programmes may also wish to distribute tapes or booklets, produced by the BBC, via publications or magazines. In such cases we should take care that the publication is editorially appropriate. Editorial Policy should be consulted on suitable partnership arrangements. The BBC should approve all promotional material which includes any reference to the tape or booklet. We should choose publications which are available from a range of outlets so as to avoid any suggestion of BBC endorsement of a particular retailer. It is essential that we do not refer on-air to any publication or retailer involved in the distribution of the material. This restriction applies to BBC publications as well as to publications published by others. See also Chapter 27: On-Air References to BBC Products, Services and Publications.
If support material is available as a “give away” with a publication, it must also be available elsewhere. Viewers and listeners who contact the BBC to obtain the material, should not be asked to pay more than they would pay if they bought the magazine.

See section 4.3 of Chapter 32: Phone-Ins and Telephone Services in Programmes for advice about the use of premium rate calls for the distribution of support material.

11 TRAILS

Support services and back-up material may be trailed within programmes and in continuity announcements providing the material or service is free or provided on a cost recovery basis.

On television, all information concerning support services should if possible be included within programmes or their closing credits. Mentions of support services within continuity announcements are at the discretion of Broadcasting and Presentation. If a programme considers it necessary to trail a helpline in a continuity announcement, Broadcasting and Presentation should be warned at the earliest opportunity.

It may be useful to say within a programme that details about support material or a support service will be given at the end of the programme to allow viewers or listeners time to find a pen.

Trails for any BBC back-up material designed to make a profit are subject to very tight rules. Such material cannot be trailed within television programmes and trails in continuity announcements are subject to tight restrictions (see Chapter 27: On-Air References to BBC Products, Services and Publications).

12 ONLINE SERVICES

It may be appropriate to provide support services online via the internet if this is a suitable method of reaching the relevant target audience. Support material should appear on the BBC’s publicly funded internet pages, not on any commercially funded pages. The standards which apply to the BBC’s broadcast services apply also to BBC material on the internet. See the BBC ONLINE Guidelines for detailed advice.
13 **ITC REGULATED SERVICES**

The ITC Code of Programme Sponsorship requires on-air sponsor-credits for support material. The following BBC guidance for our commercial television services also applies:

- there may only be a discreet written credit in the same font as any other text displayed. Logos may not be used
- there should be no verbal credit
- there should be no reference to the outside funders of support material within the programme and it should be clear that it is only the support material and not the programme that has outside funding.

**BBC KNOWLEDGE** is a special case. It is temporarily on a commercial multiplex and therefore needs to be treated equally, in regulatory terms, with others on that multiplex, notwithstanding that it is a BBC public service channel. While this service stays on the commercial multiplex, on-air credits for sponsors of support material should be consistent with ITC rules on such credits for its commercial services.
# PHONE-INS AND TELEPHONE SERVICES IN PROGRAMMES

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1 GENERAL
Telephone services can be used to enhance programmes by allowing the public to give their point of view or to interact directly with programmes. Both factual and entertainment programmes use telephone lines in a wide variety of ways in order to provide individual contributions to programmes or to get an immediate mass response from thousands or even millions of people.

Telephone information lines can provide useful back-up information for the audience and helplines can offer advice and support (see also Chapter 31: Support Services and Support Material).

2 PHONE-INS
Phone-ins play an important role in BBC programming. They allow the public direct access to air their own views and to question politicians and other public figures.

BBC phone-ins are generally live in order to provide genuine spontaneity. This means that producers must constantly be alert to the possibility of callers breaking the law or causing widespread offence in matters of taste, decency or language. To minimise the risks involved, potential contributors should be called back and should not normally be put straight on the air.

Producers should ensure that presenters are properly briefed on the law and BBC guidelines, and are able to extricate the programme from a difficult situation with speed and courtesy. When the subject-matter of a phone-in programme leads a producer to anticipate particular problems, callers, as well as presenters, should be briefed before they go on-air.

Presenters and producers should also be aware that the law may differ in different parts of the United Kingdom (see Chapter 19: Reporting the United Kingdom).

3 WHICH TYPE OF CALL TO USE
Programme makers will normally use local rates for local and regional programme phone-ins and the national rate for UK wide phone-ins. In some cases local call rates may be used for calls from all over the UK, but the cost of this to the BBC needs to be justifiable.
The freephone rate is appropriate for helplines or where the BBC is offering an essential service. It may also be used then the caller is being asked to help the BBC in some way.

Premium rate calls are used for a variety of reasons and are subject to detailed guidelines below. Premium rate lines should never be used for phone-in discussion programmes or helplines.

It may be advisable to state on-air what sort of rate is being used. Programmes must always specify when a premium rate line is being used (see section 4.3 below).

4 PREMIUM RATE TELEPHONE NUMBERS

4.1 General

Using premium rate telephone numbers may sometimes be the only way to offer certain services to programmes as these numbers enable large volumes of calls to be handled. Using premium numbers may be the only viable way to register mass audience reaction quickly, as with voting for the Eurovision Song Contest. As premium rate numbers can sometimes generate profits, it is particularly important that we only use them for clear editorial objectives and that the cost to the public is kept a minimum.

When using premium rate telephone numbers, such as those beginning 0891, programme-makers should remember:

• licence fee payers should be able to get enjoyment from a programme without being encouraged to pay more by making a premium rate call

• before a premium rate line is provided, production staff should have established that a similar service cannot be provided on a non-premium rate service

• durations should be kept to a minimum. Most calls should last no more than a minute; in many cases they will be shorter. We should not encourage people to ring back or ring another premium rate number
• premium rate lines should never be used for phone-in discussion programmes or for helplines. They should also not be used for ‘dial and listen’ information lines associated with education, welfare, or social action programming (see Chapter 31: Support Services and Support Material)

• independent productions made for the BBC may use premium rate telephone lines only with the express permission of the Commissioning Executive responsible for supervising the production

• programmes may choose an appropriate provider for the service, subject to the arrangements outlined below.

4.2 Financial and Technical Requirements

Under no circumstances should programmes use premium rate lines with the aim of generating revenue.

Arrangements in the telephone industry mean that use of premium rate lines may generate a profit, however in order to guard against premium rate lines being used inappropriately the BBC has restricted the percentage of revenue raised by premium rate lines which can be returned directly to production departments or independent producers. Guidelines concerning these financial arrangements are available from BBC Commercial Policy.

All service providers and programmes must comply with the Code of Practice issued by the independent supervisory body, ICSTIS. Programmes should ensure that any provider of a premium rate service signs a contract which ensures that they will comply with the BBC’s financial and technical requirements. They must be able to provide enough line capacity to cope with the likely volume of calls.

4.3 Paying for Support Material via Premium Rate Calls

Where a programme wishes to offer programme support material on a cost-recovery basis, it may be appropriate, for convenience to the recipient, to defray the cost of producing and delivering the support material by using a premium rate number. The total amount should be strictly limited. Every care must be taken to calculate costs so as to break even, not to generate revenue. If this cannot be done, the method should not be used. One drawback is the relatively high percentage of lost orders because of
transcription difficulties. Producers should refer to their Head of Department before making any arrangements.

4.4 Price Messages and Call Cut Offs

It is essential that the cost of ringing in on a premium rate line is made clear on-air:

• the maximum cost of a call should be given or in some cases it may be more appropriate to give the cost per minute along with the maximum cost which can be incurred. The prices given must include VAT and should cover all relevant time periods

• on television the information should be given in vision. The caption must be horizontal and the characters should be clearly visible. The charge must be shown simultaneously with the telephone number. In some cases it may be advisable to voice the information as well

• on radio, where the price message can only be voiced, it must be done explicitly, not as an aside.

Call cut-offs automatically end a call after a given time. They protect the caller from running up heavy charges. Call cut offs should normally be used on any premium rate services run in association with BBC programmes.

4.5 Children’s Services

For all children’s services, call cut-offs must be used:

• children must be told on-air to seek permission from parents or bill-payers before calling

• the cost of calls for children’s services should normally be no more than the cost of writing in

• if in exceptional circumstances calls last more than a minute, the message needs to begin by telling children that permission should have been obtained.
4.6 **Phone Services and Competitions**

Programmes must never use premium rate competitions as means of making money. If questions are too simple, the suspicion may be aroused that the competition is designed as a money making venture. All BBC competitions involving viewers or listeners must provide a genuine test of knowledge, judgement or skill appropriate to the target audience (see also Chapter 22: Game Shows and Competitions).

The Lotteries and Amusements Act 1976 prevents broadcasters from running gambling or lotteries. If premium rate lines are used, skill must be required to win, otherwise the competition may be considered to be gambling or a lottery. Producers must refer to the Programme Legal Advice Department before arranging any competition involving premium rate lines.

The cost of a call for a competition should not normally be more than the cost of writing in. Viewers and listeners should be given sufficient information on-air about how to enter rather than having to rely on information provided on the premium rate line.

4.7 **Voting by Phone**

Call cut offs must be used. Programmes should guard against using the results of a phone-in poll as a valid opinion poll. For further detailed guidance on the limitations of phone-in polls, see Chapter 35: Opinion Polls.

4.8 **Donations to Charity and Charity Appeals**

If programmes wish to give some of the proceeds from premium rate calls to charity they must first check what is permissible under the Charities Act. Guidance should be sought from the Programme Legal Advice Department.

The BBC provides opportunities for broadcast appeals by charities in accordance with the charity appeals procedure (See Chapter 30). Once appeal slots have been granted, it is for the charities concerned to decide whether to use premium rate numbers, but the BBC must ensure that the appeal includes appropriate details of the cost of the calls.

4.9 **Services not controlled by the BBC**

BBC programmes should not give out premium rate numbers for services which are not under the BBC’s editorial control except for numbers
associated with a broadcast charity appeal. Those responsible for pages on Ceefax or digital text services should take care that they do not include numbers for non-BBC services.

5  EVENT INFORMATION LINES
The BBC may trail telephone numbers for lines provided by the BBC or outside organisations which give ticket information and other details about events. These lines may be trailed on-air only if they give information about events or performances which will be covered by BBC programmes. The information given on-air must be brief and non promotional and the lines should not be described as ‘ticket hotlines’. Premium rate information lines should not be trailed. The line should not be used as a means of buying tickets by credit card though it may refer callers to another number for telephone sales. Any proposal to trail an event information line must be referred to the relevant output Controller.

There should be a maximum of one verbal and one visual reference to the telephone number in any television programme. In a radio programme there should be a maximum of two verbal references. However there may be a verbal trailer earlier in the programme saying that the number will be given later.

5.1  Event Information Lines Provided by the BBC
BBC channels or programmes may provide their own information lines about outside concerts or other performances which they are covering. These should not be premium rate lines and none of the costs should be met by an outside event organiser or event sponsor. Such lines must not be used as means of buying tickets by credit card, though the telephone number of the relevant box office may be given.