

Attribution and credit on BBC local output

It is the BBC's policy to clearly indicate on its local output when an original story comes from another news organisation.

Attribution is part of our commitment to the core BBC News value of accuracy.

Out of respect for other news media organisations we should be generous in crediting them and fair in the way we present their stories. This applies equally to all local news media organisations, regardless of their size.

The principle when reporting other organisations' original work is to clearly attribute its source.

- For online, we should include an in-line link (or reference to the original work if not online) within the top four paragraphs
- On radio and television, a story must be credited with due prominence
- On radio, it may occasionally be appropriate to involve the original reporter in some way, as a contributor or within a package
- Additionally on television, it may be appropriate to use captions or images of the organisation's publication, logo or website
- Where we have paid for a story (e.g. PA) we will not routinely credit the source. However it may make editorial sense to do so in a breaking news scenario (so the audience understands when we have not received information first hand) or when we know that an agency is following up on someone else's exclusive
- We generally credit the source of an exclusive story only on the first day of use, assuming from the second day that it has passed into the public domain