



Audio & Music multiplatform compliance guidelines

To ensure the highest ethical and editorial standards, all content producers working for the BBC are expected to adhere to the BBC Editorial Guidelines.

Content delivery has fragmented in the past few years over an increasing number of platforms, and the scope of compliance arrangements has therefore increased in response. So, in addition to the BBC Editorial Guidelines, A&MI has produced a series of multiplatform guidelines.

This document explains A&M's policies on Multiplatform editorial compliance.

Contents

Guiding principles

1. AV - audio on demand and iPlayer
2. AV - podcasts and downloads
3. AV - recorded video content
4. AV – live video content
5. AV – recorded video at music festivals and events
6. AV – audio segments and clips
7. AV – syndication
8. Social media – blogs
9. Social media – messageboards
10. Social media – Twister, audioboo
11. Text, images and links
12. LiveText

Guiding Principles

A few guiding principles apply throughout:

- **The responsibility for ensuring compliance and sign-off lies with the team originating the content** - including cases where the content is eventually published by a different team (e.g. where Interactive staff publish podcasts originated by Production staff). In this context, "originating" means making the editorial decision regarding the content. Naturally vigilance is vital, and the team responsible for publishing should not hesitate to alert the originators if they feel anything in the content is unsuitable.
- **Occasionally, however, a team may explicitly choose to ensure compliance of multiplatform content, even when they didn't originate it.** For example, Radio 1 Interactive may choose to sign off all video content posted to the Radio 1 website, irrespective of who originated it.
- **Interactive Teams should liaise closely with their respective Production / Network teams to align their activities and to support each other's output.** Interactive and multiplatform elements of a programme should be considered from the earliest concept and planning stages.

- **Linear and multiplatform editorial compliance risks, and steps to minimise them, should be considered together as early as possible in the planning phase for a programme or event.**
- **The Programme Executive or Interactive Editor should be satisfied that each member of their team has the appropriate training and experience to carry out the tasks they are given.**
- **For content from an Indie, a named BBC person will have editorial oversight of it** - i.e. someone who can answer enquires about it. For low risk content, that does not mean a requirement for sign off on everything; it just means there is a BBC person who knows what is supposed to be supplied, and who takes a general overview of the material. **This person should have regular conversations with the supplier.** For high risk material from Indies, the BBC person has the same relationship, and must also authorise the material before publication.

1. AV - audio on demand and iPlayer

Notes on Guidance, Revocation and Editing of content published to iPlayer, including how to add guidance warnings covering content or interactivity (e.g. competitions that may now have closed) have been revised and re-published.

[attachments not relevant for Indies]

2. AV - podcasts and downloads

When a podcast or download consists solely of material already broadcast (single programme or highlights), the process used to comply the original programme also covers the podcast.

When a podcast or download includes content not previously broadcast, or materially different to the original (including the podcast description), it must be listened to in full by the producer and a BBC senior editorial figure.

In all cases, the names of the producer and senior editorial figure must be entered in the Compliance text box of the Podcast Maker, confirming the podcast is fully compliant.

3. AV - recorded video content

Video content is signed off by the Interactive Editor, Senior Content Producer or, by agreement, a senior editorial figure in Network or Production management, before publication.

Compliance is logged via a compliance form. Completed forms are to be stored in a shared location for each network.

Embedded video 'windowed' from a 3rd-party site must be viewed in full before publication on BBC Online. The production team must fill out a compliance form and escalate to a senior Interactive producer, or above, if there are ANY issues noted on the form.

[A&M Video Compliance Form – contact your Project Manager for access]

4. AV - live video content

Live video content, including from BBC and 3rd-party webcams, transmitted simultaneously with a live broadcast is complied by the production team as per live output.

The Producer / Assistant Producer should assess the risks of live video with a more senior editorial person before transmission, plan mitigating actions and refer up as necessary.

Festival coverage is complied and published by the red button and online producers. (See also Section 6, below).

For Webcams: plans to use material from a sponsored or 3rd-party Webcam requires prior sign-off from Network Interactive Editor.

(See also the <http://www.bbc.co.uk/guidelines/editorialguidelines/onguide/privacy/index.shtml>).

5. AV - recorded video at music festivals and events

Compliance arrangements for recorded video are slightly different for music festivals and events. This is to allow for the situation where a large number of videos may need to be published in a short space of time or, for example, where there is an editorial justification for publishing the content within a short time of the video recording taking place.

- Existing guidelines on the production and publication of videos from Music events / festivals have been revised and republished.
- A log of all videos is kept, noting compliance issues and decisions as appropriate.

[Guidance Note for Recorded Video and Music Festivals & Events - contact your Project Manager for access]

6. AV - audio segments and clips

- Audio segments and clips extracted from the programme as transmitted are checked for language and other context considerations by the originating Producer or Executive Producer.
- Audio made available online that was recorded for transmission, but not actually broadcast, is signed off by the originating Producer and a Senior Editorial Figure before being published (email record required).

7. AV - Syndication

The basic principle is that syndicated content requires the same level of compliance as content on BBC Online.

- Video and Audio content made available for syndication to third-party sites should be complied as part of the AV guidelines above (Recorded Video Content, Segments/Clips, AOD, or Podcasts/Downloads process as appropriate). Producers should remember that content can end up not just on official partner sites, but also on personal sites.
- The person who publishes the content to third-party sites logs it on the Syndication Spreadsheet.

[Syndication Spreadsheet not relevant for Indies]

8. Social media - blogs

Blog entries are cleared before publication by a senior BBC editorial figure.

Sign off may be delegated to another senior editorial figure if necessary, e.g. at weekends.

Entries written by someone who is also accountable for sign off need to be cleared by a more senior BBC editorial figure, e.g. line manager or Head of Department.

[Contact your Project Manager for a list of A&M Blogs and contact names.]

9. Social media - messageboards

Messageboards are either:

- pre-moderated: every post is read by Tempero before publication (e.g. this option is used on CBBC etc),
- post-moderated: every post is read after publication by Tempero, or
- Reactively moderated: Tempero moderate when a message is flagged by other users (e.g. via the 'Complain about this message' button).

Problem users can be placed into pre-moderation or banned.

10. Social media - twitter, audioboo

- Whilst clearance by a Senior Editorial Figure isn't required for all tweets or boos, a Producer should follow the conversation thread.
- Where the use of either sensitive language or other problematic issues are anticipated, then a discussion with a Producer should take place beforehand.
- All involved must be familiar with the BBC's guidance note on Social Networking.

[Speak to your Project Manager for more guidelines on Twitter and the use of Social Networking]

11. Text, images and links

11a New sites

- New sites, portal pages and micro-sites must be signed off either by an Interactive Editor or Senior Content Producer before publication (email record is required).

11b Programme descriptions

- Short, medium and long programme descriptions are compiled by Production teams using processes already in place.

11c Other routine content (on low risk sites)

- Other routine content (e.g. who's on the show, tracklists) and links for sites which are not classified as high risk (see below), can be compiled at the point of entry and published directly by appropriately trained staff without clearance by a Senior Editorial Figure.

- If the Programme or Interactive Editor is not satisfied that staff have sufficient training and experience, they should require pre-publication sign-off by an appropriate senior person in the team.
- Text that makes a new, stand-alone editorial point not made on air (i.e. is materially different) must be signed-off by a senior BBC editorial figure pre-publication.

[Speak to your Project Manager for guidance notes on Links to non-BBC sites and help with rights clearances for still images.]

11d Other routine content (on high risk sites)

- Other content relating to programme sites which are classified as high risk (including sites produced by Indies) must be signed-off by a senior BBC editorial figure before publication.

11e Indies

The basic principle is that for content from an Indie, a named BBC person will have editorial oversight of it - i.e. someone who can answer enquires about it. This BBC person should know what is supposed to be supplied, and should take a general overview of the material. This person should have regular conversations with the Indie. We differentiate between high- and low- risk sites as follows:

- Web content produced by Indies for low risk sites (including album reviews and content which supports both live and pre-recorded programmes) is compiled and published by the Indie. Any issues are escalated to the Network compliance manager or the Interactive team (as agreed by Network management on a case-by-case basis).
- Web content produced by Indies for high-risk sites (including album reviews) must be signed-off by a senior BBC editorial figure before publication - see 11d, above.

11f Artist, track and release information

The basic principle is that we protect users from coming across profane language unexpectedly. Detailed guidelines indicate where alternative artist, track & album names will be used, and where they're left unfiltered (see links to the Guidance Note and FAQ documents, below).

- Profane Artist Names: a BBC substitute artist name will be used in all contexts where both of the following conditions apply:
 - an artist's or group's name includes the most offensive words indicated in the BBC's editorial guidelines on offensive language, and
 - the name automatically appears as part of a list or aggregation (e.g. a tracklist, list of most-played artists, a recommendation or search result).
- Profane Release Names: a BBC substitute album or track name will be used in lists of BBC album reviews (e.g. on the /music homepage) and for tracks in programme tracklists.

[Guidance Note for Dynamically Published Artist & Release Data not relevant for Indies]

<http://www.bbc.co.uk/guidelines/editorialguidelines/advice/offensivelanguage/index.shtml>

12. LiveText

LiveText is considered low risk and in most cases it is not necessary for a Senior BBC Editorial Figure to check LiveText copy. The guiding principles are...

- The Exec Producer should be happy that anyone in the team responsible for writing LiveText has the right training and experience to carry out the task. If this is the case, the person creating the copy does not need it to be cleared by a Senior Editorial Figure.
- If the Exec Producer is not happy that staff have sufficient training and experience, he/she should require pre-publication sign-off by someone in the team who does have the right training and experience.
- Editorial staff should know the editorial line for any programme they work on, including the content and style required for the LiveText output.

[Speak to your Project Manager for guidance on writing LiveText, including stylesheets for each network.]