[GB] The BBC's new Guidelines for Producers

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Following a wide-ranging review, the BBC has issued in February a new code for programme makers - the Producers' Guidelines - which sets out the BBC's editorial and ethical standards. The previous edition was issued just over three years ago in November 1996. This new edition has been substantially revised and strengthened from experience to reflect inter alia: current BBC programme-making standards; new audience expectations; the challenges of the digital age; the BBC's increasing role in international television; the growing importance of online broadcasting and changes in (European) law.

The Guidelines also include new advice on:

- global broadcasting (specific guidance is offered for programme makers serving international audiences, for example section 9: "Observing Local Law", of Chapter 3: Fairness and Straight Dealing, and section 5: "International Audiences", of Chapter 6: Taste and Decency) and new media (the BBC will apply the values and principles embodied in the Producers' Guidelines to all its new media activity);

- ensuring the highest standards in research;

- methods in factual and documentary programmes and reflecting the diversity of the United Kingdom (e.g.

Chapter 19: Reporting The United Kingdom, indicates that "national and regional differences and sensitivities should be taken into account and all parts of the

United Kingdom should be reported accurately and fairly").

Also new to the Guidelines is a "Statement of BBC Editorial Values" (a summary of the values embodied in the code). The Guidelines have also been reorganised under six subject headings: Values, Standards and Principles; Issues in Programmes; Programme Funding and External Relationships; Politics; Matters of Law; and Accountability.

Producers' Guidelines.

http://www.bbc.co.uk/info/editorial/prodgl/contents.shtml

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