

## APPENDIX C

### VIEWING AND LISTENING MATERIAL

In addition to the individual routine viewing and listening carried out by Panel members, a wide range of selected material was made available to us:

#### The Programmes

Over the main viewing and listening period (October 2006 to March 2007) material was selected from the following:

#### General news programmes:

BBC Radio 4: *Today, World at One, PM, 1800 News*

BBC Five Live: *Breakfast, Drive*

BBC One: *Breakfast, One O'Clock News, Six O'Clock News, Ten O'Clock News*

BBC Two: *Newsnight*

BBC News 24: *Five O'Clock News Hour*

Sky: *Live at 5*

ITV1: *News at 10.30*

C4: *Channel 4 News (7.00pm)*

#### Nations and Regions:

BBC One: *Reporting Scotland, Look East (Norwich), Points West (Bristol), North West Tonight, Wales Today, BBC Radio Wales*

#### Specialist business slots:

BBC Radio 2: *Chris Evans Show*

BBC Radio 4: *Today*

BBC Five Live: *Drive*

BBC One: *Breakfast*

BBC News 24: *Five O'Clock News Hour*

#### Specialist business programmes

BBC Radio 4: *In Business, The Bottom Line*

BBC Five Live: *Wake up to Money, Weekend Business*

BBC One: *World Business Report*

BBC Two: *Working Lunch, Money Programme*

#### Current affairs programmes

BBC Radio 4: *Analysis, File on Four*

BBC One: *Panorama*

#### The Stories

We reviewed the following material according to the strategy outlined in Chapter 2.

##### **1. Running stories**

#### Farepak Christmas Hamper Company

- 16 – 20 October 2006: Farepak goes into administration
- 7 – 9 November 2006: House of Commons debate and the Farepak Response Fund is launched
- 12 – 13 November 2006: Interviews with Farepak Company and HBOS

- Other coverage of the Farepak story included *Weekend Business* (5Live, 12 November 2006), *Real Story* (BBC One 4 December 2006), *Working Lunch* (BBC Two 16 October – 29 November 2006).

#### Investigation by the Serious Fraud Office into BAe Systems

- 4 – 5 December 2006: British defence firms write to the government to warn that billions of pounds could be lost in contracts with Saudi Arabia.
- 14 – 15 December 2006: The Attorney General announces that the SFO is dropping its investigation.

### **2. Individual stories which attracted wide coverage on BBC and other channels**

- 27 July 2006: Centrica raises gas prices
- January 2007: threatened strike action by British Airways cabin crew
- 9 January 2007: Marks and Spencer quarterly figures/Christmas sales
- 15 January 2007: Marks and Spencer announces plans to go carbon-neutral
- 22 – 23 January 2007: Competition Commission Interim Report on the grocery market
- 20 February 2007: Barclays full year results

### **3. All business stories during one week in a selection of general news programmes on BBC, ITV, Sky and C4 on radio and television, and online.**

These were monitored during the week 4 – 8 December 2006. Stories included:

- The launch of BT Vision
- Barker Report on planning reform
- European Court of Justice to look at age discrimination
- War on Want accuses retailers of using suppliers who exploit workers
- The launch of Nintendo Wii
- Farepak hampers distributed
- Rank sells Hard Rock Café chain to native American tribe
- Business group gives advice on networking at office Christmas parties
- Sales of 4x4 vehicles fall

The BBC's news and business websites were compared to some business pages on other websites including Bloomberg, The Daily Telegraph and The Times.

### **4. Specialist business slots and specialist business programmes**

Specialist business slots as outlined above were monitored on two separate days chosen at random: 5 December 2006 and 11 January 2007. In addition, we also viewed and listened to:

- *Weekend Business*, 5Live 3 December 2006
- *Weekend Business* 5Live 31 December 2006
- *Wake up to Money* 5Live 4 January 2007
- *The Bottom Line* Radio 4 18 November 2006
- *In Business* Radio 4 2 November 2006
- *The Money Programme*, BBC Two:
  - *The Real Cost of Going Green* 2 June 2006

○ <i>Pampering Pets for Profit</i>	9 June 2006
○ <i>The Beauty Backlash</i>	23 June 2006
○ <i>Teenage Tycoons</i>	14 July 2006
○ <i>The Broadband Boom and You</i>	2 August 2006
○ <i>Parking Mad</i>	4 August 2006
○ <i>The Great Plane Robbery?</i>	9 October 2006
○ <i>Feeding Frenzy: Convenient Cuisine</i>	6 October 2006
○ <i>Clever Foods</i>	13 October 2006
○ <i>Transforming Aquascutum</i>	20 October 2006
○ <i>The Real Cost of Divorce</i>	27 October 2006
○ <i>Avon is still calling</i>	3 November 2006
○ <i>Bank Robbery!</i>	12 December 2006

### 5. A sample of business stories from the *Ten O'Clock News* and the *Today* programme.

These were selected in January 2007 and included:

- TUC figures released on unpaid overtime
- Burberry closes and outsources to China
- Minister accuses Ryanair over aircraft emissions
- Las Vegas Technology Show
- Apple Technology Show
- BP report into Texas refinery explosion

### 6. Current affairs programming which deals with business issues

The following programmes broadcast between January 2006 and January 2007 were included:

- *File on Four*, Radio 4, *How Green is BP?* 24 October 2006
- *Analysis*, Radio 4, *Workers of the West Retire* 10 August 2006
- *Panorama*, BBC One, *Must have Own Teeth* 9 April 2006
- *Panorama*, BBC One, *Whose Water is it Anyway?* 6 August 2006
- *Panorama*, BBC One, *The High Price of Gas* 5 November 2006
- *Panorama*, BBC One, *Secrets of the Drugs Trials* 29 January 2007

### 7. Nations and Regions

We viewed a random selection of business stories from BBC Scotland and four BBC regions during the two week period 8 – 19 January 2007. These were:

- *Reporting Scotland*, Scottish Gas fines
- *Reporting Scotland*, Holiday bookings
- *Reporting Scotland*, NCR announces 650 job losses
- *Look East* (Norwich), Bank charging errors
- *North West Tonight*, Bio-diesel garage closes
- *North West Tonight*, Liverpool FC offer from Dubai
- *Points West* (Bristol), Commuter rail boycott
- *Wales Today*, Burberry closure

We also listened to three editions of the *Wales@Work* radio programme on the airline industry, the minimum wage and the presence of Spanish companies in Wales.

**8. BBC online business coverage**

All members of the Panel periodically looked at the BBC business website and, in particular, when business items migrated to the general news headlines page.

**9. Other programmes**

Series 3 of *Dragon's Den* broadcast between August and October 2006 and some editions of *The Apprentice* were viewed.