

Editorial Policy



Guidance Note

Mount and Coverage of non-Sports events

This guidance note should be read in conjunction with BBC Editorial Guidelines (www.bbc.co.uk/editorialguidelines) Section 13: Editorial Integrity and Independence.

In cases of doubt, further assistance can be sought from the Margaret Hill, Chief Adviser, Editorial Policy on BBC extension (02) 81818 or Natalie Christian, Senior Adviser, Editorial Policy on BBC extension (02) 81810.

All Guidance Notes can be found at edpol.gateway.bbc.co.uk/guidance_notes.shtml (BBC internal link) or www.bbc.co.uk/guidelines/editorialguidelines/advice/.

Introduction

The BBC has a tradition of mounting its own events and covering a wide range of outside public events.

Section 13 of the Editorial Guidelines gives guidance on the coverage and mounting of non sports events. This note gives more detailed guidance, and applies to all parts of the BBC concerned with mounting or covering non-sporting events. (Specific advice on sports events can be found in Section 13 and the related guidance on Coverage of Sponsored Sports Events)

This guidance appertains to both off air events and those which have on air coverage.

Part One is concerned with mounting BBC events, whether or not they are to be covered on air.

Part Two deals with the coverage of all sponsored events, whether they are BBC events or events mounted by outside organisations.

Any proposal for sponsorship of a BBC public service event must be referred in advance to David Goldesgeyme, Head of Sponsorship as well as to Chief Adviser, Editorial Policy.

PART ONE

MOUNTING BBC EVENTS

These guidelines appertain to all BBC events both those covered on air and those not designed for coverage.

A BBC event is one mounted by the BBC or BBC Worldwide or in association with the BBC or Worldwide and which uses the BBC brand, a BBC programme or magazine brand or a BBC channel brand.

BBC Worldwide may also be involved in the mounting of non-BBC events which do not bear any BBC brand or any BBC magazine brand and are not associated with any BBC programme. Part One of these guidelines does not appertain to non-BBC events. However, if a non-BBC event is to be covered on air by the BBC careful consideration needs to be given to the suitability of sponsorship arrangements and Editorial Policy should be consulted. (See Part Two).

Types of BBC event

1. 1. Types of BBC event

The event must always reflect the values and editorial standards of the BBC programme or service with which it is associated. A BBC event may sometimes be a commercial venture or it may be mounted principally for the purposes of programme coverage.

BBC events mainly fall into the following categories:-

- Performance based events such as concerts. These may be part of a BBC competition or initiative such as Young Musician of the Year or Cardiff Singer of the World.
- Events associated with BBC networks or programmes such as a Radio 1 event mounted for the purpose of coverage.
- BBC branded generic events or exhibitions such as FutureWorld or the BBC Experience. Such events are usually run by BBC Marketing and Communications
- Events which are principally exhibitions and which reflect BBC magazine and programme titles e.g. Gardeners' World Live.
- Events bearing BBC magazine titles which are not programme titles e.g. Good Homes Show.

- Joint editorial initiatives, such as debates or forums held with editorially suitable outside bodies (see Section 5)

Funding a BBC Event

2. Funding a BBC Event

General

Some events are funded entirely by the BBC or BBC Worldwide but others are partly financed by third parties. Any other organisation involved in organising or financing the event must be carefully selected and consistent with the overall values and reputation of the BBC.

For exhibitions or performance based events run by the BBC it may be appropriate for the events to be sponsored by outside organisations or it may be acceptable for elements of an exhibition to be rented out to raise commercial revenues.

In some very limited cases the BBC will mount an event for broadcast jointly with an editorially suitable partner. Costs of mounting the event will be shared between the BBC and the joint partner. See Section 5 below.

Sponsorship may be acceptable for an entire event or only part of it e.g. a particular stand or side show forming part of an exhibition. Sponsorship may also be acceptable for an event facility e.g. a theatre installed at an event.

Although an event may be sponsored, **no programme on a BBC public service channel may be sponsored**. Care should be taken to ensure that there is no suggestion of programme sponsorship. No sponsorship money should go into any BBC programme or production budget. Clearly separated accounts showing event costs and programme costs must be kept and these must demonstrate that any sponsorship money raised has gone into the event and not the programme.

Any proposal for outside sponsorship of a BBC event should be referred in advance to the Chief Adviser Editorial Policy. The Commercial Policy directorate representative should also be consulted for events involving BBC Worldwide.

Receipt of more than £20,000 by the BBC or BBC Worldwide in connection with an event covered on air must be signed off by the Finance Director for the relevant division responsible for the production.

2.1 Worldwide Co-Productions

BBC Worldwide may co produce a BBC programme under the Joint Production Agreement but if an event based on that programme receives sponsorship no funds from the sponsor should be used to fund Worldwide's contribution to the co-production.

- BBC Worldwide should fund its contribution to the co production with the BBC from Worldwide's own investment funds and not, for example from an account which has been set up to receive the sponsor's contribution to the event.
- This separation of funds should be demonstrable to the BBC's auditors from the accounting methods used.

2.2 Securing sponsorship for BBC public service events

Any proposal for sponsorship of a BBC public service event, such as a performance event mounted for coverage on air, must be referred to the BBC's Head of Sponsorship as well as to the Chief Adviser, Editorial Policy. BBC Channels and Production Departments must not normally negotiate with sponsors themselves. The Head of Sponsorship will usually advise the relevant department how sponsorship should be secured. In some cases BBC Worldwide may be responsible for securing the sponsorship in consultation with the Head of Sponsorship.

BBC Scotland, Wales and Northern Ireland may, in some cases, secure sponsorship themselves, but only after the matter has been discussed with the Head of Sponsorship.

Independent producers mounting events for BBC coverage must notify the Head of Sponsorship well in advance of any sponsorship proposals. The BBC commissioning executive must liaise with Editorial Policy.

2.3 Appropriate Sponsorship

- The sponsor's name, product name, logo or slogan must not appear in the main title of the BBC event e.g. "The Prudential Radio Times Lecture" would be unacceptable, however "The Radio Times Lecture supported by the Prudential" would be within guidelines. If the event is to be covered on air, the sponsor's name must not appear in the title of the programme
- The choice of sponsor should not cast any doubt over the integrity of an associated programme. Sponsorship deals must not distort the editorial integrity of a BBC event and a BBC event should not change its editorial remit because this clashes with the sponsor's agenda.
- There must be no suggestion, either implicit or explicit, that the BBC or BBC programmes endorse any third party products or services
- There should be a separation between the sponsor's brand and the BBC brand, sub-brands or programme brands. Detailed advice on use of BBC logos can be obtained from Brand Marketing in the Marketing and Communication division

- It is not acceptable for a BBC event to be "presented by" or "brought to you by" the sponsor. Any reference should normally be to the event being "sponsored by" or "supported by" the sponsor

2.4 BBC Events which may not take sponsorship

- Events connected with news and current affairs programmes or publications
- Events based on consumer advice programmes dealing with a range of topics
- Any broadcast event held on BBC premises would not normally be sponsored. (Any proposed exception to this must be referred at the earliest possible stage to the Chief Adviser, Editorial Policy.)

2.5 Unsuitable sponsors (both on and off-air events)

No sponsor may sponsor an event, if the programme associated with that event would have cause to feature or review the sponsor's goods or services e.g. a Top Gear event could not be sponsored by a car manufacturer.

In general BBC events, even those not related to specific individual programmes should not be sponsored by an organisation which is directly connected with the subject of the event e.g. The Good Food Show should not be sponsored by a food manufacturer. Careful decisions need to be made in this area and Editorial Policy may need to be consulted.

The following are **not** suitable sponsors for any BBC event, whether or not it is to be covered on air:-

- Religious bodies, political organisations/pressure groups or lobby groups
- Tobacco manufacturers or companies who are primarily known as tobacco manufacturers, but also produce other goods
- Suppliers of pornography; marriage, escort or introduction agencies, or "top shelf" publications
- Gun clubs or manufacturers or retailers of guns or armaments
- Organisations concerned with gambling, betting or giving betting tips
- Organisations involved with promotion of the occult
- Family planning products

2.6 Sponsorship requiring special care (both on-air and off-air events)

There are some other areas where particularly sensitive decisions need to be made and any proposals to accept sponsorship should be referred to Chief Adviser Editorial Policy **even if the event is not to be covered on air:-**

- Sponsorship for an event connected with BBC Religious output
- Sponsorship by manufacturers of alcoholic beverages. No such sponsorship may be accepted for an event that is particularly likely to appeal to children or likely to attract a significant audience aged under 18; special care should be taken with any events held during school holidays. **There can be no sponsorship which relates to alcopops.**
- In certain limited circumstances some sponsorship may be taken from a government body for example the DFES for Tomorrow's World Roadshow. However great care must be taken to ensure it does not imply that the BBC supports any particular political cause. No party political or government initiative may be launched at a BBC event
- Charities; care must be taken with any sponsorship by a charity to ensure the event does not become a vehicle to promote the charity itself or its activities or act as a fundraising platform
- Sponsors whose main business is the manufacture and design of pharmaceutical products.

2.7 Product Sponsorship

Product sponsorship is defined as sponsorship connected with a particular product made by the sponsor or a particular retail or consumer service run by the sponsor; for example Cadbury's Crunchie, rather than Cadbury's; the Ford Focus rather than Ford; or Barclayloan Select, rather than Barclays Bank.

There are some restrictions concerning sponsorship by specific products rather than a generic company or brand.

BBC events covered on air

- **To prevent undue product prominence on air, no BBC event which is to be broadcast or to be covered on air on BBC programmes may take product sponsorship.** However an event which merely attracts news coverage will not be deemed to be a "broadcast event".

BBC events which are not covered on air

Product sponsorship may sometimes be acceptable for off air events, however:-

- Product sponsorship is not acceptable for events that are particularly likely to appeal to or attract a significant audience of children under 12. But in some cases it may be acceptable to take product sponsorship for a children's event if the product is aimed at clearly adult consumers and has no attraction for children e.g. a Teletubbies roadshow may not be sponsored by Smarties or Crunchie, however it could be sponsored by RBS Goldcard or Huggies. Chief Adviser Editorial Policy should be consulted
- An event may not accept product sponsorship if the products concerned are likely to feature in the editorial content of the programme to which the event relates.

NB The restrictions concerning product sponsorship do not apply to individual stands or demonstrations run by a commercial organisation, which is not the overall sponsor at a BBC event, providing the stand or demonstrations are not shown on air. For example a stand sponsored by Kelloggs "Just Right" would be acceptable even if the overall event was covered on air. However any proposal to cover the Kelloggs "Just Right" stand on air would need to be referred in advance to Editorial Policy, as there would be product prominence considerations.

2.8 Technical Showcase Events

The BBC may run Corporate events about broadcasting such as Futureworld, which are supported by a company or companies in the technological field. Such events are usually mounted by BBC Marketing and Communications. Though for the most part these guidelines apply to such events there are special considerations concerning suitability of partners, supporters or sponsors. In such cases particular care must be given to on air coverage of the event. It may not be advisable to credit the supporters on air to avoid the suggestion that the BBC is endorsing any particular company which provides services or equipment connected with broadcasting. Chief Adviser, Editorial Policy will advise on the arrangements for such events.

Extra revenues that may be earned by organisers of BBC Events

3. Extra revenues that may be earned by organisers of BBC Events

Organisers of BBC events may earn revenues by the following methods irrespective of whether the event is sponsored

- renting stand space to third parties to sell refreshments or other products (including alcoholic products). Such stands may give away samples or information about products, but mobile sellers are not usually acceptable. There must be no suggestion of endorsement by the BBC of any company or product

- renting stand space to third parties to entertain guests i.e. providing corporate hospitality
- putting on live events, or renting space to third parties to do so, within the overall event i.e. side events. Theatres in which live side events take place may be sponsored
- selling space on any jumbo video screens at the event for corporate messages or advertising. It is important that such advertising is not juxtaposed with BBC programme material - a buffer must be maintained at all times between programme material and such commercial messages. The BBC must have prior approval over all such material.

Branding and Signage for sponsors of BBC events

4. Branding and Signage for sponsors of BBC events

Detailed guidance on the use of BBC logos and brands in relation to sponsor signage, on off-air publicity materials can be obtained from Jane Clancey in Brand Communications, in the BBC Marketing, Communications and Audiences division. For further guidance on signage at the event see Part Two.

4.1 Publicity material

- On any banners, posters, leaflets or printed material, it is important that the BBC's brand, including any programme title brands is kept separate from the brand of any sponsor. All branding using BBC logos should be in accordance with BBC Identity Guidelines. BBC Marketing and Communications should be consulted (see above). These guidelines are on <http://home.gateway.bbc.co.uk/branding>
- Any use of the sponsor's name or logo should be accompanied by appropriate wording to explain its presence e.g. "sponsored by" or "supported by". In some cases the BBC would think it more appropriate to use the expression "supported by"
- All press releases or press materials relating to a co-sponsored BBC event must be cleared by the BBC Press Office in advance of distribution. A simple factual non promotional reference to the sponsor would be acceptable. Reference to sponsor websites, products and services and any quotations which could be deemed promotional to the sponsor will not be acceptable.
- Sponsors may pay for, produce and distribute publicity material related to the event, which reflects their sponsorship. All such material must be referred to the BBC Press Office well in advance who may consult Editorial Policy

- Occasionally BBC event organisers may wish to arrange a publicity deal with a particular newspaper or magazine. This might be in the form of sponsorship for a post event party, or in terms of competitions and related marketing. All such proposals should be referred in advance to the BBC Press office who will decide on the advisability of such deals. Please note that such deals may incur a financial charge from the BBC Press Office where work becomes extra to that normally undertaken.
- Sponsors of BBC events may not refer to their sponsorship in any broadcast advertising. Special arrangements are in place for Children in Need, further advice may be obtained from Editorial Policy. Sponsors may wish to take out press advertisements in newspapers and magazines, such advertisements must only advertise the event and not the sponsor's product or service. All such advertisements must be cleared in advance by Brand Communications and Editorial Policy. Sponsors may wish to take out advertorials in BBC magazines, any use of BBC brands and copy must be approved by Brand Communications, who may consult Editorial Policy
- No BBC Press Office or publicity resource material can be guaranteed to a sponsor. The BBC does not promote all of its programmes and services and the decision as to how to promote any event or programme must be at the BBC's sole discretion and based on editorial criteria
- Publicity must predominantly promote the event itself rather than the sponsorship of it. It must not suggest that the sponsor is putting on the event.
- Publicity should not be part of a direct selling campaign e.g. general publicity material may be included in bills or information packs for existing customers but the BBC event cannot be used by a sponsor directly to attract new customers.
- Voting forms for BBC competitions connected to events may not be distributed exclusively to sponsors' customers or exclusively via sponsor commercial outlets.

4.2 Off- air Sponsor branding at the event

(For on air signage see Part 2: Coverage of Sponsored Events).

There may be branding which would not normally be seen in any on-air coverage. Reference to the sponsors may be included on:-

- the seats or seat backs within the venue
- advertising or promotional leaflets on seats
- tickets

- programmes for the event
- reference to the sponsorship on schedule boards at the venue i.e. in a list of forthcoming attractions
- video walls in downtime when the event is not being covered on air
- questionnaire cards for the sponsor's research to be handed out or left on seats or questionnaires conducted by market researchers at the event and paid for by the sponsor.

The degree of sponsor signage which is acceptable will vary depending on the type of event and venue e.g. an exhibition or a large outdoor event is likely to support much more branding than a classical music concert in an indoor venue. It is unlikely that any event would carry all the types of signage indicated above as the overall effect might dominate the event.

4.3 Sponsor signage on clothing

Sponsor staff may wear sponsor's branding on clothing, if appropriate e.g. if they are operating in a sponsor-owned area of the event. It should be clear that they are employed by the sponsor and not BBC employees e.g. computer demonstrators in the IBM branded area of Tomorrow's World Live.

BBC employees and presenters must not wear clothing supplied by the sponsor and bearing the sponsor's signage. However, for primarily off air events it might be possible in some cases to have a discrete reference on the clothing of BBC event staff to the sponsor of the event in relation to its title e.g. ABC Event supported by X. If the event is covered on air such clothing should be kept out of shot and **under no circumstances should it be worn by programme presenters**. Any proposals for such clothing must be referred in advance to Chief Adviser Editorial Policy and BBC Brand Communications. (See also Part 2 section1).

4.4 Sponsor competitions

A sponsor may wish to run a competition to publicise their involvement in a BBC event. All such competitions must have prior BBC approval – they must not suggest BBC endorsement of the sponsor's product or service. No such competition may be promoted on air.

Joint Editorial Initiatives

5. Joint Editorial Initiatives

Programmes may sometimes enter into a joint editorial initiative with an editorially suitable outside body, such as an educational institution in order to mount an event. This may take the form of a joint debate or forum or a competition for an award. The

outside organisation in such an initiative is not a sponsor but an editorial partner which is jointly funding and running the event. **However it is essential that no monies from the outside body goes into any programme budget.**

5.1 Joint debates and forums

Joint 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 Director of Television or Radio or the appropriate Director responsible for the production.

5.2 Jointly organised awards

From time to time the BBC may wish to run joint competitions for awards with an editorially suitable outside body such as an academic, artistic or educational institution.

Competitions of this kind should not be mounted in conjunction with commercial organisations. However, in exceptional circumstances, it may be possible to join with a publication or other media organisation to run a competition for a co-sponsored educational award or an award for skills associated with broadcasting such as journalism, music or drama. Local radio stations may join with a local publication to present an award for service to the community.

The BBC must pay a substantial part of the costs of any jointly organised competition for an award. (For guidance on coverage of award ceremonies see Part 2 of these guidelines.)

Programmes should obtain the written approval of the Head of Department before any agreement is reached for a jointly organised competition. Chief Adviser Editorial Policy should also be consulted.

Coverage of Non Sports Sponsored Events Mounted by The BBC or by an Outside Organisation

PART TWO

COVERAGE OF NON SPORTS SPONSORED EVENTS MOUNTED BY THE BBC OR BY AN OUTSIDE ORGANISATION

When covering sponsored events, programme makers should ascertain whether the event is free-standing. Events that 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 sponsor's goods, services or opinions. Producers must never agree to display or mention the sponsor's goods or services.

Signage seen on air

1. Signage seen on air

In some cases, there may be sponsor branding on banners or placards at events. Sponsor banners must not be so prominent that they detract from the activity being covered, and should not be positioned so that they will appear in dominant shots. Consideration may be given to placing such banners and signage at the back and sides of venues, out of main shots. Banners and prominent sponsor messages are not common in theatres or concert halls and it is unlikely to be appropriate to show them during the main coverage of performances of classical concerts or recitals. Editorial Policy can advise on the suitability of banners, placards or other signage at any event which is being covered.

All reasonable endeavours should be made to prevent performers in arts and music events from wearing sponsor's clothing. This can be a difficult area and advice should be sought from Editorial Policy.

In some non-BBC events event staff and technicians may be asked to wear sponsor signage on their clothing. It is important that this does not give undue prominence to the sponsor. The production should have a prior agreement with event organisers to limit such signage, to ensure that it is acceptable to the BBC.

BBC staff, presenters and our artists should not wear sponsor signage on their clothing whether they are covering a non-BBC event or a BBC co-sponsored event. (See also Part 1 section 4.3)

Programme titles

2. Programme titles

Careful consideration needs to be given to programme titles. If the event organiser has clearly established that the sponsor's name is an integral part of the official event title, it may be acceptable to include this full event title in the title of the BBC

programme covering the event. e.g. The Orange British Academy Film Awards. Proposals to include a sponsor's name in the title of a BBC programme which is covering the event should be referred in advance to Editorial Policy

The sponsor's logo must not be used in the programme title graphics or listings. Any visual reference in the title sequence to an event logo which includes the sponsor's logo must be referred to Chief Adviser Editorial Policy.

Of course sponsor's names may never be included into the title of a BBC event (see also Part One 2.3) or the title of a BBC programme covering a co-sponsored BBC event.

Other on air credits for sponsors of events

3. Other on air credits for sponsors of events

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.

Depending on the total length of coverage, 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 it is preferable stylistically for these verbal credits not to be given by the studio presenter. For awards ceremonies they are normally given by the host at the event. In some cases they may be given by reporters at the event or in voice-overs.

On television there may also be a single written 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 Department responsible for coverage.

Normally only the prime sponsor will be credited, but there are some occasions when more than one sponsor may be acknowledged

Multiple sponsors

For award ceremonies it may be possible to credit multiple sponsors if they have sponsored individual awards. These sponsors may receive one credit. This may be a credit in the end roller written in the same style and type face as other programme credits. Sponsor logos may not be used. In some cases we may replace a written credit with a verbal credit. Such proposals should be discussed with Editorial Policy.

Trails

4 Trails

Any reference to an event sponsor in a programme trail should be referred in advance to Editorial Policy

Online

5 Online

If there is a BBC online site connected to a BBC event the sponsor may be credited in a non-promotional way within the text. Normally there should be no more than one reference per page. The sponsor's logo may be shown in accordance with the Online Guidelines. For further guidance see Online Services Guidelines or consult Editorial Policy.

Sponsor signage at concerts and award ceremonies

6 Sponsor signage at concerts and award ceremonies

BBC programmes on TV and radio may often cover sponsored concerts and award ceremonies; these may be our own events such as Cardiff Singer of the World or outside events such as the Baftas. (See Section 1 above).

In covering such events, some discreet signage for the sponsor may be acceptable, but all reasonable efforts must be taken to ensure that it will not to be included in the dominant shots. When covering such award ceremonies producers should refer to their Head of Department, who would normally consult Chief Adviser, Editorial Policy.

It is important that the BBC programme does not give undue prominence to a sponsor, while at the same time recognising the need to credit the sponsor's enabling role fairly. At the earliest opportunity programmes should seek to establish with event organisers an understanding over reflections of sponsorship. The following criteria should normally be applied:-

- A reflection of the sponsorship may be shown at the side of the stage out of dominant shots. It may sometimes take the form of an integrated logo or may be "X event supported by Z". It may be possible for banners in the hall or auditorium to carry the sponsor's name or logo, without reference to the sponsorship of the event. However such banners should only be used if they can only be caught fleetingly in wideshots, not if they are likely to be caught in main shots

- At an awards ceremony sponsor reflections in the form of an integrated logo or “X event supported by Z” may be shown in the middle of the podium as long as it is not reflected in the main shot of the presenter.
- Banners may also be positioned at the back of the hall out of the main shots
- There may also be other banners reflecting sponsorship at the venue in the entrance foyer
- Any other types of reflections of sponsorship at an event must be discussed with Editorial Policy

6.1 Sponsor speeches at award ceremonies

Sponsors often want to make a speech at events. Such speeches tend to be overly promotional and it may not be editorially justifiable to include them in BBC coverage of events.

However a brief statement from the sponsor may be included if the sponsor has sponsored an award and the sponsor’s representative is presenting that award. Any reference to the sponsor in this context will count as one of the verbal sponsor credits and programmes should liaise with event organisers to ensure sponsors do not plug their company when presenting their award. The speech should be about the event rather than an advertisement for the company. If sponsor’s speech is promotional despite our best endeavours then we will normally edit it or we may cut it altogether.

6.2 Trophies

Care should be taken not to linger on close ups of an award or trophy which reflects the sponsor’s name, slogan or logo. Trophies for award ceremonies should not normally be reflected in the title sequence or graphics if they clearly reflect the sponsor’s name, slogan or logo.

BBC Magazines

7. BBC Magazines

There are particular restrictions on references to BBC magazines.

Coverage of events which are sponsored by BBC magazines or mounted by BBC magazines or in conjunction with BBC magazines must comply with the undertaking to the Office of Fair Trading about the promotion of BBC magazines. The Chief Adviser, Editorial Policy must be consulted in advance.

Events organised by or in conjunction with BBC magazines

If BBC programmes cover an event which is mounted in conjunction with a BBC magazine, or which contains an award which has been chosen by readers of a BBC magazine great care has to be taken to ensure that any coverage does not promote the magazine or could be deemed to be an encouragement to buy the magazine. Such an event must be covered only be for editorially robust reasons.

Reference to the magazine should be avoided as far as possible, and only made where editorially justifiable e.g. to explain the voting mechanism for an award, if magazine readers' votes have been part of the selection of a winner of an award. If there is a vote in the magazine it is acceptable to give the result on air and to say that it was a vote of readers of the magazine. However it is not acceptable to say in advance on air that the audience can vote via a particular publication, as this would be deemed promotional and an incentive to buy. (NB this restriction applies to non-BBC publications also)

Producers should avoid shots of magazine logos, cameras should not dwell on any other symbols or words on display which clearly represent the magazine.

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.

Events organised by outside organisations and sponsored by BBC magazines

In exceptional circumstances a BBC magazine may sponsor an established outside event mounted by a non-BBC organisation such as BAFTA award ceremonies. 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 would be given to other sponsors of similar events.

Since the BBC must ensure compliance with its undertaking to the OFT the Chief Adviser Editorial Policy must be consulted about any such sponsorship at a very early stage before any commitment is made.

Charities

8. Charities

BBC coverage of an event which supports or is run in association with a charity must not suggest that the BBC endorses one charity above another; the BBC should not be engaged in direct fundraising except for BBC nominated appeals such as *Children in Need*.

Tobacco

9. Tobacco

We will not reflect tobacco sponsorship in any new contracts for events that we are to cover on air.