

Editorial Policy



Guidance Note

Coverage of the National Lottery

This guidance note should be read in conjunction with BBC Editorial Guidelines (www.bbc.co.uk/editorialguidelines) Section 14: External Relationships.

In cases of doubt, further assistance can be sought from the duty Editorial Policy Adviser by telephoning 0870 333 4550 or BBC extension (02) 81819.

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/.

1. General

The National Lottery is an institution which is regulated by Act of Parliament. It interests millions of our viewers who either buy lottery tickets or who are recipients of Lottery grants. National Lottery draws are national events and the BBC covers these draws as a service to viewers and listeners.

2. Detailed Provisions

All trails for programmes which carry National Lottery draws or games should be promotions for the BBC programme not the National Lottery. They should not include or reflect Lottery logos, Lottery advertising slogans, the music from Lottery adverts or any elements of Lottery advertising or any advertising undertaken by the Lottery Operator, currently Camelot.

We should not use elements of Lottery advertising campaigns in our Lottery programming. Official National Lottery logos may appear on the Lottery draw machines themselves and the stand they are placed on as these are elements of the draw itself controlled by the Lottery Operator. No lottery logos or elements of them should appear elsewhere on the set or in the programme. There should be no lottery logos on the programme's superimposed graphics.

In order to avoid directly promoting the purchase of Lottery tickets or cards, BBC lottery programming and trails for lottery programming should not show Lottery tickets or cards on air and should not give details about how and where they may be purchased. It is, however, acceptable for the mechanism of Lottery draws to be

explained on air in a non promotional manner. Some indication may be given of the chances of winning a prize.

Though the term “National Lottery” may be used on air where appropriate there should be no on-air credits for the Lottery Operator. Any on-air reference to the Lottery operator should be for sound editorial reasons.

Children under sixteen should not be present in the studio and lottery programming should not be specifically aimed at children under sixteen.

Purchase of a lottery ticket must not be a pre-requisite of being on the show. The audience of a lottery programme must not have paid to attend or take part in the show.

The prizes for the National Lottery’s own draws or games which are covered by the BBC are provided by the National Lottery prize fund. Apart from the prizes for the National Lottery’s own draws or games any other prizes should be provided by the BBC. The National Lottery Operator’s promotional budget should not be used to pay for any BBC programme prizes.

The Lottery Operator is responsible for the costs of running and administering Lottery draws and the provision and maintenance of all necessary equipment. All broadcasting and programme costs must be paid for by the BBC.

The BBC will pay for the expenses of any programme contestants who take part in BBC game shows which include Lottery draws.

The BBC retains editorial control over all BBC programmes and trails which feature National Lottery draws or games.

The BBC retains right of approval over all promotional material or activities bearing the BBC brand or featuring BBC programmes which carry National Lottery draws or games.

3. Use of library pictures of Lottery programmes

Other BBC programmes proposing to use library pictures of BBC lottery programming to illustrate items about the Lottery should be careful not to confuse the programmes which cover it with the Lottery itself. The Lottery itself is a matter for government, the Lottery Regulator and the Lottery Operator. Programmes which cover Lottery draws are a matter for the BBC. The only element which is controlled by the Lottery Operator is the mechanism for the draws.

Programmes wishing to illustrate stories purely about the Lottery itself should not use library pictures of Lottery programmes beyond shots of the draws. They should not use pictures of the presenters or titles, or use the title music without consulting Editorial Policy. They should also consult the Programme Legal Advice Department

who will advise on legal restrictions concerning pictures from Lottery programmes and the use of the Lottery logos.

The relevant Lottery programme production team may approve use of footage of parts of Lottery programmes which are purely entertainment, such as musical acts, if no reference is to be made to the Lottery.