



THE BBC'S EDITORIAL VALUES

The BBC is committed to delivering the highest editorial and ethical standards in the provision of its programmes and services both in the UK and around the world.

We seek to balance our rights to freedom of expression and information with our responsibilities, for example, to respect privacy and protect children.

The BBC Editorial Guidelines are a statement of the values and standards we have set for ourselves over the years. They also codify the good practice we expect from the creators and makers of all BBC content, whether it is made by the BBC itself or by an Independent company working for the BBC and whether it is for:

- radio
- television
- online
- mobile devices
- interactive services
- the printed word.

As different technologies evolve, these guidelines apply to our content whoever produces it and however it is received.

The values and standards outlined in these guidelines should be observed regardless of location. Much of the BBC's output is now available globally. Content producers working on productions for the UK should bear in mind that material they produce may be broadcast back to the country concerned.

THE BBC'S EDITORIAL VALUES

Truth and Accuracy

We strive to be accurate and establish the truth of what has happened.

Accuracy is more important than speed and it is often more than a question of getting the facts right. We will weigh all relevant facts and information to get at the truth. Our output will be well sourced, based on sound evidence, thoroughly tested and presented in clear, precise language. We will be honest and open about what we don't know and avoid unfounded speculation.

Impartiality and Diversity of Opinion

We strive to be fair and open minded and reflect all significant strands of opinion by exploring the range and conflict of views. We will be objective and even handed in our approach to a subject. We will provide professional judgments where appropriate, but we will never promote a particular view on controversial matters of public policy, or political or industrial controversy.

Editorial Integrity and Independence

The BBC is independent of both state and partisan interests. Our audiences can be confident that our decisions are influenced neither by political or commercial pressures, nor by any personal interests.

Serving the Public Interest

We seek to report stories of significance. We will be vigorous in driving to the heart of the story and well informed when explaining it. Our specialist expertise will bring authority and analysis to the complex world in which we live. We will ask searching questions of those who hold public office and provide a comprehensive forum for public debate.

Fairness

Our output will be based on fairness, openness and straight dealing. Contributors will be treated honestly and with respect.

Privacy

We will respect privacy and will not infringe it without good reason, wherever in the world we are operating. Private behaviour, correspondence and conversation will not be brought into the public domain unless there is a clear public interest.

Harm and Offence

We aim to reflect the world as it is, including all aspects of the human experience and the realities of the natural world. But we balance our right to broadcast and publish innovative and challenging content with our responsibility to protect the vulnerable.

Children

We will always seek to safeguard the welfare of children and young people who contribute to and feature in our content including their right to be heard, wherever in the world we operate. We will also schedule content which might be unsuitable for children appropriately.

Accountability

We are accountable to our audiences and will deal fairly and openly with them. Their continuing trust in the BBC is a crucial part of our contract with them. We will be open in admitting mistakes and encourage a culture of willingness to learn from them.

Any proposal to step outside these guidelines must be discussed with Controller Editorial Policy.