

## BBC Custom Promo Guidelines

These guidelines have been written to protect the BBC's global reputation and ensure its editorial integrity and independence is maintained. Audiences must be able to trust the BBC and be confident that editorial decisions are not influenced by outside interests, political or commercial pressures, or any personal interest. The recommendations focus specifically on the contents for custom promos that are not acceptable around the BBC brand.

What is in line with the BBC editorial policy:

- It is acceptable to publicize and promote any content that is under the BBC editorial control.
- BBC Presenters can publicize and promote purely BBC content-related messages and the value of BBC content: such as Newshour, Topline or a BBC documentary.
- On-air promotion for an event is allowed if it is a BBC event and being run under BBC guidelines.

What is in breach of BBC editorial policy:

- The BBC is prohibited by British law to make direct asks to listeners for monetary support.
- The BBC and the BBC brand **must not endorse or appear to endorse** any outside companies or organizations, its products, activities, services, views or opinions. This includes all third-party endorsements, *including references to schedule continuity*.
  - Example 1 - BBC Presenter: "On <Station>, hear great reporting on programs like Newshour, 1A, Morning Edition and All Things Considered."
  - Example 2 - Join us, every weekday, at <time> for the BBC World Service - bringing you the latest world news, with interviews and analysis you can trust. That's followed by the national news from NPR's morning edition at <time>....
- Trailing or endorsing a fundraiser/paid event which is not BBC organized is not acceptable.
- Congratulating a third party on their anniversary is also an explicit endorsement and is not acceptable.
- Presenters, BBC correspondents and reporters on news, current affairs and business programs are not permitted to take part in any promotions, endorsements or advertisements for third parties.

*Custom promo example in line with BBC editorial policy:*

Hello, I'm <Name> from BBC Newshour. To be truly informed about world events, you need as many viewpoints as possible. So every weekday morning/afternoon on <Station>, BBC Newshour brings you the most important international stories with reports from around the globe, voice from the places where the stories are happening, and analysis from experts to help you understand what it really means.

Newshour helps you to make sense of a complex world. Thanks for listening each morning/afternoon on <Station>.

*Event promo example in line with BBC editorial policy:*

Hello, this is <Name> from BBC Newshour. Every weekday morning Newshour brings you news and analysis with a global perspective. But on Tuesday March 12<sup>th</sup> I'll be reporting for Newshour from <City> as the guest of <Station>, taking the <State> perspective on the news to the rest of the world. That's BBC Newshour from 9am on Tuesday March 12<sup>th</sup>, here on <Station>. Find out more at <Station>.org.