

Introduction

Whilst political parties are responsible for the content of their own broadcasts, they are required to observe the following guidelines, which are designed to cover compliance issues and production requirements agreed by all the broadcasters in the BLG, and will be applied equally to all parties.

The guidelines are designed to reconcile the freedom of parties to convey their political messages with the regulatory requirements of broadcasting, and the editorial standards of the broadcasters.

Compliance

All broadcasts must observe the law - for example (but not limited to) libel, privacy, contempt, copyright, incitement to violence or to racial or religious hatred.

All broadcasts must comply with the Ofcom Broadcasting Code, in particular in relation to harm and offence (Section 2) and to fairness and privacy (Sections 7 & 8). Parties should also refer to the BBC Editorial Guidelines that relate to harm and offence (Chapter 5) and fairness and privacy (Chapters 6 & 7).

Third Party Footage & Images

It is the responsibility of the political party to ensure that all permissions and third party rights (such as for music and archive footage) required for broadcast and online publication have been secured prior to transmission. Broadcasters may seek written confirmation of these rights clearances before transmission, or following the delivery of the broadcast.

The use of commercial “stock footage” is permitted, but identifiable individuals should not be featured in a way that suggests support for the party making the broadcast unless specific consent has been obtained from those individuals for the use of their image in the party broadcast.

Subject to conditions for licenced use of parliamentary footage (found in the licence and also download conditions of the respective institutions), extracts of recordings from proceedings in the Westminster Parliament, the Scottish Parliament, Senedd - the Welsh Parliament, the Northern Ireland Assembly and the London Assembly may be used, featuring a speech or extract by a member of the party making the broadcast, where that member’s consent has been obtained. Extracts featuring members not of the party making the broadcast require the consent of the member and the other party concerned. Wide shots of the chambers of the Scottish Parliament, Senedd - the Welsh Parliament and Northern Ireland Assembly are allowed, but wide shots of Westminster chambers during sittings are not.

Extracts from party conference speeches of the party allocated the broadcast may be used, and can be licensed in the normal way from broadcasters. News footage featuring the party's own leader and politicians can also be licensed from broadcasters. But clips that identify the programme source (for example via on screen logos, theme music or the inclusion of presenters or reporters) should be avoided.

Visual and audio material (e.g. archive and news clips) of political figures.

Broadcasts that closely mimic or parody the format of established programmes on any channel, particularly news programmes, should be clearly labelled to avoid any confusion or run the risk of misleading the audience.

Where a candidate is included in a party election broadcast there should not be any

If there is no music, then dual mono is preferable i.e. the same on both channels.

The broadcast master material should be delivered to each broadcaster carrying the broadcast. Details of delivery requirements and addresses should be checked directly with each of the broadcasters individually.

The digital files and details of any music used must be delivered by 10 am at least 3 working days before the date of transmission. Broadcasters reserve the right to cancel and reschedule the broadcast of any material that is not delivered on time, not delivered to the broadcaster's technical specification or where compliance issues are identified by the broadcaster on delivery, requiring amendments prior to broadcast. Broadcasters reserve the right to charge for any costs incurred due to late delivery.

See the websites of the individual broadcasters for full technical specifications: