

10Radio: Station / Editorial Guidelines

General Principles

Programme makers, broadcasters and producers are responsible for their output.

- No racism, sexism, homophobia or bigotry.
- Respect privacy and be fair.
- Report accurately.
- Don't corrupt young people.

10Radio has to abide by the Ofcom Broadcasting Code (May 2005). The main points are as follows. If in doubt, refer to the full code.

Protecting Young People

We have to protect under 18s. We especially have to protect children under 15s.

Programmes that they are likely to be listened to by under 18s (e.g. due to timing or content):

- must not include material that might seriously impair their physical, mental or moral development.
- must not condone or glamorise the use of drugs, smoking, solvent or alcohol
- must limit verbal and physical violence, and its after effects
- must not encourage under 15s to imitate violent or dangerous acts
- must not include offensive language
- must not include sexual intercourse
- must not include demonstrations of exorcism, the occult or paranormal (except in drama or comedy).

There is a special exception to the above when it is for educational purposes.

When covering legal proceedings, or where legal restrictions apply, the identification of under 18s must not be revealed or implied.

The dignity and welfare of young people must be protected when they are involved in programmes.

Harm and Offence

- Factual programmes must not mislead the audience.
- Material that might cause offence must be justified by the context.
- Programmes must not encourage, facilitate or condone dangerous, seriously anti-social or criminal behaviour.
- Don't hypnotise the listeners!
- Don't demonstrate the occult!

Religion

- Religious programmes must clearly state the religion and/or denomination.
- Programmes must not promote religious views by stealth.
- Religious views and beliefs must not be subject to abuse.

News

- News must be reported with "due accuracy" and presented with "due impartiality".
- Politicians must not be used as reporters, newsreaders or interviewers unless it is made clear to the audience.
- Undue prominence must not be given to the views and opinions of particular people or bodies on matters or political or industrial controversy and public policy.

Fairness

We must avoid unjust or unfair treatment of individuals or organisations. When a person is invited to take part in a programme they should normally:

- be told the nature of the programme and the reason for their contribution
- be told whether it is live, recorded, discussion, edited etc.

- be told the areas of questioning and other contributions
- be made aware of any major changes to the programme as it develops
- be told whether and how they can effect changes to the programme

People under 16 should only contribute with parent's consent.

If a programme makes serious allegations, those concerned should be given timely opportunity to respond.

We should not normally obtain information through deception unless it is clearly in the public interest or, in the case of 'wind up' calls, subsequent consent has been given by the 'victim'.

Competitions must be conducted fairly.

Privacy

We must avoid any unwarranted infringement of privacy. The exception is where the public interest outweighs the right to privacy.

People's home addresses must not be disclosed without consent.

Recordings made in public places should not be so private that the individual's consent to broadcast is required.

If privacy is being infringed and the individual asks for broadcast / recording to stop, you should do so.

If, during a live phone-in, the caller infringes privacy or defames another person or organisation, you must distance 10Radio from the caller's comments and, if necessary, disconnect the caller.

Phone calls can be recorded so long as it is made clear to the individual at the outset. If consent to record is not gained at the outset, it must be gained before broadcast, unless it is in the public interest.

People in a state of distress should not be put under pressure to take part in a programme.

The identity of victims of accidents and crime should not be revealed until next of kin have been informed.

Sponsorship and advertising

- A sponsored programme is one where some or all the costs have been met by a sponsor.
- There must be clarity and transparency about who the sponsor is.
- News and current affairs programmes must not be sponsored.
- A sponsor must not influence the editorial independence of the broadcaster.
- Sponsored programmes must credit the name of the sponsor at the beginning and or end of the programme, but not in the editorial content.
- Products and services must not be promoted in programmes and product placement is prohibited.
- Advertisements must be clearly separated from programmes.
- Appeals can be made for donations to the costs of 10Radio but we must say how much has been raised.

Recording Programmes

We must make and retain (for 42 days) a recording of every programme, with regular time checks.

Complaints

If you receive a complaint about a 10Radio programme or broadcast, please forward it to Julian Mellor as he's the licence holder.

24 August 2005