

## MC&A TV Promotion Editorial Compliance Form

**Programme Title:** Program na Seachdain

**Channel/Station:** BBC ALBA

**Promotion Name:** Program na Seachdain Generic trail

**Versions Covered:** ALL

**Agency code or ref:** NA

**Marketeer  
(Brand Exec):** NA

**TX Network:**

1. Legal Issues		If yes, please give details
a) Are there any Legal issues?	no	
b) Has a BBC Lawyer been consulted?	no	

2. Offensive Language		If yes, please give details
a) Mild, bad language?	no	
b) Strong, most offensive language?	no	
c) Other language (eg blasphemy) which may offend?	no	

<b>3. Sexual Content</b>		If yes, please give details
a) Sexual content	no	
b) Sexual innuendo	no	
c) Nudity	no	

<b>4. Imitative Behaviour</b>		If yes, please give details
a) Drug or solvent abuse?	no	
b) Suicide, self harm, hanging?	no	
c) Other potentially dangerous behaviour?	no	
d) Use of alcohol or smoking?	yes	10:00:15:00 Shot of contributor smoking in pub, bottle of beer in hand.

<b>5. Portrayal</b>		If yes, please give details
Potentially contentious portrayal of disabled people, religious groups, minorities or other cultural sensitivities?	no	

<b>6. Disturbing Content</b>		If yes, please give details
a) Images which	no	

audiences may find disturbing		
b) Depictions of violence, disasters, accidents, kidnapping, exorcism, occult, paranormal or horror, real or fictional	no	
c) Violence involving children or domestic violence	no	
d) Footage of suffering and distress	no	
e) Doorstepping	no	

<b>7. Crime and Antisocial Behaviour</b>		If yes, please give details
a) interviews with criminals	no	
b) demonstrations of illegal activity	no	

<b>8. Real People</b>		If yes, please give details
a) Portrayal of real people in drama	no	
b) Public figures as contributors?	yes	Mr I WanttobeanMP, prospective parliamentary candidate for Rockall appears at 10:00:20:00 talking about his schooldays.
c) References to public figures	no	

<b>9. Privacy</b>		If yes, please give details
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Does the trail contain any surreptitious recording?	no	
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<b>10. Impartiality, Accuracy and Fairness</b>		If yes, please give details
a) Does the trail deal with matters of public or political controversy	no	
b) Is there personal view or "authored" content which is not balanced within the trail	no	
c) Is a balancing trail required	no	
d) Dramatic representations of living people or people with close relatives	no	
e) Has any contributor required or been promised anonymity	no	
f) Opinion polls/surveys/audience data	no	

<b>11. Politics</b>		If yes, please give details
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a) Reference to opinion polls/surveys	no	
b) Interview or appearance by party leader	no	
<b>If yes refer to Chief Political Advisor</b>		

<b>12. Editorial Integrity/Commercial Sensitivity</b>		If yes, please give details
a) Reference to sponsors	yes	"Flybe" sponsoring on football shirts, visible at 10:00:11:00 & 10:00:15:00
b) Have any actual or potential conflicts or interest arisen in respect of presenters, contributors or others involved in this production	no	
c) References to commercial products/brands	yes	10:00:15:00 contributor holding bottle of Becks beer.

<b>13. Other Sensitive Issues</b>		If yes, please give details
a) Apart from the above, is there anything else in the trail which should	yes	Please refer to 8 (b) which could impact on use of promo during an election pending period.

be bourne in mind ahead of TX		
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<b>14. Flashing Images</b>		If yes, please give details
	no	

<b>15. Accuracy of Promotion</b>		If yes, please give details
Has this promotion been approved by BBC Exec Producer as an accurate portrayal of the programme or channel/station?	no	Please note, this will be completed by executive producer after delivery to BBC ALBA

<b>16. Restricted TX Recommendations</b>  Do you recommend the following restrictions?  Not Near Kids (CBBC & CBeebies on One & Two) <input type="checkbox"/>  Not Near programmes with child viewers <input type="checkbox"/>  Not pre-watershed <input type="checkbox"/>  Notes:	
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### MARKETING SIGN OFF

In confirm I have watched this promotion.

I confirm that this trail has been produced in accordance with the BBC's Producer Guidelines and that it is compliant for TX on the network listed.

If no ticks

Marketing Manager: Sign off on behalf of production company (name & title)  
Date:

If "yes" to any of the Editorial Compliance questions

Head of Marketing : Sign off by Executive producer  
Date: