

MC&A TV Promotion Editorial Compliance Form

Programme Title:

Channel/Station:

Promotion Name:

Versions Covered:

Agency code or ref:

**Marketeer
(Brand Exec):**

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	

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

4. Imitative Behaviour		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?	no	

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

6. Disturbing Content		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	

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

8. Real People		If yes, please give details
a) Portrayal of real people in drama	no	
b) Public figures as contributors?	no	
c) References to public figures	no	

9. Privacy		If yes, please give details
Does the trail	no	

contain any surreptitious recording?		
--------------------------------------	--	--

10. Impartiality, Accuracy and Fairness		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	

11. Politics		If yes, please give details
a) Reference to		

opinion polls/surveys	no	
b) Interview or appearance by party leader If yes refer to Chief Political Advisor	no	

12. Editorial Integrity/Commercial Sensitivity		If yes, please give details
a) Reference to sponsors	no	
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	no	

13. Other Sensitive Issues		If yes, please give details
a) Apart from the above, is there anything else in the trail which should be borne in mind ahead of TX	no	

--	--	--

14. Flashing Images		If yes, please give details
	no	

15. Accuracy of Promotion		If yes, please give details
Has this promotion been approved by BBC Exec Producer as an accurate portrayal of the programme or channel/station?	yes	

16. Restricted TX Recommendations	
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:	

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:

Date:

If "yes" to any of the Editorial Compliance questions

Head of Marketing :

Date: