



## Purpose of this document

This is a script. We'd like you to review, in particular:

- the scope of the learning objectives covered
- the accuracy of the content
- any queries we may have added.

Please note that the comments in the 'notes field' of each screen are where Epic has suggested additional text or raised points for clarification. When the comment refers to text in the script, we have highlighted it in yellow.

Client name: BBC  
Project name: Editorial Standards Modules  
Project number: 10275

**Accuracy**  
Gathering Material

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Text and Graphic			
Screen ID	m15_s05_t05_002		
Skippable	Y/N		
Next Screen ID		Last Screen In Branch	Y/N
Layout	TR		
Title	Introduction		
Initial Audio Transcript			
Initial Text			
BodyText	<p>The BBC must not knowingly and materially mislead its audiences.</p> <p>We should not distort known facts, present invented material as fact or otherwise undermine our audiences' trust in our content.</p>		
BodyText Properties	Body Text Size 404,372	Body Text Coords 488,94	
Graphic Description	Use the image from the main menu.	Filename m15_s05_t05_002	
Alt Text	Someone writing on a notepad.	Graphic Coords 0,94	
Label			
Label Properties	Label Size 150,26	Label Coords 12,123	
Flash Final Instruction	Select <b>NEXT</b> to continue.	size	coordinates
Text-Only Final Instruction	Select Next Page to continue.		
Related Learning			
Screen Resources	Res0		
Expert Text		Aud	Y/N
Expert Type	Email/Voicemail		
Additional Data	<p><b>BBC Editorial Guidelines Truth and Accuracy 1.2.2</b></p> <p>We seek to establish the truth of what has happened and are committed to achieving due accuracy in all our output. Accuracy is not simply a matter of getting facts right; when necessary, we will weigh relevant facts and information to get at the truth. Our output, as appropriate to its subject and nature, will be well sourced, based on sound evidence, thoroughly tested and presented in clear, precise language. We will strive to be honest and open about what we don't know and avoid unfounded speculation.</p>		
Notes			

Text and Graphic			
Screen ID	m15_s05_t05_005		
Skippable	Y/N		
Next Screen ID		Last Screen In Branch	Y/N
Layout	P		
Title	Your Mission		
Initial Audio Transcript			
Initial Text			
BodyText	<p>In this hypothetical task you find yourself working as the senior journalist in a regional multimedia newsroom.</p> <p>It's the weekend, so you're going to have to do a bit of everything, including making all the key decisions regarding a breaking story.</p> <p>You'll need to decide what to do with the information you receive and what you will use in your broadcast.</p> <p>You have a multimedia reporter on hand but not a lot else.</p>		
BodyText Properties	Body Text Size 455,399	Body Text Coords 0,54	
Graphic Description	The mission chair.	Filename m15_s05_t05_005	
Alt Text	The Mission Chair.	Graphic Coords 476,-48	
Label			
Label Properties	Label Size 150,26	Label Coords 12,123	
Flash Final Instruction	Select <b>NEXT</b> to continue.	size	coordinates
Text-Only Final Instruction	Select Next Page to continue.		
Related Learning			
Screen Resources	Res0		
Expert Text		Aud	Y/N
Expert Type	Email/Voicemail		
Additional Data	<p><b>BBC Editorial Guidelines Truth and Accuracy 1.2.2</b></p> <p>We seek to establish the truth of what has happened and are committed to achieving due accuracy in all our output. Accuracy is not simply a matter of getting facts right; when necessary, we will weigh relevant facts and information to get at the truth. Our output, as appropriate to its subject and nature, will be well sourced, based on sound evidence, thoroughly tested and presented in clear, precise language. We will strive to be honest and open about what we don't know and avoid unfounded speculation.</p>		

Notes

Single Video Audio Screen			
Screen ID	m15_s05_t05_010		
Skippable	Y/N		
Next Screen ID		Last Screen In Branch	Y/N
Title	Explosive news		
Media Type	Audio		
Initial Audio Transcript			
Initial Text	It's 11am and the phone is ringing...		
Flash Initial Instruction	Select the play arrow to start the audio.		
Text-Only Initial Instruction	A flash audio player follows. Select the play button to start the audio.		
Screenreader Instruction			
Video Description	An office style desk phone, display is flashing to show an incoming call.	Filename	m15_s05_t05_010
Video Text-Only Scene Setter	An image of the wavelength of the audio.		
Video Alignment	L		
Video Transcript	Sorry, there's no transcript available on this screen. You will need to take notes from the phone call.		
Body Text	You can't get your tape recorder to work, so you're going to have to take some notes. Make sure you're ready before answering.		
Flash Final Instruction	Select <b>NEXT</b> to continue.		
Text-Only Final Instruction	Select Next Page to continue.		
Related Learning			
Screen Resources	Res0,Res45		
Expert Text		Audio	Y/N
Expert Type	Email/Voicemail		
Additional Data	<p><b>BBC Editorial Guidelines</b></p> <p><b>Note-taking</b></p> <p><b>3.4.10</b></p> <p>We must take accurate, reliable and, wherever possible, contemporaneous notes of all significant research and other relevant information. We must keep records of research including written and electronic correspondence, background notes and documents. They should be kept in a way that allows double-checking, particularly at the scripting stage, and if necessary by another member of the team.</p> <p>When we broadcast serious allegations made by an anonymous source, full timely notes of interviews, conversations and information that provide the basis for the story must be kept.</p>		
Notes			

Select From List					
Screen ID	m15_s05_t05_015	Bank ID		Killer Question	Y/N
Skippable	Y/N				
Next Screen ID		Last Screen In Branch		Y/N	
Assessment	Y/N				
Number of Attempts	1	Show Marking		Y	
Title	Fact finding				
Question Text	Check the notes you've made and then answer the question below. From the phone call, what have you been told?				
Initial Flash Instruction	Choose <b>two or more</b> options, then select <b>CONFIRM</b> .				
Initial Text-Only Instruction	Review <b>each</b> option carefully then select <b>one or more</b> options and submit your answer.				
Screenreader Instruction					
Graphic Description	The phone from the previous screen off the hook. A question mark on a post-it note sits next to it.	File name	m15_s05_t05_015		
Alt text	An office phone, the handset is off the hook.				
Option 1 text	There has been some sort of incident at a chemical factory	Correct	Y	Cautiousness	
Option 2 text	It sounded like a bomb going off	Correct	Y	Cautiousness	
Option 3 text	An explosion has caused pollution in a river	Correct	N	Cautiousness	
Option 4 text	The story is on the internet	Correct	N	Cautiousness	
Option 5 text	There is an acrid smell	Correct	Y	Cautiousness	
Option 6 text	The factory is on the Whitgift Road in Dorberham	Correct	N	Cautiousness	
Totally Correct	Yes, you've made clear notes which have allowed you to separate the accurate facts from opinion and hearsay. At this time all you've been told is: <ul style="list-style-type: none"> <li>• there has been some sort of incident at a chemical factory</li> <li>• it sounded like a bomb going off</li> <li>• there is an acrid smell in the air.</li> </ul> It's vital that you always make reliable and precise notes.				
First Attempt Partly Correct					
First Attempt Totally Correct					

Incorrect	
Final Attempt Partly Correct	<p>You haven't got all of the accurate information. At this time all you've been told is:</p> <ul style="list-style-type: none"> <li>• there has been some sort of incident at a chemical factory</li> <li>• it sounded like a bomb going off</li> <li>• there is an acrid smell in the air.</li> </ul> <p>The factory is not on Whitgift Road; the caller is. There is currently no coverage of the incident on the internet and no established connection between the sludge in the water and the incident. It's vital that you always make reliable and precise notes.</p>
Final Attempt Totally Incorrect	<p>If you put together a report based on the information you selected then you would be broadcasting inaccurate information.</p> <p>At this time all you've been told is:</p> <ul style="list-style-type: none"> <li>• there has been some sort of incident at a chemical factory</li> <li>• it sounded like a bomb going off</li> <li>• there is an acrid smell in the air.</li> </ul> <p>The factory is not on Whitgift Road; the caller is. There is currently no coverage of the incident on the internet and no established connection between the sludge in the water and the incident. It's vital that you always make reliable and precise notes.</p>
Reset Instruction	
Text-Only Reset Instruction	
Model Answer Instruction	
Text-Only Model Answer Instruction	
User Answer Instruction	
Text-Only User Answer Instruction	
Flash Final Instruction	Select <b>NEXT</b> to continue.
Text-Only Final Instruction	Select Next Page to continue.
Related Learning	
Screen Resources	Res0
Expert Text	<input type="checkbox"/> Audi <input type="checkbox"/> Y/N <input type="checkbox"/> o
Expert Type	Email/Voicemail

Additional Data	<p><b>BBC Editorial Guidelines</b> <b>Note-taking</b> <b>3.4.10</b></p> <p>We must take accurate, reliable and, wherever possible, contemporaneous notes of all significant research and other relevant information. We must keep records of research including written and electronic correspondence, background notes and documents. They should be kept in a way that allows double-checking, particularly at the scripting stage, and if necessary by another member of the team.</p> <p>When we broadcast serious allegations made by an anonymous source, full timely notes of interviews, conversations and information that provide the basis for the story must be kept.</p>
Notes	

Graphical MCQ				
Screen ID	m15_s05_t05_020	Bank ID	Killer Question	Y/N
Skippable	Y/N			
Next Screen ID	Last Screen In Branch			Y/N
Assessment	Y/N			
Number of Attempts	1	Show Marking	Y	
Title	Next steps			
Initial Audio Transcript				
Question Text	Given the potential seriousness of the story and the potential harm to public health, should you now put out a newsflash?			
Initial Flash Instruction	Choose Yes or No, then select <b>CONFIRM</b> .			
Initial Text-Only Instruction	Review options carefully then select the correct option and submit your answer.			
Graphic Description	Two buttons. One labelled 'Yes' and one labelled 'No'. Buttons should flash for a few seconds before stopping. Buttons should be in the same colour as the section colour.	Filename	m15_s05_t05_020	
Alt Text	Two buttons, one labelled 'Yes' the other labelled 'No'.			
Option 1 Label	Yes	Coords	210,43	
Option 1 Alt Text	Yes.			
Option 1 Description	Yes.	Cautiousness		
Option 1 Feedback	In fact, you should wait. This is effectively just a tip-off. You don't know the facts yet. A newsflash at this time could scare people so you need to make some calls first to find out more. Remember, it's more important to be accurate than to be first with a story.			
Option 2 Label	No	Coords	578,51	
Option 2 Alt Text	No.			
Option 2 Description	No.	Cautiousness		
Option 2 Feedback	Yes, you're right to wait. It's more important to be accurate than to be first with a story. This is effectively just a tip-off as you don't know the facts yet and shouldn't risk scaring people. There are some important calls to make first.			
Option 3 Label		Coords		
Option 3 Alt Text				
Option 3 Description		Cautiousness		

Option 3 Feedback				
Option 4 Label		Coords		
Option 4 Alt Text				
Option 4 Description		Cautiousness		
Option 4 Feedback				
Option 5 Label		Coords		
Option 5 Alt Text				
Option 5 Description		Cautiousness		
Option 5 Feedback				
Option 6 Label		Coords		
Option 6 Alt Text				
Option 6 Description		Cautiousness		
Option 6 Feedback				
Correct option	2	Confirm coords		
First attempt feedback				
Reset Instruction				
Text-Only Reset Instruction				
Flash Final Instruction	Select <b>NEXT</b> to continue.			
Text-Only Final Instruction	Select <b>Next Page</b> to continue.			
Related Learning				
Screen Resources	Res0			
Expert Text		Audio	Y/N	
Expert Type	Email/Voicemail			
Additional Data	<p><b>BBC Editorial Guidelines Principles 3.2.2</b></p> <p>All BBC output, as appropriate to its subject and nature, must be well sourced, based on sound evidence, thoroughly tested and presented in clear, precise language. We should be honest and open about what we don't know and avoid unfounded speculation. Claims, allegations, material facts and other content that cannot be corroborated should normally be attributed.</p>			
Notes				

Graphical MCQ				
Screen ID	m15_s05_t05_025	Bank ID	Killer Question	Y/N
Skippable	Y/N			
Next Screen ID	Last Screen In Branch			Y/N
Assessment	Y/N			
Number of Attempts	1	Show Marking	Y	
Title	Further investigations			
Initial Audio Transcript				
Question Text	You can't put out a newflash based on the information you have so far, but you need to make a decision about what action to take. What's your next step?			
Initial Flash Instruction	Choose one option then select <b>CONFIRM</b> .			
Initial Text-Only Instruction	Review each option carefully then select the correct option and submit your answer.			
Graphic Description	Four images each with the description text as a caption.  1) Screwed up ball of notepaper. Caption reads 'Do nothing. The caller sounds hysterical and is overreacting.'  2) Note to graphic artist, this will be a mock-up of a twitter style social networking site. Caption reads 'Start monitoring Twitter and other websites.'  3) Local phonebook. Caption reads 'Call the factory.'  4) Photo of emergency services personnel. Caption reads 'Call the emergency services.'	Filename	m15_s05_t05_025	
Alt Text	Four photographic images. The first shows some paper in a bin, the second shows a Twitter page, the third shows a telephone and the fourth image shows a police officer facing away from the camera.			
Option 1 Label	Do nothing. The caller sounds hysterical and she's probably overreacting.	Coords	0,36	
Option 1 Alt Text	Paper in a bin.			
Option 1 Description	Do nothing. The caller sounds hysterical and she's probably overreacting.	Cautiousness		
Option 1 Feedback	No! You can't ignore the call. This wasn't meant as one but it is obviously a tip-off. It could be a big story with serious consequences for public health. You need to check it out fast. Had you phoned the emergency services you would have been told: "We can confirm that we are investigating a serious ongoing incident, an explosion, at the			

Option 2 Label	Benzico chemical storage facility on the Dorberham Industrial Park. We have no further details. Start monitoring Twitter and other websites.	Coords	232,36	
Option 2 Alt Text	An image of a social networking site.			
Option 2 Description	Start monitoring Twitter and other websites.	Cautiousness		
Option 2 Feedback	That's not the right choice. You should start to monitor but you cannot rely on Twitter or other social networking sites for accurate information. This wasn't meant as one but it is obviously a tip-off. It could be a big story with serious consequences for public health. You need to check it out fast. Had you phoned the emergency services you would have been told: "We can confirm that we are investigating a serious ongoing incident, an explosion, at the Benzico chemical storage facility on the Dorberham Industrial Park. We have no further details."			
Option 3 Label	Call the factory.	Coords	466,36	
Option 3 Alt Text	An image of a local phonebook.			
Option 3 Description	Call the factory.	Cautiousness		
Option 3 Feedback	That's not the right choice. How can you call the factory? You don't know which one it is! And even if your local knowledge means you have a good idea, there are better first steps. Had you phoned the emergency services you would have been told: "We can confirm that we are investigating a serious ongoing incident, an explosion, at the Benzico chemical storage facility on the Dorberham Industrial Park. We have no further details."			
Option 4 Label	Phone the emergency services.	Coords	701,36	
Option 4 Alt Text	Image of emergency services personnel.			
Option 4 Description	Phone the emergency services.	Cautiousness		
Option 4 Feedback	Yes! This is the best first call. The emergency services tell you: "We can confirm that we are investigating a serious ongoing incident, an explosion, at the Benzico chemical storage facility on the Dorberham Industrial Park. We have no further details."			
Option 5 Label		Coords		
Option 5 Alt Text				
Option 5 Description		Cautiousness		
Option 5 Feedback				
Option 6 Label		Coords		
Option 6 Alt Text				
Option 6 Description		Cautiousness		
Option 6 Feedback				
Correct option	4	Confirm coords	446,380	
First attempt feedback				

Reset Instruction	
Text-Only Reset Instruction	
Flash Final Instruction	Select <b>NEXT</b> to continue.
Text-Only Final Instruction	Select Next Page to continue.
Related Learning	
Screen Resources	Res0
Expert Text	
Expert Type	Email/Voicemail
Additional Data	<p><b>BBC Editorial Guidelines</b> <b>Gathering Material</b> <b>3.4.1</b></p> <p>We should try to witness events and gather information first hand. Where this is not possible, we should talk to first hand sources and, where necessary, corroborate their evidence. We should be reluctant to rely on a single source. If we do rely on a single source, a named on-the-record source is always preferable.</p> <p>We should record our research interviews with sources wherever possible. In circumstances where recording might inhibit the source, full notes should be made, preferably at the time or, if not, as soon as possible afterwards.</p>
Notes	

Graphical MCQ				
Screen ID	m15_s05_t05_030	Bank ID	Killer Question	Y/N
Skippable	Y/N			
Next Screen ID		Last Screen In Branch	Y/N	
Assessment	Y/N			
Number of Attempts	1	Show Marking	Y	
Title	Go live?			
Initial Audio Transcript				
Question Text	This is potentially a big story, but you don't want to scare people. Your multimedia reporter is dispatched to the Benzico chemical storage facility to find out what's happening. Do you know enough yet to do a newsflash?			
Initial Flash Instruction	Choose Yes or No, then select <b>CONFIRM</b> .			
Initial Text-Only Instruction	Review each option carefully then select the correct option and submit your answer.			
Graphic Description	Two buttons. One labelled 'Yes' and one labelled 'No'. Buttons should flash for a few seconds before stopping. Same graphic as m15_s05_t05_020	Filename	m15_s05_t05_030	
Alt Text	Two buttons. One labelled 'Yes' and one labelled 'No'.			
Option 1 Label	Yes.	Coords	173,47	
Option 1 Alt Text	Yes.			
Option 1 Description	Yes.	Cautiousness		
Option 1 Feedback	Yes! Now that an incident has been confirmed by the emergency services you have enough accurate information to put out a newsflash.			
Option 2 Label	No.	Coords	584,48	
Option 2 Alt Text	No.			
Option 2 Description	No.	Cautiousness		
Option 2 Feedback	In fact, you do have enough accurate information to put out a newsflash. The emergency services have confirmed that there is an incident being investigated and the exact location of it.			
Option 3 Label		Coords		
Option 3 Alt Text				
Option 3 Description		Cautiousness		
Option 3 Feedback				
Option 4 Label		Coords		
Option 4 Alt Text				
Option 4 Description		Cautiousness		
Option 4 Feedback				



Option 5 Label		Coord s	
<b>Option 5 Alt Text</b>			
Option 5 Description		Cautiousness	
Option 5 Feedback			
Option 6 Label		Coord s	
<b>Option 6 Alt Text</b>			
Option 6 Description		Cautiousness	
Option 6 Feedback			
Correct option	1	Confirm coords	
First attempt feedback			
Reset Instruction			
<b>Text-Only Reset Instruction</b>			
Flash Final Instruction	Select <b>NEXT</b> to continue.		
<b>Text-Only Final Instruction</b>			
Flash Final Instruction	Select Next Page to continue.		
Related Learning			
Screen Resources	Res0		
Expert Text		Audi o	Y/N
Expert Type	Email/Voicemail		
Additional Data	<p><b>BBC Editorial Guidelines Principles 3.2.3</b></p> <p>The BBC must not knowingly and materially mislead its audiences. We should not distort known facts, present invented material as fact or otherwise undermine our audiences' trust in our content.</p>		
Notes			

<b>Text and Graphic</b>			
Screen ID	m15_s05_t05_035		
Skippable	Y/N		
Next Screen ID		Last Screen In Branch	Y/N
Layout	P		
Title	The story in print		
Initial Audio Transcript			
Initial Text	You are moving fast, but it seems others have got there first. Your reporter, en route to Benzico, has discovered the story on the local paper's website. She sends you this email...		
BodyText			
BodyText Properties	Body Text Size	917,104	Body Text Coords
Graphic Description	An email that reads:		0,378
			Filename
			m15_s05_t 05_035
	Hi,		
	En route to Benzico, but found this on the Dorberham Gazette website:		
	"There's been a chemical blast at the Benzico plant in Dorberham - and there are fears that dozens of workers have been trapped in the blaze. Poison gas has been released and toxic waste is leaking into the river."		
	Will be in contact shortly. Also Moonshine FM has picked up the story. You might want to check it out.		
	Cheers,		
Alt Text	This graphic contains the following content.	Graphic Coords	0,112
Label			
Label Properties	Label Size	150,26	Label Coords
			12,123
Flash Final Instruction	Select <b>NEXT</b> to continue.	size	coord s
Text-Only Final Instruction	The email contains the following text:		
	From: anna.adams@bbc.co.uk		
	Subject: Benzico		
	Hi,		
	En route to Benzico, but found this on the Dorberham Gazette		

<p>website:</p> <p>"There's been a chemical blast at the Benzico plant in Dorberham – and there are fears that dozens of workers have been trapped in the blaze. Poison gas has been released and toxic waste is leaking into the river."</p> <p>Will be in contact shortly. Also Moonshine FM has picked up the story. You might want to check it out.</p> <p>Cheers,</p> <p>Select Next Page to continue.</p>			
Related Learning			
Screen Resources	Res0		
Expert Text		Audi o	Y/N
Expert Type	Email/Voicemail		
Additional Data	<p><b>BBC Editorial Guidelines Principles</b></p> <p><b>3.2.1</b> We must do all we can to ensure due accuracy in all our output.</p> <p><b>Practices</b></p> <p><b>3.4.1</b> We should try to witness events and gather information first hand. Where this is not possible, we should talk to first hand sources and, where necessary, corroborate their evidence. We should be reluctant to rely on a single source. If we do rely on a single source, a named on-the-record source is always preferable. We should record our research interviews with sources wherever possible. In circumstances where recording might inhibit the source, full notes should be made, preferably at the time or, if not, as soon as possible afterwards.</p>		
Notes			

<b>Single Video Audio Screen</b>			
Screen ID	m15_s05_t05_040		
Skippable	Y/N		
Next Screen ID		Last Screen In Branch	Y/N
Title	Rival radio		
Media Type	Audio		
Initial Audio Transcript			
Initial Text	Your reporter has highlighted that your rival radio station, Moonshine FM, is already reporting the story.		
Flash Initial Instruction	Select the play arrow to start the audio. You may wish to make notes.		
Text-Only Initial Instruction	A flash audio player follows. Select the play button to start the audio.		
Screenreader Instruction			
Video Description	An illustration of a DAB radio emitting sound waves.	File name	m15_s05_t05_040
Video Text-Only Scene Setter	Image of a DAB radio emitting sound waves.		
Video Alignment	L		
Video Transcript	Sorry, there's no transcript available on this screen. You will need to take notes from the broadcast.		
Body Text			
Flash Final Instruction	Select <b>NEXT</b> to continue.		
Text-Only Final Instruction	Select <b>Next Page</b> to continue.		
Related Learning			
Screen Resources	Res0,Res46		
Expert Text		Audi o	Y/N
Expert Type			
Additional Data	<p><b>BBC Editorial Guidelines Principles</b></p> <p><b>3.2.2</b></p> <p>All BBC output, as appropriate to its subject and nature, must be well sourced, based on sound evidence, thoroughly tested and presented in clear, precise language. We should be honest and open about what we don't know and avoid unfounded speculation. Claims, allegations, material facts and other content that cannot be corroborated should normally be attributed.</p>		
Notes			

Video Audio MCQ Video Options					
Screen ID	m15_s05_t05_045	Bank ID		Killer Question	Y/N
Skippable	n:y				
Next Screen ID		Last Screen In Branch	Y/N		
Assessment	Y/N				
Number of Attempts	1	Show Marking	N		
Title	Newsflash				
Media Type	Audio				
Question Text	You now have enough information to broadcast a newsflash. Your reporter has prepared a number of options.				
Initial Flash Instruction	Select the play arrow to listen to each newsflash. <b>CHOOSE</b> which one you would broadcast and then <b>CONFIRM</b> .				
Initial Text-Only Instruction	Video clip thumbnails are shown with each option. Select each thumbnail to reveal a flash video player then select the play button to start the video. A transcript of the dialogue can be accessed by selecting the Show transcript link. When you have reviewed the options and clips, choose the option to use then submit your answer.				
Screenreader Instruction					
Initial Video Filename					
Initial Video Text-Only Scene Setter					
Initial Video Transcript					
Option 1 Thumbnail Label	Newsflash one	Cautiousness			
Option 1 Thumbnail Description		Filename	m15_s05_t05_045_1		
Option 1 Thumbnail Graphic Alt Text	Still from the news report.				
Option 1 Video Description		Filename	m15_s05_t05_045_1.flv		
Option 1 Video Text-Only Scene Setter	A news report about the incident.				
Option 1 Video Transcript	<p><b>Newsreader</b>                      "Reports are coming in of a serious incident at the Benzico chemical storage facility in Dorberham. A member of the public has reported hearing a loud explosion at the facility as well as an acrid smell in the air and brown sludge in the nearby River Dorber - although it's not clear whether any of these are connected. Both the police and the fire brigade are at Dorberham Industrial Park, although it is not known whether there are any casualties. We will bring you more news when we have it.</p> <p>If you have information you'd like to share with us don't forget our website. You can email us at..." [fades out]</p>				
Option 2 Thumbnail	Newsflash two	Cautiousness			

Label		ss	
Option 2 Thumbnail Description		Filename	m15_s05_t05_045_2
Option 2 Thumbnail Graphic Alt Text	Still from the news report.		
Option 2 Video Description		Filename	m15_s05_t05_045_2.flv
Option 2 Video Text-Only Scene Setter	A news report about the incident.		
Option 2 Video Transcript	<p><b>Newsreader</b>                      "Reports are coming in of an horrific incident at the Benzico chemical storage facility in Dorberham. Witnesses have reported hearing a noise that sounded like a bomb going off, swiftly followed by an acrid smell filling the air. Brown sludge has been spotted in the nearby River Dorber. Emergency services are on the scene and dealing with any casualties. We will bring you an update when we have it.</p> <p>If you have information you'd like to share with us don't forget our website. You can email us at..." [fades out]"</p>		
Option 3 Thumbnail Label	Newsflash three	Cautiousness	
Option 3 Thumbnail Description		Filename	m15_s05_t05_045_3
Option 3 Thumbnail Graphic Alt Text	Still from the news report.		
Option 3 Video Description		Filename	m15_s05_t05_045_3.flv
Option 3 Video Text-Only Scene Setter	A news report about the incident.		
Option 3 Video Transcript	<p><b>Newsreader</b>                      "Reports are coming in of an explosion at the Benzico chemical storage facility in Dorberham. The explosion caused chemical pollution to erupt into the air and brown sludge has been witnessed pouring into the nearby River Dorber. Emergency services are on the scene, although it is not yet known if there are any casualties. We will bring you an update when we have it.</p> <p>If you have information you'd like to share with us don't forget our website. You can email us at..." [fades out]"</p>		
Option 4 Thumbnail Label		Cautiousness	
Option 4 Thumbnail Description		Filename	
Option 4 Thumbnail Graphic Alt Text			
Option 4 Video Description		Filename	
Option 4 Video Text-Only Scene Setter			

Option 4 Video Transcript			
Option 5 Thumbnail Label		Cautiousness	
Option 5 Thumbnail Description		Filename	
Option 5 Thumbnail Graphic Alt Text			
Option 5 Video Description		Filename	
Option 5 Video Text-Only Scene Setter			
Option 5 Video Transcript			
Option 6 Thumbnail Label		Cautiousness	
Option 6 Thumbnail Description		Filename	
Option 6 Thumbnail Graphic Alt Text			
Option 6 Video Description		Filename	
Option 6 Video Text-Only Scene Setter			
Option 6 Video Transcript			
Correct option no.	1		
Use Video Feedback	N		
Feedback 1 Video Description		Filename	
Feedback 1 Video Transcript			
Feedback 1 Video Text-Only Scene Setter			
Feedback 2 Video Description		Filename	
Feedback 2 Video Transcript			
Feedback 2 Video Text-Only Scene Setter			
Feedback 3 Video Description		Filename	
Feedback 3 Video Transcript			
Feedback 3 Video Text-Only Scene Setter			
Feedback 4 Video Description		Filename	

Feedback 4 Video Transcript			
Feedback 4 Video Text-Only Scene Setter			
Feedback 5 Video Description		Filename	
Feedback 5 Video Transcript			
Feedback 5 Video Text-Only Scene Setter			
Feedback 6 Video Description		Filename	
Feedback 6 Video Transcript			
Feedback 6 Video Text-Only Scene Setter			
Feedback 1 Text	<p>Yes, this is the best choice of newflash. You have stuck to the known facts – in this case, the information supplied by the emergency services. You’ve also correctly attributed the other details to the member of the public and avoided sensational language.</p> <p>Find out more by selecting <b>THE GUIDELINES</b>.</p>		
Feedback 1 Graphic Description		Filename	
Feedback 1 Graphic Alt Text			
Feedback 2 Text	<p>This isn’t a good choice as this newflash contains sensational language and unsubstantiated information. You don’t know whether the acrid smell and sludge in the river are connected to the explosion. Nor is it known whether there are any casualties.</p> <p>You should have chosen clip one as this sticks to the known facts – in this case, the information supplied by the emergency services. The other details are also correctly attributed.</p> <p>Find out more by selecting <b>THE GUIDELINES</b>.</p>		
Feedback 2 Graphic Description		Filename	
Feedback 2 Graphic Alt Text			

Feedback 3 Text	<p>This isn't a good choice as this newsflash contains inaccurate information. You don't know whether the acrid smell and sludge in the river are connected to the explosion.</p> <p>You should have chosen clip one as this sticks to the known facts – in this case, the information supplied by the emergency services. The other details are also correctly attributed.</p> <p>Find out more by selecting <b>THE GUIDELINES</b>.</p>		
Feedback 3 Graphic Description		Filename	
Feedback 3 Graphic Alt Text			
Feedback 4 Text			
Feedback 4 Graphic Description		Filename	
Feedback 4 Graphic Alt Text			
Feedback 5 Text			
Feedback 5 Graphic Description		Filename	
Feedback 5 Graphic Alt Text			
Feedback 6 Text			
Feedback 6 Graphic Description		Filename	
Feedback 6 Graphic Alt Text			
First attempt feedback Text			
First attempt Graphic Description		Filename	
First attempt Graphic Alt Text			
Reset Instruction			
Text-Only Reset Instruction			
Flash Final Instruction	Select <b>NEXT</b> to continue.		
Text-Only Final Instruction	Select Next Page to continue.		
Related Learning			
Screen Resources	Res0,Res31		
Expert Text		Audio	Y/N
Expert Type	Email/Voicemail		

Additional Data	<p><b>BBC Editorial Guidelines</b></p> <p><b>Principles</b></p> <p><b>3.2.1</b> We must do all we can to ensure due accuracy in all our output.</p> <p><b>3.2.2</b> All BBC output, as appropriate to its subject and nature, must be well sourced, based on sound evidence, thoroughly tested and presented in clear, precise language. We should be honest and open about what we don't know and avoid unfounded speculation. Claims, allegations, material facts and other content that cannot be corroborated should normally be attributed.</p> <p><b>3.4.1</b> We should try to witness events and gather information first hand. Where this is not possible, we should talk to first hand sources and, where necessary, corroborate their evidence. We should be reluctant to rely on a single source. If we do rely on a single source, a named on-the-record source is always preferable.</p> <p>We should record our research interviews with sources wherever possible. In circumstances where recording might inhibit the source, full notes should be made, preferably at the time or, if not, as soon as possible afterwards.</p>
Notes	

Single Video Audio Screen			
Screen ID	m15_s05_t05_050		
Skippable	Y/N		
Next Screen ID		Last Screen In Branch	Y/N
Title	Reports from the scene		
Media Type	Video		
Initial Audio Transcript			
Initial Text	Having broadcast the newflash, you now have a TV bulletin to prepare. Your reporter has already sent a piece to camera from the location and an interview with the local fire chief. In a moment you'll be asked to choose the other components to complete the report.		
Flash Initial Instruction	Select the play arrow to start the video.		
Text-Only Initial Instruction	A flash video player follows. Select the play button to start the video. A transcript of the dialogue can be accessed by selecting the Show transcript link.		
Screenreader Instruction			
Video Description	The on the scene reporter doing a piece to camera from a car park. The clip then cuts to an interview with the fire chief which just needs to show the fire chief talking to camera.	Filename	m15_s05_t05_050.flv
Video Text-Only Scene Setter	Video starts with reporter doing a piece to camera. Cuts to interview with the fire chief.		
Video Alignment	L		
Video Transcript	<p><b>Reporter:</b> "Well we're being held here in the car park which is just over the road from the plant. Emergency services have now confirmed that there has been an explosion at Benzico Chemicals, but from where we're standing there's no outward signs of any explosions, there's certainly no fire and we haven't seen any smoke, but there is a very sharp smell in the air, which has led to some concerns that there could have been a chemical leak into the river which is only about 50 metres from where we're standing. There's been a lot of activity this morning with fire crews wearing breathing apparatus and chemical suits. Now, I spoke to the fire chief earlier on, and this is what he had to say."</p> <p><b>CLIP FIRE CHIEF:</b> "We responded to an emergency call this morning at 11am from the Benzico facility saying there had been an explosion in one of the storage tanks. We have got five fire crews in attendance. At the moment I can't confirm the extent of the damage or if there's been any contamination in the local environment, but there have been some casualties, I'm afraid. But the ambulance services are dealing with those, and when I have more information I'll be sure to let you know. Thank you."</p>		

Body Text			
Flash Final Instruction	Select <b>NEXT</b> to continue.		
Text-Only Final Instruction	Select Next Page to continue.		
Related Learning			
Screen Resources	Res0,Res31		
Expert Text		Audio	Y/N
Expert Type	Email/Voicemail		
Additional Data	<p><b>BBC Editorial Guidelines Principles</b></p> <p><b>3.2.1</b> We must do all we can to ensure due accuracy in all our output.</p> <p><b>3.2.2</b> All BBC output, as appropriate to its subject and nature, must be well sourced, based on sound evidence, thoroughly tested and presented in clear, precise language. We should be honest and open about what we don't know and avoid unfounded speculation. Claims, allegations, material facts and other content that cannot be corroborated should normally be attributed.</p>		
Notes			

MCQ				
Screen ID	m15_s05_t05_052	Bank ID	Killer Question	Y/N
Skippable	Y/N			
Next Screen ID		Last Screen In Branch	Y/N	
Assessment	Y/N			
Number of Attempts	1	Show Marking	N	
Title	Further information			
Question Text	Your audience is texting and emailing comments and pictures. This is known as User Generated Content (UGC). What are you going to do with this new information?			
Initial Flash Instruction	Select one of the options and then click <b>CONFIRM</b> .			
Initial Text-Only Instruction	Review each option carefully then select the correct option and submit your answer.			
Screenreader Instruction				
Graphic Description	Montage of images that appear on the following screen.	Filename	m15_s05_t05_052	
Alt text	Four photographs. The first shows sludge on the River Dorber, the second shows minor damage to the factory in Dorber, the third shows major damage to a factory and the fourth shows a mobile phone with the SMS message 'Two children currently in A&E with breathing problems, both live close to Benzico'.			
Option 1 Text	Select the best content to use in your report but tell your audience they have been sent in by members of the public	Cautiousness		
Feedback 1	You shouldn't use this information until you know how reliable it is and can verify where it has come from.  UGC can be a very valuable source for news; however it needs thoroughly checking out.			
Option 2 Text	Be cautious with this content; it can't be used until you know more about where it's come from	Cautiousness		
Feedback 2	Yes, until you know how reliable the information is and can verify where it has come from it's too risky to include it in your report.  UGC can be a very valuable source for news; however it needs thoroughly checking out.			
Option 3 Text	Don't use them. Only first hand information and images from the reporter at the scene should be included	Cautiousness		

Feedback 3	This is far too cautious. UGC can be a very valuable source for news; however, it needs checking out thoroughly first.		
Option 4 Text		Cautiousness	
Feedback 4			
Option 5 Text		Cautiousness	
Feedback 5			
Option 6 Text		Cautiousness	
Feedback 6			
Correct option no.	2		
First attempt feedback			
Reset Instruction			
Text-Only Reset Instruction			
Flash Final Instruction	Select <b>NEXT</b> to continue.		
Text-Only Final Instruction	Select Next Page to continue.		
Related Learning			
Screen Resources	Res0,Res31		
Expert Text		Audio	Y/N
Expert Type	Email/Voicemail		
Additional Data	<p><b>BBC Editorial Guidelines</b></p> <p><b>Practices</b></p> <p><b>3.4.2</b> In all our content we must check and verify information, facts and documents, where required to achieve due accuracy. If we have been unable to verify material sufficiently, we should say so and attribute the information.</p> <p><b>3.4.3</b> There are separate considerations for user generated content. We should not automatically assume that the material is accurate and should take reasonable steps, depending on how it is to be used and if necessary to achieve due accuracy, to seek verification. We must take special care over how we use any material that we suspect has been supplied by a member of a lobby group or organisation with a vested interest in the story, rather than a disinterested bystander. We should carefully scrutinise and, if necessary to achieve due accuracy, corroborate eyewitness accounts submitted by email before using them, for example by talking to eyewitnesses on the phone. We should ensure that user generated content is clearly identified as such.</p>		
Notes			



Proximity Plus			
Screen ID	m15_s05_t05_054		
Skippable	Y/N		
Next Screen ID		Last Screen In Branch	Y/N
Title	Research findings		
Initial Audio Transcript			
Initial Text	Research has thrown up more information about the UGC sent in.		
Initial Flash Instruction	Select each image to find out more.		
Initial Text-Only Instruction	Review the images and text that follow.		
Screenreader Instruction			
Graphic Description	Four photographs. The first shows sludge on the River Dorber, the second shows minor damage to the factory in Dorber, the third shows major damage to a factory and the fourth shows a mobile phone with the SMS message 'Two children currently in A&E with breathing problems, both live close to Benzico'.	Filename	m15_s05_t05_054
Alt text	Four photographs. The first shows sludge on the River Dorber, the second shows minor damage to the factory in Dorber, the third shows major damage to a factory and the fourth shows a mobile phone with the SMS message 'Two children currently in A&E with breathing problems, both live close to Benzico'.		
Hotspot Type	Custom		
Hotspot 1 Description	Picture of the river which appears to show a thick brown slick. (Should appear as if on Twitpic).	Hotspot 1 Coords	0,112
Hotspot 1 Alt text			
Display Text 1	Display Text 1	Display Text 1 Coords	108,138,503,156
Display Image 1		Display Image 1 Coords	
Display Label 1			
Display Header 1	Photo of river slick		
Display Page One Text 1	This picture is being widely used in other media to support claims that chemicals are leaking into the River Dorber. You've tracked down the woman who sent it in and she says it's been there for several days. She wants to interest you in a news piece about farmers tipping slurry into the river further up stream.		
Display Page One Text 2			
Display Page One Text 3			

Display Page One Text 4			
Hotspot 2 Description	Picture of the facility showing minor damage.	Hotspot 2 Coords	234,1
Hotspot 2 Alt text			
Display Text 2	Display Text 2	Display Text 2 Coords	226,208,475,156
Display Image 2		Display Image 2 Coords	
Display Label 2			
Display Header 2	Local photo		
Display Page Two Text 1	The man who took this photo and sent it in lives at the back of the storage plant. He has a clear view of the damage to the building. You have called him back on his landline and established that the picture is real.		
Display Page Two Text 2			
Display Page Two Text 3			
Display Page Two Text 4			
Hotspot 3 Description	Picture from CleanGreen environmental group showing major damage to the facility and the sludge in the river.	Hotspot 3 Coords	463,111
Hotspot 3 Alt text			
Display Text 3	Display Text 3	Display Text 3 Coords	234,211,512,175
Display Image 3		Display Image 3 Coords	
Display Label 3			
Display Header 3	Provided by CleanGreen		
Display Page Three Text 1	This image has come from a group called CleanGreen, who are an environmental action group. They are not answering their phone, but when you type CleanGreen and Benzico into a search engine you see that they have a long standing campaign against the company. This picture is an image of an explosion at another Benzico plant, several months ago.		
Display Page Three Text 2			
Display Page Three Text 3			
Display Page Three Text 4			
Hotspot 4 Description	One mobile phone screen showing SMS messages. One reads 'Two children currently in A&E with breathing problems, both live close to Benzico.'	Hotspot 4 Coords	697,0



Hotspot 4 Alt text			
Display Text 4	Display Text 4	Display Text 4 Coords	270,165,265,193
Display Image 4		Display Image 4 Coords	
Display Label 4			
Display Header 4	SMS messages		
Display Page Four Text 1	This SMS message is from someone who isn't answering their phone. You call the local hospitals to check if two children are being treated in A&E with breathing problems but they will not confirm.		
Display Page Four Text 2			
Display Page Four Text 3			
Display Page Four Text 4			
Hotspot 5 Description		Hotspot 5 Coords	
Hotspot 5 Alt text			
Display Text 5		Display Text 5 Coords	
Display Image 5		Display Image 5 Coords	
Display Label 5			
Display Header 5			
Display Page Five Text 1			
Display Page Five Text 2			
Display Page Five Text 3			
Display Page Five Text 4			
Hotspot 6 Description		Hotspot 6 Coords	
Hotspot 6 Alt text			
Display Text 6		Display Text 6 Coords	
Display Image 6		Display Image 6 Coords	
Display Label 6			
Display Header 6			
Display Page Six Text 1			
Display Page Six Text 2			

Display Page Six Text 3			
Display Page Six Text 4			
Flash Final Instruction	Select <b>NEXT</b> to continue.		
Text-Only Final Instruction	Select Next Page to continue.		
Related Learning			
Screen Resources	Res0,Res31		
Expert Text		Audio	Y/N
Expert Type	Email/Voicemail		
Additional Data	<p><b>BBC Editorial Guidelines Practices</b></p> <p><b>3.4.2</b> In all our content we must check and verify information, facts and documents, where required to achieve due accuracy. If we have been unable to verify material sufficiently, we should say so and attribute the information.</p> <p><b>3.4.3</b> There are separate considerations for user generated content. We should not automatically assume that the material is accurate and should take reasonable steps, depending on how it is to be used and if necessary to achieve due accuracy, to seek verification. We must take special care over how we use any material that we suspect has been supplied by a member of a lobby group or organisation with a vested interest in the story, rather than a disinterested bystander. We should carefully scrutinise and, if necessary to achieve due accuracy, corroborate eyewitness accounts submitted by email before using them, for example by talking to eyewitnesses on the phone. We should ensure that user generated content is clearly identified as such.</p>		
Notes			

Graphical Select From List					
Screen ID	m15_s05_t05_055	Bank ID		Killer Question	Y/N
Skippable	Y/N				
Next Screen ID		Last Screen In Branch	Y/N		
Assessment	Y/N				
Number of Attempts	1	Show Marking	Y/N		
Number Of Options To Select	1				
Title	User Generated Content				
Initial Audio Transcript					
Question Text	Having completed the research, you now need to decide which User Generated Content (UGC) you can use in your report.				
Initial Flash Instruction	Choose any bits of UGC that you would use to establish an accurate account of what is happening, then select <b>CONFIRM</b> .				
Initial Text-Only Instruction	Review each image carefully then select one or more options and submit your answer.				
Screenreader Instruction					
Graphic Description	Four separate images:  1) Picture of the river which appears to show a thick brown slick from Twitpic. 2) Picture of the facility showing minor damage. 3) Picture from CleanGreen environmental group showing major damage to the facility and the sludge in the river. 4) One mobile phone screen showing SMS messages. One reads 'Two children currently in A&E with breathing problems, both live close to Benzico.'	File name	m15_s05_t05_055		
Alt Text	Image 1: a picture from Twitpic which appears to show a thick brown slick in the river. Image 2: Picture of the river Image 2: a picture of the facility showing minor damage. Image 3: a picture from CleanGreen environmental group showing major damage to the facility and the sludge in the river. Image 4: One mobile phone screen showing SMS messages. One reads 'Two children currently in A&E with breathing problems, both live close to Benzico.'				
Option 1 Label	Sludge in the river	Correct	N	Coordinates	0,0
Option 1 Alt Text	Photograph of a river that has a thick brown slick on it.				

Option 1 Description	Pictures of the river from nearby residents appear to show a thick brown slick, as described by your phone caller.	Cautiousness			
Option 2 Label	Damage at the facility	Correct	Y	Coordinates	220,0
Option 2 Alt Text	Photograph of the facility showing minor damage.				
Option 2 Description	Another resident close to the facility and inside the emergency services cordon has sent pictures that show minor damage.	Cautiousness			
Option 3 Label	Previous explosion	Correct	N	Coordinates	445,0
Option 3 Alt Text	A photograph showing major damage to the facility and sludge in the river.				
Option 3 Description	Picture from the environmental action group, CleanGreen, shows a good clear photo of a slick and the factory with what looks like major damage. It's very dramatic and the best shot yet. (Show tight shot of wrecked side of building)	Cautiousness			
Option 4 Label	A text message	Correct	N	Coordinates	676,0
Option 4 Alt Text	Image of a mobile phone showing SMS message 'Two children currently in A&E with breathing problems, both live close to Benzico.'				
Option 4 Description	Two SMS messages have been received from parents who have taken their children from the Whitgift Road area to hospital complaining of breathing difficulties.	Cautiousness			
Option 5 Label		Correct	Y/N	Coordinates	
Option 5 Alt Text					
Option 5 Description		Cautiousness			
Option 6 Label		Correct	Y/N	Coordinates	
Option 6 Alt Text					
Option 6 Description		Cautiousness			
Confirm Coordinates					

Totally Correct	That's right. The only UGC you should use is the second photograph which shows damage to the factory. You've been able to establish the caller is genuine and the photo is real. The other three pieces of UGC are not safe to use. The picture of the slick in the river is not connected to the incident at Benzico so should not be included. The image from CleanGreen should be discarded as you've established it to be false. You cannot verify whether the SMS message is true, so don't use it at this stage. To find out more select <b>THE GUIDELINES</b> .
First Attempt Partly Correct	You might want to reconsider. Take another look at the information.
First Attempt Totally Incorrect	You might want to reconsider. Take another look at the information.
Final Attempt Partly Correct	In fact, the only UGC you should use is the second photograph which shows damage to the factory. You've been able to establish the caller is genuine and the photo is real. The other three pieces of UGC are not safe to use. The picture of the slick in the river is not connected to the incident at Benzico so should not be included. The image from CleanGreen should be discarded as you've established it to be false. You cannot verify whether the SMS message is true, so don't use it at this stage. To find out more select <b>THE GUIDELINES</b> .
Final Attempt Totally Incorrect	In fact, the only UGC you should use is the second photograph which shows damage to the factory. You've been able to establish the caller is genuine and the photo is real. The other three pieces of UGC are not safe to use. The picture of the slick in the river is not connected to the incident at Benzico so should not be included. The image from CleanGreen should be discarded as you've established it to be false. You cannot verify whether the SMS message is true, so don't use it at this stage. To find out more select <b>THE GUIDELINES</b> .
Reset Instruction	Select <b>RESET</b> to try the question again.
Text-Only Reset Instruction	Select <b>RESET</b> to try the question again.
Model Answer Instruction	Select <b>MODEL ANSWER</b> to see the correct answers, then select <b>NEXT</b> to continue.
Text-Only Model Answer Instruction	Select <b>MODEL ANSWER</b> to see the correct answers, then select <b>NEXT</b> to continue.
User Answer Instruction	Select <b>YOUR ANSWER</b> to see the answers you gave, then select <b>NEXT</b> to continue.
Text-Only User Answer Instruction	Select <b>YOUR ANSWER</b> to see the answers you gave, then select <b>NEXT</b> to continue.
Flash Final Instruction	Select <b>NEXT</b> to continue.
Text-Only Final Instruction	Select <b>Next Page</b> to continue.
Related Learning	
Screen Resources	Res2,Res0,Res31
Expert Text	

Expert Type	Email/Voicemail
Additional Data	<p><b>BBC Editorial Guidelines Practices</b></p> <p><b>3.4.2</b> In all our content we must check and verify information, facts and documents, where required to achieve due accuracy. If we have been unable to verify material sufficiently, we should say so and attribute the information.</p> <p><b>3.4.3</b> There are separate considerations for user generated content. We should not automatically assume that the material is accurate and should take reasonable steps, depending on how it is to be used and if necessary to achieve due accuracy, to seek verification. We must take special care over how we use any material that we suspect has been supplied by a member of a lobby group or organisation with a vested interest in the story, rather than a disinterested bystander. We should carefully scrutinise and, if necessary to achieve due accuracy, corroborate eyewitness accounts submitted by email before using them, for example by talking to eyewitnesses on the phone. We should ensure that user generated content is clearly identified as such.</p>
Notes	

Video Audio Editing				
Screen ID	m15_s05_t05_060	Bank ID		Killer Question Y/N
Skippable	Y/N			
Next Screen ID		Last Screen In Branch	Y/N	
Assessment	Y/N			
Number of Attempts	2	Show Marking	N	
Title	Vox pops from the scene			
Media Type	Video			
Initial Audio Transcript				
Question Text	Along with the report, a runner has been gathering vox pops from people at the scene. Which of the following would you use?			
Initial Flash Instruction	Select the play arrow to listen to each vox pop. <b>CHOOSE</b> two or more options to include and then <b>CONFIRM</b> .			
Initial Text-Only Instruction	Video clip thumbnails are shown with each option. Select each thumbnail to reveal a flash video player then select the play button to start the video. A transcript of the dialogue can be accessed by selecting the Show transcript link. When you have reviewed the options and clips, choose the option to use then submit your answer.			
Initial Graphic Description	A runner holding a boom mic off to the side (so interviewee isn't visible).	Filename	m15_s05_t05_060	
Initial Graphic Alt text	A runner holding a boom mic.			
Option 1 Correct	Y	Cautiousness		
Option 1 Thumbnail Label	A delivery man.			
Option 1 Thumbnail Description	First frame of the video clip.	Filename	m15_s05_t05_060_1	
Option 1 Thumbnail Graphic Alt Text	A delivery man.			
Option 1 Time Code Start	0	Time Code End	11720	
Option 1 Video Description		Filename	m15_s05_t05_060_1.flv	
Option 1 Video Text-Only Scene Setter	A delivery driver talking about the incident.			
Option 1 Video Transcript	<b>Person one:</b> "I was making a delivery to the factory down there, and I heard a huge explosion. People were running around everywhere, like, people injured and that, and then, they come and took us to a safe area, which is where I've just come from."			
Option 2 Correct	N	Cautiousness		
Option 2 Thumbnail Label	A local male resident.			
Option 2 Thumbnail Description	First frame of the video clip.	Filename	m15_s05_t05_060_2	

Option 2 Thumbnail Graphic Alt Text	A local male resident.			
Option 2 Time Code Start	11720	Time Code End	20600	
Option 2 Video Description		Filename	m15_s05_t05_060_2.flv	
Option 2 Video Text-Only Scene Setter	A local male resident talking about the incident.			
Option 2 Video Transcript	<b>Person two:</b> "I was inside at the time, and I heard a loud bang, so I ran outside. And I couldn't actually see much, but my friend's told me there was stuff running into the river."			
Option 3 Correct	N	Cautiousness		
Option 3 Thumbnail Label	Two female passers by.			
Option 3 Thumbnail Description	First frame of the video clip.	Filename	m15_s05_t05_060_3	
Option 3 Thumbnail Graphic Alt Text	Two female passers-by.			
Option 3 Time Code Start	20600	Time Code End	35680	
Option 3 Video Description		Filename	m15_s05_t05_060_3.flv	
Option 3 Video Text-Only Scene Setter	Two female passers-by talking about the incident.			
Option 3 Video Transcript	<b>Person three:</b> "Well I've always been really worried about this plant. I mean, there's some seriously dangerous chemicals in there and they always said that if there was an accident the river would be contaminated and there'd be poisonous gas in the air. And now it's happened. They really should shut this place down."			
Option 4 Correct	Y	Cautiousness		
Option 4 Thumbnail Label	The wife of a Benzico worker.			
Option 4 Thumbnail Description	First frame of the video clip.	Filename	m15_s05_t05_060_4	
Option 4 Thumbnail Graphic Alt Text	The wife of a Benzico worker.			
Option 4 Time Code Start	35680	Time Code End	48000	
Option 4 Video Description		Filename	m15_s05_t05_060_4.flv	
Option 4 Video Text-Only Scene Setter	The wife of a Benzico worker talking about the incident.			

Option 4 Video Transcript	<b>Person four:</b> "Apparently, there's been some sort of explosion or fire. My husband's in the actual factory and they've said the company's gone into lock-down. So we can't get any access or anything, but they're saying everybody's safe but we're not quite sure at the moment!"		
Option 5 Correct	Y	Cautiousness	
Option 5 Thumbnail Label			
Option 5 Thumbnail Description	Filename		
Option 5 Thumbnail Graphic Alt Text			
Option 5 Video Description	Filename		
Option 5 Video Text-Only Scene Setter			
Option 5 Video Transcript			
Option 6 Correct	Y	Cautiousness	
Option 6 Thumbnail Label			
Option 6 Thumbnail Description	Filename		
Option 6 Thumbnail Graphic Alt Text			
Option 6 Video Description	Filename		
Option 6 Video Text-Only Scene Setter			
Option 6 Video Transcript			
Totally Correct	<p>This is a sensible judgement. The two clips that you didn't select, aren't appropriate to use. This is because:</p> <ul style="list-style-type: none"> <li>in the second clip the man who says he heard the bang, didn't actually see anything</li> <li>in the third clip, the woman states her opinion of Benzico rather than any facts about the incident</li> </ul>		
First Attempt Partly Correct	You might want to reconsider. Take another look at the clips.		
First Attempt Totally Incorrect	You might want to reconsider. Take another look at the clips.		

Final Attempt Partly Correct	<p>In fact, some of your selections may not be appropriate to use. This is because:</p> <ul style="list-style-type: none"> <li>in the second clip the man who says he heard the bang, didn't actually see anything</li> <li>in the third clip, the woman states her opinion of Benzico rather than any facts about the incident</li> </ul> <p>Clips one and four would be best as they contain information from eyewitnesses.</p>		
Final Attempt Totally Incorrect	<p>The vox pops you have chosen are not the best ones to use. This is because:</p> <ul style="list-style-type: none"> <li>in the second clip the man who says he heard the bang, didn't actually see anything</li> <li>in the third clip, the woman states her opinion of Benzico rather than any facts about the incident</li> </ul> <p>Clips one and four would be best as they contain information from eyewitnesses.</p>		
Reset Instruction	Select <b>RESET</b> to make another edit or select <b>CONFIRM</b> if you are happy with your choices.		
Text-Only Reset Instruction	Select <b>RESET</b> to make another edit or select <b>CONFIRM</b> if you are happy with your choices.		
Model Answer Instruction	View <b>MODEL ANSWER</b> to view the accurate selections or select <b>NEXT</b> to continue.		
Text-Only Model Answer Instruction	This video player will show your compiled broadcast. Select the play button to start the video. To see the most appropriate broadcast select <b>MODEL ANSWER</b> . Then select <b>Next Page</b> to continue.		
User Answer Instruction	You can select <b>YOUR ANSWER</b> if you would like to view the vox pops that you chose. Then you will be able to view the best combination by selecting <b>MODEL ANSWER</b> . You can select <b>NEXT</b> to continue at any time.		
Text-Only User Answer Instruction	Select <b>Next Page</b> to continue.		
Flash Final Instruction	Select <b>NEXT</b> to view your inbox.		
Text-Only Final Instruction	Select <b>Next Page</b> to continue.		
Related Learning			
Screen Resources	Res0,Res31		
Expert Text		Audio	Y/N
Expert Type	Email/Voicemail		

Additional Data	<p><b>BBC editorial guidelines</b></p> <p><b>3.2.1</b> We must do all we can to ensure due accuracy in all our output.</p> <p><b>3.2.2</b> All BBC output, as appropriate to its subject and nature, must be well sourced, based on sound evidence, thoroughly tested and presented in clear, precise language. We should be honest and open about what we don't know and avoid unfounded speculation. Claims, allegations, material facts and other content that cannot be corroborated should normally be attributed.</p> <p><b>3.2.3</b> The BBC must not knowingly and materially mislead its audiences. We should not distort known facts, present invented material as fact or otherwise undermine our audiences' trust in our content.</p> <p><b>3.2.4</b> We should normally acknowledge serious factual errors and correct them quickly, clearly and appropriately.</p>
Notes	

<b>Text and Graphic</b>			
Screen ID	m15_s05_t05_061		
Skippable	N		
Next Screen ID		Last Screen In Branch	N
Layout	P		
Title	An email		
Initial Audio Transcript			
Initial Text	Your reporter, Anna has just sent you an email...		
BodyText			
BodyText Properties	Body Text Size 744,111	Body Text Coords	7,378
Graphic Description	Please make into an email.	Filename	m15_s05_t05_061
	From: Anna Adams		
	To: you@bbc.co.uk		
	Subject: News agency report .		
	Hey,		
	FYI, see below for a copy of the report from a news agency I'm not familiar with, but everyone's saying the same thing:		
	12.32pm Reports of dangerous chemicals leaking into the River Dorber. Other reports of gas clouds in the area following explosion at Benzico Chemical Storage Facility.		
	Do you think we should use this?		
	Anna		
Alt Text	From: Anna Adams	Graphic Coords	37,102
	To: you@bbc.co.uk		
	Subject: News agency report		
	Hey,		
	FYI, see below for a copy of the report from a news agency I'm not familiar with, but everyone's saying the same thing:		
	12.32pm Reports of dangerous chemicals leaking into the River		

<p>Dorber. Other reports of gas clouds in the area following explosion at Benzico Chemical Storage Facility.</p> <p>Do you think we should use this?</p> <p>Anna</p>			
Label	Label Properties	Label Size	Label Coords
		150,26	12,123
Flash Final Instruction	When you are ready, select <b>NEXT</b> to continue.		
Text-Only Final Instruction	<p>The email reads as follows:</p> <p>From: Anna Adams                  To: you@bbc.co.uk                  Subject: News agency report</p> <p>Hey,</p> <p>FYI, see below for a copy of the report from a news agency I'm not familiar with, but everyone's saying the same thing:</p> <p>12.32pm Reports of dangerous chemicals leaking into the River Dorber. Other reports of gas clouds in the area following explosion at Benzico Chemical Storage Facility.</p> <p>Do you think we should use this?</p> <p>Anna</p> <p>Select Next Page to continue.</p>		
Related Learning			
Screen Resources	Res0, Res31		
Expert Text		Aud o	Y/N
Expert Type			

Additional Data	<p><b>BBC Editorial Guidelines</b></p> <p><b>Accuracy</b></p> <p><b>3.4.5</b></p> <p>Material supplied by third parties needs to be treated with appropriate caution, taking account of the reputation of the source.</p> <p>We should normally only rely on an agency report if it can be substantiated by a BBC correspondent or if it is attributed to a reputable news agency.</p> <p>We should only use other material supplied by third parties if it is credible and reliable. This includes weather reports, financial markets information and music charts. We need to ensure that any credit given for the use of third party material is in accordance with BBC credit guidelines.</p>
Notes	

Graphical MCQ				
Screen ID	m15_s05_t05_065	Bank ID		Killer Question Y/N
Skippable	Y/N			
Next Screen ID		Last Screen In Branch	Y/N	
Assessment	Y/N			
Number of Attempts	1	Show Marking	Y	
Title	Information Influx			
Initial Audio Transcript				
Question Text	The agency report seems to confirm what your competitors and Twitter are saying. Should you now report that the river has been contaminated and that there is a cloud of poisonous gas hanging over the area?			
Initial Flash Instruction	Choose Yes or No, then select <b>CONFIRM</b> .			
Initial Text-Only Instruction	Review the options carefully then select the correct option and submit your answer.			
Graphic Description	Two buttons. One labelled "Yes" and one labelled "No". Buttons should flash for a few seconds before stopping.	Filename	m15_s05_t05_065	
Alt Text	Two buttons. One labelled 'Yes' and one labelled 'No'.			
Option 1 Label	Yes.	Coords	206,47	
Option 1 Alt Text	Yes.			
Option 1 Description	Yes.	Cautiousness		
Option 1 Feedback	The fact that everyone is saying it doesn't make it true. You can't rely on agency reports unless they are from a reputable agency whose journalistic standards we know we can rely on, such as Reuters or Press Association (PA). Until you or your reporter can confirm this information the agency report shouldn't be used. Find out more by selecting <b>THE GUIDELINES</b> and <b>MORE INFO</b> for further guidance.			
Option 2 Label	No.	Coords	537,48	
Option 2 Alt Text	No.			
Option 2 Description	No.	Cautiousness		
Option 2 Feedback	Good decision. You can't rely on agency reports unless they are from a reputable agency whose journalistic standards we know we can rely on, such as Reuters or Press Association (PA). Until you or your reporter can confirm this information the agency report shouldn't be used. Find out more by selecting <b>THE GUIDELINES</b> and <b>MORE INFO</b> for further guidance.			
Option 3 Label		Coord		

Option 3 Alt Text		s	
Option 3 Description		Cautiousness	
Option 3 Feedback			
Option 4 Label		Coord s	
Option 4 Alt Text			
Option 4 Description		Cautiousness	
Option 4 Feedback			
Option 5 Label		Coord s	
Option 5 Alt Text			
Option 5 Description		Cautiousness	
Option 5 Feedback			
Option 6 Label		Coord s	
Option 6 Alt Text			
Option 6 Description		Cautiousness	
Option 6 Feedback			
Correct option	2	Confirm coords	
First attempt feedback			
Reset Instruction			
Text-Only Reset Instruction			
Flash-Final Instruction	Select <b>NEXT</b> to continue.		
Text-Only Final Instruction	Select <b>Next Page</b> to continue.		
Related Learning			
Screen Resources	Res0,Res31		
Expert Text		Audio	N
Expert Type			



Additional Data	<p><b>BBC Editorial Guidelines Accuracy 3.4.5</b></p> <p>Material supplied by third parties needs to be treated with appropriate caution, taking account of the reputation of the source.</p> <p>We should normally only rely on an agency report if it can be substantiated by a BBC correspondent or if it is attributed to a reputable news agency.</p> <p>We should only use other material supplied by third parties if it is credible and reliable. This includes weather reports, financial markets information and music charts. We need to ensure that any credit given for the use of third party material is in accordance with BBC credit guidelines.</p>
Notes	

Video Audio Stop Start				
Screen ID	m15_s05_t05_070	Bank ID	Killer Question	Y/N
Skippable	Y/N			
Next Screen ID				Last Screen In Branch Y/N
Assessment	Y/N			
Number of Attempts	1	Show Marking	N	
Title	The broadcast report			
Media Type	Video			
Initial Text	Having made various accuracy decisions so far in this task, take a look at the finished news report which will stop at key points to provide feedback.			
Text-Only Initial Text				
Initial Flash Instruction	Select the play arrow to watch the video.			
Text-Only Initial Instruction	Select the play button to start the audio. A transcript of the dialogue can be accessed by selecting the Show transcript link. When you have read the statement move on to the next segment by selecting Show next segment.			
Screenreader Instruction				
Video Description		Filename	m15_s05_t05_070.flv	
Video Transcript	<p><b>Anna Adams:</b> Well we're being held here in the car park which is just over the road from the plant. Emergency services have now confirmed that there has been an explosion at Benzico Chemicals but, from where we're standing, there's no outward signs of any explosion; there's certainly no fire and we haven't seen any smoke, but there is a very sharp smell in the air, which has led to some concerns that there could have been a chemical leak into the river which is only about 50 metres from where we're standing. There's been a lot of activity this morning with fire crews wearing breathing apparatus and chemical suits. Now, I spoke to the fire chief earlier on, and this is what he had to say.</p> <p><b>Fire Chief:</b> We responded to an emergency call this morning at 11am from the Benzico facility saying there had been an explosion in one of the storage tanks. We have got five fire crews in attendance. At the moment I can't confirm the extent of the damage or if there's been any contamination in the local environment, but there have been some casualties, I'm afraid. But the ambulance services are dealing with those, and when I have more information I'll be sure to let you know. Thank you.</p> <p><b>Anna Adams:</b> This van driver was caught up in the incident....</p> <p><b>Vox 1:</b> I was making a delivery to the factory down there, and I heard a huge explosion. People were running around everywhere, like, people injured and that, and then, they come and took us to a safe area, which is where I've just come from.</p>			

	<p><b>Vox 2:</b> Apparently, there's been some sort of explosion or fire. My husband's in the actual factory and they've said the company's gone into lock-down. So we can't get any access or anything, but they're saying everybody's safe but we're not quite sure at the moment.</p> <p><b>Anna Adams:</b> This photo's from a local resident whose house overlooks the factory. The photo shows some damage to the back. However, certainly from this image, the damage does appear to be fairly minor.</p>		
Question Type	Text		
Question Time Code	0.23		
Question Text	The report contains a piece to camera from a BBC source at the scene. She is reporting only on what she knows and not including any speculative statements.		
Question Flash Instruction	Select the play arrow to continue.		
Question Text-Only Video Description	<table border="1"> <tr> <td>Question Text-Only Video File name</td> <td>m15_s05_t05_070_1.flv</td> </tr> </table>	Question Text-Only Video File name	m15_s05_t05_070_1.flv
Question Text-Only Video File name	m15_s05_t05_070_1.flv		
Question Text-Only Video Scene Setter	Reporter Anna Adams delivering a piece to camera.		
Question Text-Only Video Transcript	<p>Anna Adams: Well we're being held here in the car park which is just over the road from the plant. Emergency services have now confirmed that there has been an explosion at Benzico Chemicals but, from where we're standing, there's no outward signs of any explosion, there's certainly no fire and we haven't seen any smoke, but there is a very sharp smell in the air, which has led to some concerns that there could have been a chemical leak into the river which is only about 50 metres from where we're standing.</p>		
Question Text-Only Instruction	Select Show next segment to continue.		
Notes	<b>Don't alter the contents of the "Question Type" field</b> – this is for info only		
Question Type	Text		
Question Time Code	1.02		
Question Text	The interview is with a trusted source who can outline exactly what the current situation is. He clearly states the facts and doesn't offer a hypothesis as to the cause or consequences.		
Question Flash Instruction	Select the play arrow to continue.		

Question Text-Only Video Description	<table border="1"> <tr> <td>Question Text-Only Video File name</td> <td>m15_s05_t05_070_2.flv</td> </tr> </table>	Question Text-Only Video File name	m15_s05_t05_070_2.flv
Question Text-Only Video File name	m15_s05_t05_070_2.flv		
Question Text-Only Video Scene Setter	The report continues, including a statement from the local fire chief.		
Question Text-Only Video Transcript	<p>There's been a lot of activity this morning with fire crews wearing breathing apparatus and chemical suits. Now, I spoke to the fire chief earlier on, and this is what he had to say.</p> <p>Fire Chief: We responded to an emergency call this morning at 11am from the Benzico facility saying there had been an explosion in one of the storage tanks. We have got five fire crews in attendance. At the moment I can't confirm the extent of the damage or if there's been any contamination in the local environment, but there have been some casualties, I'm afraid. But the ambulance services are dealing with those, and when I have more information I'll be sure to let you know. Thank you.</p>		
Question Text-Only Instruction	Select Show next segment to continue.		
Notes	<b>Don't alter the contents of the "Question Type" field</b> – this is for info only		
Question Type	Text		
Question Time Code	1.27		
Question Text	These are the best vox pops to use as both contain information direct from the scene.		
Question Flash Instruction	Select the play arrow to continue.		
Question Text-Only Video Description	<table border="1"> <tr> <td>Question Text-Only Video File name</td> <td>m15_s05_t05_070_3.flv</td> </tr> </table>	Question Text-Only Video File name	m15_s05_t05_070_3.flv
Question Text-Only Video File name	m15_s05_t05_070_3.flv		
Question Text-Only Video Scene Setter	The report concludes with statements from two witnesses and an image provided by a local resident.		
Question Text-Only Video Transcript	<p>Anna Adams: This van driver was caught up in the incident....</p> <p>Vox 1: I was making a delivery to the factory down there, and I heard a huge explosion. People were running around everywhere, like, people injured and that, and then, they come and took us to a safe area, which is where I've just come from.</p> <p>Vox 2: Apparently, there's been some sort of explosion or fire. My husband's in the actual factory and they've said the company's gone into lock-down. So we can't get any access or anything, but they're saying everybody's safe but we're not quite sure at the moment.</p>		

	This photo's from a local resident whose house overlooks the factory. The photo shows some damage to the back. However, certainly from this image, the damage does appear to be fairly minor.		
Question Text-Only Instruction	Select Show conclusion to continue.		
Notes	<b>Don't alter the contents of the "Question Type" field</b> – this is for info only		
Totally Correct	Following research this image was verified as real and can therefore be used in the report. It is also correctly attributed to the source.		
First Attempt Partly Correct			
First Attempt Totally Incorrect			
Final Attempt Partly Correct			
Final Attempt Totally Incorrect			
Reset Instruction			
Text-Only Reset Instruction			
Flash Final Instruction	Select <b>NEXT</b> to continue.		
Text-Only Final Instruction	Select <b>Next Page</b> to continue.		
Related Learning			
Screen Resources	Res0,Res31		
Expert Text		Audi o	Y/N
Expert Type	Email/Voicemail		
Additional Data	<p><b>BBC Editorial Guidelines</b>  <b>BBC editorial guidelines</b></p> <p><b>3.2.1</b>                  We must do all we can to ensure due accuracy in all our output.</p> <p><b>3.2.2</b>                  All BBC output, as appropriate to its subject and nature, must be well sourced, based on sound evidence, thoroughly tested and presented in clear, precise language. We should be honest and open about what we don't know and avoid unfounded speculation. Claims, allegations, material facts and other content that cannot be corroborated should normally be attributed.</p> <p><b>3.2.3</b>                  The BBC must not knowingly and materially mislead its audiences. We should not distort known facts, present invented material as fact or otherwise undermine our audiences' trust in our content.</p> <p><b>3.4.1</b>                  We should try to witness events and gather information first hand. Where this is not possible, we should talk to first hand sources and, where necessary, corroborate their evidence. We should be</p>		

	<p>reluctant to rely on a single source. If we do rely on a single source, a named on-the-record source is always preferable. We should record our research interviews with sources wherever possible. In circumstances where recording might inhibit the source, full notes should be made, preferably at the time or, if not, as soon as possible afterwards.</p> <p><b>3.4.2</b>                  In all our content we must check and verify information, facts and documents, where required to achieve due accuracy. If we have been unable to verify material sufficiently, we should say so and attribute the information.</p> <p><b>3.4.3</b>                  There are separate considerations for user generated content. We should not automatically assume that the material is accurate and should take reasonable steps, depending on how it is to be used and if necessary to achieve due accuracy, to seek verification. We must take special care over how we use any material that we suspect has been supplied by a member of a lobby group or organisation with a vested interest in the story, rather than a disinterested bystander. We should carefully scrutinise and, if necessary to achieve due accuracy, corroborate eyewitness accounts submitted by email before using them, for example by talking to eyewitnesses on the phone. We should ensure that user generated content is clearly identified as such.</p> <p><b>3.4.4</b>                  Particular care is required when researching on the internet or using material from websites. Even normally reliable sources of information on the web may not always be accurate. We should also be alert to the possibility of hoax websites; the most convincing material on the web may not be what it seems. It may be necessary to check who is running the website or confirm with an individual or organisation that the material is genuine.</p>
Notes	

Text and Graphic			
Screen ID	m15_s05_t05_075		
Skippable	Y/N		
Next Screen ID		Last Screen In Branch	Y/N
Layout	P		
Title	The plot thickens		
Initial Audio Transcript			
Initial Text	Congratulations! Your news report goes out containing only accurate information.		
BodyText	<p>In the end, the damage and the injuries to workers at the plant turned out to be minimal. One man was treated for 15 percent burns after a fractured pipe he was repairing in the compressor room of the plant started leaking ammonia. A small explosion followed causing a minimal amount of damage to the building. Twenty others were treated at the scene for minor injuries and allowed home.</p> <p>The slick on the river was unrelated to the explosion and the children's breathing difficulties could not be accounted for.</p> <p>However, that's not the end of the Benzico story. A few months later you receive an email...</p>		
BodyText Properties	Body Text Size	460,399	Body Text Coords
Graphic Description	Image of chemical barrels on site.	Filename	m15_s05_t05_075
Alt Text	Photograph of chemical barrels on the Benzico site.	Graphic Coords	476,-48
Label			
Label Properties	Label Size	150,26	Label Coords
Flash Final Instruction	Select <b>NEXT</b> to view your inbox.	size	coord
Text-Only Final Instruction	Select Next Page to continue.	e	s
Related Learning			
Screen Resources	Res0,Res31		
Expert Text		Audi	Y/N
Expert Type	Email/Voicemail		
Additional Data	<p><b>BBC Editorial Guidelines</b>  <b>Avoiding Misleading Audiences</b>  <b>3.4.12</b>                      We should normally identify on-air and online sources of information and significant contributors, and provide their credentials, so that our audiences can judge their status.</p>		
Notes			

Text and Graphic			
Screen ID	m15_s05_t05_076		
Skippable	N		
Next Screen ID		Last Screen In Branch	N
Layout	P		
Title	An interesting email		
Initial Audio Transcript			
Initial Text	This email arrives in your inbox. Take some time to read it through.		
BodyText	You need to make some decisions about your next step...		
BodyText Properties	Body Text Size	723,131	Body Text Coords
Graphic Description	Email containing the following information:	Filename	13,391 m15_s05_t05_076
	From: Whistleblower		
	To: you@bbc.co.uk		
	Subject information: Important information		
	Hi,		
	I work at the Benzico plant and saw your news report on the explosion at the plant back in May. Since that incident I have kept quiet about certain illegal practices at the plant but now feel I need to come forward.		
	Benzico is (and has been for a long time) storing a highly dangerous chemical on site and is doing so without a licence. The company is putting its staff and the public at risk. I'm willing to talk to the BBC in order to expose this situation but my anonymity has to be protected.		
Alt Text	A description of this content will follow.	Graphic Coords	35,101
Label			
Label Properties	Label Size	150,26	Label Coords
Flash Final Instruction	When you are ready select <b>NEXT</b> to continue.	size	coord
Text-Only Final Instruction	This graphic shows an email containing the following information:	e	s
	From: Whistleblower		

<p>To:you@bbc.co.uk                  Subject information: Important information</p> <p>Hi,</p> <p>I work at the Benzico plant and saw your news report on the explosion at the plant back in May. Since that incident I have kept quiet about certain illegal practices at the plant but now feel I need to come forward.</p> <p>Benzico is (and has been for a long time) storing a highly dangerous chemical on site and is doing so without a licence. The company is putting its staff and the public at risk. I'm willing to talk to the BBC in order to expose this situation but my anonymity has to be protected.</p> <p>From,                  Anon</p> <p>Select Next Page to continue.</p>	
Related Learning	
Screen Resources	Res0
Expert Text	Audi o Y/N
Expert Type	

Additional Data	<p><b>BBC Editorial Guidelines</b>  <b>Accuracy</b>  <b>3.4.13</b></p> <p>When quoting an anonymous source, especially a source making serious allegations, we must take all appropriate steps to protect their identity. However, we should give the audience what information we can about them and in a way that does not materially mislead about the source's status</p> <p>Whenever a story originated by the BBC involves an anonymous source, the relevant editor has the right to be told their identity. In cases involving serious allegations we should resist any attempt by an anonymous source to prevent their identity being revealed to a senior BBC editor. If this happens, the reporter should make it clear that the information obtained confidentially may not be broadcast.</p> <p>Any proposal to rely on a single unnamed source making a serious allegation or to grant anonymity to a significant contributor must be referred to Director Editorial Policy and Standards and Programme Legal Advice. We will need to consider:</p> <ul style="list-style-type: none"> <li>• whether the story is of significant public interest</li> <li>• whether the source is of proven credibility and reliability and in a position to have sufficient knowledge of the events featured</li> <li>• any legal issues</li> <li>• safety concerns, for example for whistleblowers</li> <li>• whether a response to serious allegations has been sought from the people or organisations concerned</li> <li>• sensitive and personal issues</li> <li>• whether the serious allegation was made or substantiated "off the record".</li> </ul>
	Notes

MCQ				
Screen ID	m15_s05_t05_080	Bank ID	Killer Question	Y/N
Skippable	Y/N			
Next Screen ID	Last Screen In Branch			Y/N
Assessment	Y/N			
Number of Attempts	1	Show Marking	N	
Title	Single sources			
Question Text	The whistleblower is an impeccable source (you'll need to take our word for it in this instance!) and he'll do an interview if he can remain anonymous. You've been unable to find another source, so if you run this story you are now relying on a single anonymous source. What is your next step?			
Initial Flash Instruction	Choose one of the options and then select <b>CONFIRM</b> .			
Initial Text-Only Instruction	Review each option carefully then select the correct option and submit your answer.			
Screenreader Instruction				
Graphic Description	A silhouette of a person (waist up). Behind him are images of dangerous chemicals.	Filename	m15_s05_t05_080	
Alt text	A blurred image of a Benzico worker.			
Option 1 Text	Go with it. The huge public interest of this story makes it a risk worth taking.	Cautiousness		
Feedback 1	While this is a story with huge public interest, you are proposing to go with a single anonymous source making a serious allegation. Therefore it is a mandatory referral to the Director of Editorial Policy and Standards and BBC Programme Legal Advice or, for Independents, the commissioning editor who will make all the appropriate referrals. Find out more by selecting <b>THE GUIDELINES</b> .			
Option 2 Text	Don't run the story. If he won't be identified, you'll have no back up if you're challenged by the company.	Cautiousness		
Feedback 2	You're being too cautious! This is a story with huge public interest and it might be possible to broadcast it. However, as it is a single anonymous source making a serious allegation, it is a mandatory referral to the Director of Editorial Policy and Standards and BBC Programme Legal Advice or, for Independents, the commissioning editor who will make all the appropriate referrals. Find out more by selecting <b>THE GUIDELINES</b> .			
Option 3 Text	Refer to the Director of Editorial Policy and Standards and the BBC Legal team.	Cautiousness		

Feedback 3	Yes, you're right. As you are proposing to go with a single anonymous source making a serious allegation, it is a mandatory referral to the Director of Editorial Policy and Standards and BBC Programme Legal Advice or, for Independents, the commissioning editor who will make all the appropriate referrals. Find out more by selecting <b>THE GUIDELINES</b> .		
Option 4 Text		Cautiousness	
Feedback 4			
Option 5 Text		Cautiousness	
Feedback 5			
Option 6 Text		Cautiousness	
Feedback 6			
Correct option no.	3		
First attempt feedback			
Reset Instruction			
Text-Only Reset Instruction			
Flash Final Instruction	Select <b>NEXT</b> to continue.		
Text-Only Final Instruction	Select Next Page to continue.		
Related Learning			
Screen Resources	Res0		
Expert Text		Audio	Y/N
Expert Type			

Additional Data	<p><b>BBC Editorial Guidelines Accuracy 3.4.13</b></p> <p>When quoting an anonymous source, especially a source making serious allegations, we must take all appropriate steps to protect their identity. However, we should give the audience what information we can about them and in a way that does not materially mislead about the source's status</p> <p>Whenever a story originated by the BBC involves an anonymous source, the relevant editor has the right to be told their identity. In cases involving serious allegations we should resist any attempt by an anonymous source to prevent their identity being revealed to a senior BBC editor. If this happens, the reporter should make it clear that the information obtained confidentially may not be broadcast.</p> <p>Any proposal to rely on a single unnamed source making a serious allegation or to grant anonymity to a significant contributor must be referred to Director Editorial Policy and Standards and Programme Legal Advice. We will need to consider:</p> <ul style="list-style-type: none"> <li>• whether the story is of significant public interest</li> <li>• whether the source is of proven credibility and reliability and in a position to have sufficient knowledge of the events featured</li> <li>• any legal issues</li> <li>• safety concerns, for example for whistleblowers</li> <li>• whether a response to serious allegations has been sought from the people or organisations concerned</li> <li>• sensitive and personal issues</li> <li>• whether the serious allegation was made or substantiated "off the record".</li> </ul>
Notes	

Video Audio Stop Start				
Screen ID	m15_s05_t05_083	Bank ID		Killer Question Y/N
Skippable	Y/N			
Next Screen ID		Last Screen In Branch		Y/N
Assessment	Y/N			
Number of Attempts	1/2	Show Marking		Y/N
Title	Benzico's response			
Media Type	Video			
Initial Text	You're going ahead with the story and have requested an interview from Benzico which they have declined. However they do send you a Video News Release or VNR instead.			
Text-Only Initial Text	You're going ahead with the story and have requested an interview from Benzico which they have declined. However they do send you a Video News Release or VNR instead.			
Initial Flash Instruction	Select the play arrow to watch the video.			
Text-Only Initial Instruction	Select the play button to start the audio. A transcript of the dialogue can be accessed by selecting the Show transcript link. When you have read the statement move on to the next segment by selecting Show next segment.			
Screenreader Instruction				
Video Description		Filename	m15_s05_t05_083.flv	
Video Transcript	<p>At Benzico, a key priority is to be safe in everything we do. We can confirm that we do use this chemical here in our factory. It's used in a small number of chemical processes. It poses no risk to human health and we are not required to have a license to store it on site.</p> <p>We adhere to all regulations when it comes to the storage and use of chemicals. And we're very proud of our strong safety record.</p>			
Question Type	Text			
Question Time Code				
Question Text				
Question Flash Instruction	Click NEXT to continue.			
Question Text-Only Video Description		Question Text-Only Video Filename	m15_s05_t05_083.flv	
Question Text-Only				

Video Scene Setter			
Question Text-Only Video Transcript	<p>At Benzico, a key priority is to be safe in everything we do. We can confirm that we do use this chemical here in our factory. It's used in a small number of chemical processes. It poses no risk to human health and we are not required to have a license to store it on site.</p> <p>We adhere to all regulations when it comes to the storage and use of chemicals. And we're very proud of our strong safety record.</p>		
Question Text-Only Instruction			
Notes	<b>Don't alter the contents of the "Question Type" field – this is for info only</b>		
Totally Correct	We rarely use Video News Releases (VNRs) as they are often used by organisations to avoid face to face questioning. When we do use them, we do so reluctantly and always clearly label them for our audience. You should edit VNRs and only use the clips you really need. It is normally better to use a statement.		
First Attempt Partly Correct			
First Attempt Totally Incorrect			
Final Attempt Partly Correct			
Final Attempt Totally Incorrect			
Reset Instruction	Click Reset to try the question again.		
Text-Only Reset Instruction	Select Next page to continue.		
Flash Final Instruction	Click NEXT to continue.		
Text-Only Final Instruction	Select Next Page to continue.		
Related Learning			
Screen Resources			
Expert Text		Audi o	Y/N
Expert Type	Email/Voicemail		
Additional Data			
Notes			



Graphical MCQ				
Screen ID	m15_s05_t05_085	Bank ID	Killer Question	Y/N
Skippable	Y/N			
Next Screen ID	Last Screen In Branch			Y/N
Assessment	Y/N			
Number of Attempts	1	Show Marking	Y	
Title	Constructing the news report			
Question Text	You are reluctantly using a clip of the VNR footage and the interview with the whistleblower for your news report. In terms of establishing the facts, who else is a must-have interviewee?			
Initial Flash Instruction	Choose the option to use, then select <b>CONFIRM</b> .			
Initial Text-Only Instruction	Review options carefully then select the correct option and submit your answer.			
Graphic Description	Each image is labelled with the following - need to remove whistleblower and press officer.  CleanGreen - Environmental group with a longstanding campaign against Benzico.  Union convener - Can talk about Health and Safety in the workplace.  Chemistry prof - Can discuss the properties of this particular chemical.  Environmental - Can give you chapter and verse on rules and regulations.	File name	m15_s05_t05_085	
Alt Text	An image showing four people. Person one is a CleanGreen Rep. She comes from an environmental group with a longstanding campaign against Benzico. Person two is a Union Convener. He can discuss the importance of Benzico to the local economy. Person three is a chemistry professor. He can discuss the properties of this particular chemical. Person four is an environmental health officer. He can give you chapter and verse on rules and regulations.			
Option 1 Label	A CleanGreen Rep with a longstanding campaign against Benzico.	Coords	16,19	
Option 1 Alt Text	A CleanGreen representative.			
Option 1 Description	CleanGreen rep condemning Benzico.	Cautiousness		
Option 1 Feedback	This is the wrong choice, you already have your whistleblower making serious allegations against the company. CleanGreen are known to have an agenda against Benzico and would not be appropriate for this report. The environmental health officer is the best choice as he is in a position			

	to know whether or not Benzico is required to have a licence, thus establishing the facts in a way that none of the other interviewees can. Find out more by selecting <b>MORE INFO</b> for further guidance.			
Option 2 Label	A local union convener.	Coords	229,19	
Option 2 Alt Text	A local union convener.			
Option 2 Description	Local union convener.	Cautiousness		
Option 2 Feedback	This is not the best choice as he would not be able to clarify the issue of whether a license is required for this chemical. The environmental health officer is the best choice as he is in a position to know whether or not Benzico is required to have a licence, thus establishing the facts in a way that none of the other interviewees can. Find out more by selecting <b>MORE INFO</b> for further guidance.			
Option 3 Label	A chemistry professor.	Coords	467,19	
Option 3 Alt Text	A chemistry professor.			
Option 3 Description	A chemistry professor.	Cautiousness		
Option 3 Feedback	While you may wish to include the professor of chemistry to offer further context, he is not a must-have element as he is unlikely to be able to clarify the issue of whether a license is required for this chemical. The environmental health officer is the best choice as he is in a position to know whether or not Benzico is required to have a licence, thus establishing the facts in a way that none of the other interviewees can. Find out more by selecting <b>MORE INFO</b> for further guidance.			
Option 4 Label	An environmental health officer.	Coords	693,19	
Option 4 Alt Text	An environmental health officer.			
Option 4 Description	An environmental health officer.	Cautiousness		
Option 4 Feedback	Yes, you are right to select the environmental health officer in order to give you a fair and accurate news story. You already have both parties involved with the story (the whistleblower and Benzico); the environmental health officer is the best choice as he is in a position to know whether or not Benzico is required to have a licence, thus establishing the facts in a way that none of the other interviewees can. Find out more by selecting <b>MORE INFO</b> for further guidance.			
Option 5 Label		Coords		
Option 5 Alt Text				
Option 5 Description		Cautiousness		
Option 5 Feedback				
Option 6 Label		Coords		
Option 6 Alt Text				
Option 6 Description		Cautiousness		
Option 6 Feedback				
Correct option	4	Confirm coords		

First attempt feedback	
Reset Instruction	
Text-Only Reset Instruction	
Flash Final Instruction	Select <b>NEXT</b> to continue.
Text-Only Final Instruction	Select Next Page to continue.
Related Learning	
Screen Resources	Res0,Res37
Expert Text	Audi o Y/N
Expert Type	Email/Voicemail
Additional Data	<b>BBC Editorial Guidelines 3.3.1</b> Any proposal to rely on a single unnamed source making a serious allegation or to grant anonymity to a significant contributor must be referred to Director Editorial Policy and Standards and Programme Legal Advice.
Notes	

<b>MCQ</b>				
Screen ID	m15_s05_t05_090	Bank ID	Killer Question	Y/N
Skippable	N			
Next Screen ID		Last Screen In Branch		Y/N
Assessment	Y/N			
Number of Attempts	1	Show Marking		N
Title	A missed opportunity			
Question Text	CleanGreen and local residents have been demonstrating outside the Benzico plant. Your TV truck gets there too late, after the police have dispersed the protesters, but you need something for your evening report. One of the remaining protesters tells you they have their own footage. What do you tell your reporter to do?			
Initial Flash Instruction	Choose one of the options and then select <b>CONFIRM</b> .			
Initial Text-Only Instruction	Review each option carefully then select the correct option and submit your answer.			
Screenreader Instruction				
Graphic Description	Photo image of a protester talking to the camera.	Filename	m15_s05_t05_090	
Alt text	A group of protesters.			
Option 1 Text	Tell the reporter although he's missed the action, he can still film the stragglers and vox-pop them.	Cautiousness		
Feedback 1	In fact, this is the safest but not the best option. You can use the footage made by the protesters as long as you make it clear that it was not filmed by the BBC.  Find out more by selecting <b>THE GUIDELINES</b> .			
Option 2 Text	Tell the reporter he can assemble the stragglers, ask them to shout and wave and film on a tight shot to re-stage the protest that actually happened.	Cautiousness		
Feedback 2	Sorry, the reporter has missed the main action and it would be wrong to restage the action. He can still do interviews with demonstrators holding their placards and voicing their views. The protester's footage can also be used as part of the report as long as it is made clear that it was not filmed by the BBC.  Find out more by selecting <b>THE GUIDELINES</b> .			
Option 3 Text	Tell the reporter he can get footage from the protesters and then add a voiceover (V/O).	Cautiousness		

Feedback 3	This is not an acceptable option. We have to be extremely careful with footage from third parties – in this case it's one of the protesters. As the reporter was not actually there he doesn't know what happened. Sending the material back without identifying who shot it, without any context and with a V/O makes it look like he was there.		
	Find out more by selecting <b>THE GUIDELINES</b> .		
Option 4 Text	Film the stragglers and vox pop them. Label and use the protesters' footage.	Cautiousness	
Feedback 4	Yes – this is a good solution. You capture the flavour of the protest but you make it clear the footage that you show is a protester's video.		
	Find out more by selecting <b>THE GUIDELINES</b> .		
Option 5 Text		Cautiousness	
Feedback 5			
Option 6 Text		Cautiousness	
Feedback 6			
Correct option no.	4		
First attempt feedback			
Reset Instruction			
Text-Only Reset Instruction			
Flash Final Instruction	Select <b>NEXT</b> to continue.		
Text-Only Final Instruction	Select Next Page to continue.		
Related Learning			
Screen Resources	Res0		
Expert Text		Audio	Y/N
Expert Type	Email/Voicemail		

Additional Data	<p><b>BBC Editorial Guidelines Accuracy 3.4.3</b></p> <p>There are separate considerations for user generated content. We should not automatically assume that the material is accurate and should take reasonable steps, depending on how it is to be used and if necessary to achieve due accuracy, to seek verification. We must take special care over how we use any material that we suspect has been supplied by a member of a lobby group or organisation with a vested interest in the story, rather than a disinterested bystander.</p> <p>We should carefully scrutinise and, if necessary to achieve due accuracy, corroborate eyewitness accounts submitted by email before using them, for example by talking to eyewitnesses on the phone.</p> <p><b>3.4.18</b></p> <p>In factual programmes reconstructions should not over dramatise in a misleading or sensationalist way. Reconstructions are when events are quite explicitly re-staged. They should normally be based on a substantial and verifiable body of evidence. They should also be identifiable as reconstructions, for example by using verbal or visual labelling or visual or audio cues, such as slow motion or grading. It should also be obvious to the audience where a reconstruction begins and ends.</p> <p>News programmes should not normally stage reconstructions of current events because of the risk of confusing the audience. But reconstructions staged by others may be reported.</p>
Notes	

<b>Video Audio Tabbed</b>			
Screen ID	m15_s05_t05_95		
Skippable	N		
Next Screen ID		Last Screen In Branch	N
Title	Behind the scenes		
Media Type	Video		
Initial Text	Helen Boaden, Director of BBC News, talks here about the BBC putting accuracy first.		
Initial Flash Instruction	Select both headings to view the available clips, select each thumbnail to play the clips.		
Initial Text-Only Instruction	Video clip thumbnails are shown with each heading. Select each thumbnail to reveal a flash video player then select the play button to start the video. A transcript of the dialogue can be accessed by selecting the Show transcript link.		
Screenreader Instruction			
Initial Graphic Description	Filename		
Initial Graphic Alt Text			
Tab One Title	BBC Values		
Tab One Video 1 Title	Being first Vs accuracy		
Tab One Video 1 Thumbnail Description		Filename	m15_s05_t05_096_1
Tab One Video 1 Thumbnail Graphic Alt Text			
Tab One Video 1 Video Description		Filename	m15_s05_t05_096_1.flv
Tab One Video 1 Video Text-Only Scene Setter			
Tab One Video 1 Video Transcript	<p><b>Helen Boaden:</b>                      Being accurate and being first are very important and they're not incompatible and we get them right time and time again. But, if you had to choose, if you really had to choose, it's more important that we're accurate than we're first because people trust us more and we have to earn that trust every day of our lives. But the audience is very sophisticated about this. They do get the difference between a breaking news story, where lots of information is coming in, that we can't all verify but we want to share, and we make it clear that we haven't verified it, and the bulletins. So, you know, if you're on a breaking news story on the Channel or on 5Live, and you say 'We're just learning this, we haven't been able to verify it; we've had some other information that seems to contradict it. We'll keep you posted', the audience gets that. What they don't forgive and don't expect is on, you know, the six, the ten, the eighteen-hundred, any of our big bulletins, or indeed on the website, if we get it wrong there. They don't see that as sharing a breaking news story, they see that as being inaccurate and getting it wrong.</p>		

Tab One Video 2 Title	Dealing with sources		
Tab One Video 2 Thumbnail Description		Filename	m15_s05_t05_096_2
Tab One Video 2 Thumbnail Graphic Alt Text			
Tab One Video 2 Video Description		Filename	m15_s05_t05_096_2.flv
Tab One Video 2 Video Text-Only Scene Setter			
Tab One Video 2 Video Transcript	<p><b>Helen Boaden:</b>                      Sources come in all shapes and sizes. They can be on the internet, they can be the person who lives down your road, they can be somebody on the phone, so the critical thing with all sources is to try and independently verify what they are saying. But sometimes we find ourselves in a situation where there's only a single source, which clearly needs some checking out, and also some sharing with the audience about the credibility of this source. And even more complicatedly, we sometimes find ourselves with someone who has something important to say, some important information, and for very good reasons wants to remain anonymous. There's all sorts of people in that situation, and if they are making serious allegations, we have to be very clear with them that at some point the journalist who does know their identity would need to share their identity with me, the Director of News, because that journalist shouldn't hold the entire reputation of the BBC, if it's a very big story, in their hands. At that point, the source may say 'I don't want to do the story', that's their privilege, but that's the system we have. And also, it's a mandatory referral to the Director of Editorial Policy and to the lawyers. It's always a difficult balancing act. You know, you need to both protect your sources, but you also need to protect the journalistic reputation of the BBC. And these things are never easy, and they're usually quite emotional, and we just need to keep a clear, cool head when we're in that situation.</p>		
Tab One Video 3 Title	Handling mistakes		
Tab One Video 3 Thumbnail Description		Filename	m15_s05_t05_096_3
Tab One Video 3 Thumbnail Graphic Alt Text			
Tab One Video 3 Video Description		Filename	m15_s05_t05_096_3.flv
Tab One Video 3 Video Text-Only Scene Setter			

Tab One Video 3 Video Transcript	<b>Helen Boaden:</b> Correcting mistakes is obviously quite an emotional thing for lots of people. I mean, if we get things factually wrong, it's quite obvious that we've done it, and usually we're the people who notice it and correct it. And on the website we'll make a little note saying 'this wasn't quite right, this is the way we've corrected it'. If it's a judgement call, it's sometimes more difficult. You know, if it's through tone, or the way we've put an argument because actually, the person receiving the journalism may think its wrong, and yet we think, very much, it's still right, it's still accurate and those are the most difficult things. If we get ruled against on those things through our complaints system, we have to go along with that. But the critical thing is, in general, to not be unconfident about admitting your mistakes, and equally being very confident about sticking up for yourselves, and saying 'no, we've done correct journalism here, whatever the flack we're getting in on it'. Apologies have a place, but so does the moment where you say, 'no, we stand by what we did'.		
Tab One Video 4 Title			
Tab One Video 4 Thumbnail Description	Filename		
Tab One Video 4 Thumbnail Graphic Alt Text			
Tab One Video 4 Video Description	Filename		
Tab One Video 4 Video Text-Only Scene Setter			
Tab One Video 4 Video Transcript			
Tab One Video 2 Title			
Tab One Video 5 Thumbnail Description	Filename		
Tab One Video 5 Thumbnail Graphic Alt Text			
Tab One Video 5 Video Description	Filename		
Tab One Video 5 Video Text-Only Scene Setter			
Tab One Video 5 Video Transcript			
Tab One Video 6 Title			
Tab One Video 6 Thumbnail Description	Filename		
Tab One Video 6 Thumbnail Graphic Alt Text			
Tab One Video 6 Video Description	Filename		

Tab One Video 6 Video Text-Only Scene Setter			
Tab One Video 6 Video Transcript			
Tab Two Title	Accuracy		
Tab Two Video 1 Title	Note-taking		
Tab Two Video 1 Thumbnail Description	Filename	m15_s05_t05_096_4	
Tab Two Video 1 Thumbnail Graphic Alt Text			
Tab Two Video 1 Video Description	Filename	m15_s05_t05_096_4.flv	
Tab Two Video 1 Video Text-Only Scene Setter			
Tab Two Video 1 Video Transcript	<b>Helen Boaden:</b> I think note taking continues to be very important. There may be a moment when we decide that social media and digital technology means we don't need it, but in my view note taking, you know - what you said, what they said, time and date - continues to be incredibly important in what we do. It is a record of the work we've done behind a story. And the best people, the people who do the most difficult investigative journalism, have piles of books still of their notes, and they cross reference. They cross reference between what one witness said and another witness said, and then, actually, then they cross reference that to the apparent facts of the case. You know, it's a real art, good note taking, and I think it's still quite important. Indeed, I think it's very important.		
Tab Two Video 2 Title	Due accuracy		
Tab Two Video 2 Thumbnail Description	Filename	m15_s05_t05_096_5	
Tab Two Video 2 Thumbnail Graphic Alt Text			
Tab Two Video 2 Video Description	Filename	m15_s05_t05_096_5.flv	
Tab Two Video 2 Video Text-Only Scene Setter			

Tab Two Video 2 Video Transcript	<b>Helen Boaden:</b> Due Accuracy is about getting the fact in the right context and about weighting it. You know, we're pretty good about weighting an argument: this is one bit of informed opinion against another bit of informed opinion; does this represent a consensus? Is this person a maverick but still an important voice to have in an impartial conversation? In the same sort of way, Due Accuracy is about looking at all the evidence that you have and reaching a judgement based on the evidence. And not seizing a few salient facts and actually making a story that may make a great headline, but when you know a bit more, isn't quite true. And I think organisations and outlets that do that, that cherry-pick facts in that kind of way, and we all cherry-pick to a certain extent, that's what journalism is, actually are often much less trusted than us, where we work very hard through our specialisms, through great producers, just through knowing a lot, to give all the facts and their due weight.		
Tab Two Video 3 Title			
Tab Two Video 3 Thumbnail Description		Filename	
Tab Two Video 3 Thumbnail Graphic Alt Text			
Tab Two Video 3 Video Description		Filename	
Tab Two Video 3 Video Text-Only Scene Setter			
Tab Two Video 3 Video Transcript			
Tab Two Video 4 Title			
Tab Two Video 4 Thumbnail Description		Filename	
Tab Two Video 4 Thumbnail Graphic Alt Text			
Tab Two Video 4 Video Description		Filename	
Tab Two Video 4 Video Text-Only Scene Setter			
Tab Two Video 4 Video Transcript			
Tab Two Video 2 Title			
Tab Two Video 5 Thumbnail Description		Filename	
Tab Two Video 5 Thumbnail Graphic Alt Text			
Tab Two Video 5 Video Description		Filename	

Tab Two Video 5 Video Text-Only Scene Setter			
Tab Two Video 5 Video Transcript			
Tab Two Video 6 Title			
Tab Two Video 6 Thumbnail Description		Filename	
Tab Two Video 6 Thumbnail Graphic Alt Text			
Tab Two Video 6 Video Description		Filename	
Tab Two Video 6 Video Text-Only Scene Setter			
Tab Two Video 6 Video Transcript			
Tab Three Title			
Tab Three Video 1 Title			
Tab Three Video 1 Thumbnail Description		Filename	
Tab Three Video 1 Thumbnail Graphic Alt Text			
Tab Three Video 1 Video Description		Filename	
Tab Three Video 1 Video Text-Only Scene Setter			
Tab Three Video 1 Video Transcript			
Tab Three Video 2 Title			
Tab Three Video 2 Thumbnail Description		Filename	
Tab Three Video 2 Thumbnail Graphic Alt Text			
Tab Three Video 2 Video Description		Filename	
Tab Three Video 2 Video Text-Only Scene Setter			
Tab Three Video 2 Video Transcript			
Tab Three Video 3 Title			
Tab Three Video 3 Thumbnail Description		Filename	

Tab Three Video 3 Thumbnail Graphic Alt Text			
Tab Three Video 3 Video Description		Filename	
Tab Three Video 3 Video Text-Only Scene Setter			
Tab Three Video 3 Video Transcript			
Tab Three Video 4 Title			
Tab Three Video 4 Thumbnail Description		Filename	
Tab Three Video 4 Thumbnail Graphic Alt Text			
Tab Three Video 4 Video Description		Filename	
Tab Three Video 4 Video Text-Only Scene Setter			
Tab Three Video 4 Video Transcript			
Tab Three Video 5 Title			
Tab Three Video 5 Thumbnail Description		Filename	
Tab Three Video 5 Thumbnail Graphic Alt Text			
Tab Three Video 5 Video Description		Filename	
Tab Three Video 5 Video Text-Only Scene Setter			
Tab Three Video 5 Video Transcript			
Tab Three Video 6 Title			
Tab Three Video 6 Thumbnail Description		Filename	
Tab Three Video 6 Thumbnail Graphic Alt Text			
Tab Three Video 6 Video Description		Filename	
Tab Three Video 6 Video Text-Only Scene Setter			

Tab Three Video 6 Video Transcript			
Flash Final Instruction	Click <b>Next</b> to continue.		
Text-Only Final Instruction	Select <b>Next Page</b> to continue.		
Related Learning			
Screen Resources	Res0		
Expert Text		Audi o	Y/N
Expert Type			
Additional Data	<p><b>BBC Editorial Guidelines Truth and Accuracy 1.2.2</b></p> <p>We seek to establish the truth of what has happened and are committed to achieving due accuracy in all our output. Accuracy is not simply a matter of getting facts right; when necessary, we will weigh relevant facts and information to get at the truth. Our output, as appropriate to its subject and nature, will be well sourced, based on sound evidence, thoroughly tested and presented in clear, precise language. We will strive to be honest and open about what we don't know and avoid unfounded speculation.</p>		
Notes			



Video-Audio Tabbed			
Screen ID	m15_s05_t05_096		
Skippable	Y		
Next Screen ID		Last Screen In Branch	Y/N
Title	Interview with Matthew Eltringham		
Media Type	Video/Audio		
Initial Text	In this task you have made decisions about User Generated Content (UGC). Choices like these are made by the BBC everyday. Take a look at this interview with Matthew Eltringham, who runs the UGC hub in the main BBC Newsroom.		
Initial Flash Instruction	Select both headings to view the available clips, choose each thumbnail to play the clips.		
Initial Text-Only Instruction	Video clip thumbnails are shown with each heading. Select each thumbnail to reveal a flash video player then select the play button to start the video. A transcript of the dialogue can be accessed by selecting the Show transcript link.		
Screenreader Instruction			
Initial Graphic Description	Filename	m15_s05_t05_095	
Initial Graphic Alt Text			
Tab One Title	Social Media		
Tab One Video 1 Title	What steps do you take to authenticate UGC?		
Tab One Video 1 Thumbnail Description	Filename	m15_s05_t05_095_3	
Tab One Video 1 Thumbnail Graphic Alt Text			
Tab One Video 1 Video Description	Filename	m15_s05_t05_095_3.flv	
Tab One Video 1 Video Text-Only Scene Setter			
Tab One Video 1 Video Transcript	<p><b>Matthew Eltringham:</b> Well, the first point I'd like to make is we would never use material sent to us by anybody or that we found anywhere on a website unless we'd checked it out first. If you're using user-generated content, and you get it wrong, you're losing your reputation with the audience, you're putting out information that isn't accurate and it's much better to not use it if there's any doubts whatsoever. If in doubt, leave it out. It's one of the first rules in journalism. What we would do if we found material, either sent to us, directly to the BBC, or content we'd found elsewhere on the web, we would never use it unless we'd spoken to the individual who'd sent it in or the individual who took that material in the first place. They're often not the same thing. We would talk to them in great detail about what that image was showing, where they took it, what they took it with, how they sent it to us, what else they knew, what else they could see. We cross refer it with other information that we knew we could rely on. Information from perhaps other BBC correspondents or journalists, information from the agencies or the news wires.</p>		

Tab One Video 2 Title			
Tab One Video 2 Thumbnail Description	Filename		
Tab One Video 2 Thumbnail Graphic Alt Text			
Tab One Video 2 Video Description	Filename		
Tab One Video 2 Video Text-Only Scene Setter			
Tab One Video 2 Video Transcript			
Tab One Video 3 Title	How has social media changed breaking news stories?		
Tab One Video 3 Thumbnail Description	Filename	m15_s05_t05_095_1	
Tab One Video 3 Thumbnail Graphic Alt Text			
Tab One Video 3 Video Description	Filename	m15_s05_t05_095_1.flv	
Tab One Video 3 Video Text-Only Scene Setter			
Tab One Video 3 Video Transcript	<p><b>Matthew Eltringham:</b> The first thing we'll do is put a post-form on the BBC stories as soon as they crop up, asking people if they had anything they wanted to share with us, clearly making it absolutely clear that they mustn't put themselves in any danger or break any laws.</p> <p>At the same time, someone else will be looking at and searching Twitter, will be searching Facebook, will be searching Flickr, will be searching YouTube, for all ... any kind of content that we might be able to find on there and might add to the value of our story telling, that might give us information that we might otherwise not have, and frequently we find that it does lead the story.</p>		
Tab Two Title	The Dangers		
Tab Two Video 1 Title	An example of how misleading images can be.		
Tab Two Video 1 Thumbnail Description	Filename	m15_s05_t05_095_5	
Tab Two Video 1 Thumbnail Graphic Alt Text			
Tab Two Video 1 Video Description	Filename	m15_s05_t05_095_5.flv	
Tab Two Video 1 Video Text-Only Scene Setter			



Tab Two Video 1 Video Transcript	<p><b>Matthew Eltringham:</b> The Iranian government were testing missiles, and it was at a time when there was an awful lot of political sensitivity around the Iranian military progression. They tested four missiles, and unfortunately only three worked. But nonetheless, the Iranian Government, through their news agency, put out a picture that showed four rockets going up in the air. What they'd done was Photoshopped in one rocket and put it in where the fourth rocket had failed to go up. That picture was sent round and picked up by all the global news wires and all the news agencies, but it was only when I looked at some of the detail on the image that it became clear that in fact only three rockets had gone up and the fourth had been Photoshopped in.</p>		
Tab Two Video 2 Title	Has the BBC ever got it wrong?		
Tab Two Video 2 Thumbnail Description	Filename	m15_s05_t05_095_6	
Tab Two Video 2 Thumbnail Graphic Alt Text			
Tab Two Video 2 Video Description	Filename	m15_s05_t05_095_6.flv	
Tab Two Video 2 Video Text-Only Scene Setter			
Tab Two Video 2 Video Transcript	<p><b>Matthew Eltringham:</b> The one or two occasions when we have made mistakes have been largely as a result of wanting that image too much to be what it is, and perhaps short-cutting the verification process. Probably the most high profile example of that is when the ten o'clock news ran an image that they described one night as an example of the damage wrought by Cyclone Nargis in the Irrawaddy Delta in Burma, describing and showing the lack of support and aid the Burmese government had given to the people of the Irrawaddy Delta during the Cyclone. Unfortunately, that image was not of Burma, but was of Aceh and the Tsunami a couple of years previously.</p> <p><b>Fiona Bruce:</b> Last night, the BBC broadcast a photograph which we said showed the death toll from the cyclone in Burma. We have since discovered that the picture was actually taken in Aceh, Sumatra, following the Tsunami of 2004. BBC News apologises for the error and we will be reviewing our processes for checking the pictures we receive.</p> <p><b>Matthew Eltringham:</b> By and large, we've got it right. There haven't been too many mistakes over the past. I think the principles we've established around verification, around being absolutely sure about the content before we use it have been well established and have been accepted across every bit of output, despite the pressures to get it on because it's an important way of telling the story.</p>		
Tab Two Video 3 Title			
Tab Two Video 3	Filename		

Thumbnail Description			
Tab Two Video 3 Thumbnail Graphic Alt Text			
Tab Two Video 3 Video Description	Filename		
Tab Two Video 3 Video Text-Only Scene Setter			
Tab Two Video 3 Video Transcript			
Tab Three Title			
Tab Three Video 1 Title			
Tab Three Video 1 Thumbnail Description	Filename		
Tab Three Video 1 Thumbnail Graphic Alt Text			
Tab Three Video 1 Video Description	Filename		
Tab Three Video 1 Video Text-Only Scene Setter			
Tab Three Video 1 Video Transcript			
Tab Three Video 2 Title			
Tab Three Video 2 Thumbnail Description	Filename		
Tab Three Video 2 Thumbnail Graphic Alt Text			
Tab Three Video 2 Video Description	Filename		
Tab Three Video 2 Video Text-Only Scene Setter			
Tab Three Video 2 Video Transcript			
Tab Three Video 3 Title			
Tab Three Video 3 Thumbnail Description	Filename		
Tab Three Video 3 Thumbnail Graphic Alt Text			
Tab Three Video 3 Video Description	Filename		

Tab Three Video 3 Video Text-Only Scene Setter			
Tab Three Video 3 Video Transcript			
Flash Final Instruction	Select <b>NEXT</b> to continue.		
Text-Only Final Instruction	Select Next Page to see the final page and send your completion email.		
Related Learning			
Screen Resources	Res0		
Expert Text		Audi o	Y/N
Expert Type	Email/Voicemail		
Additional Data	<p><b>BBC Editorial Guidelines Truth and Accuracy 1.2.2</b></p> <p>We seek to establish the truth of what has happened and are committed to achieving due accuracy in all our output. Accuracy is not simply a matter of getting facts right; when necessary, we will weigh relevant facts and information to get at the truth. Our output, as appropriate to its subject and nature, will be well sourced, based on sound evidence, thoroughly tested and presented in clear, precise language. We will strive to be honest and open about what we don't know and avoid unfounded speculation.</p>		
Notes			

<b>Text and Graphic</b>			
Screen ID	m15_s05_t05_100		
Skippable	Y		
Next Screen ID		Last Screen In Branch	Y
Layout	P		
Title	Summary		
Initial Audio Transcript			
Initial Text	You have now reached the end of this task on <b>Gathering Material</b> .		
BodyText	<p>These are the main points to remember from this task:</p> <ul style="list-style-type: none"> <li>• At the BBC we always put accuracy before being first with a story.</li> <li>• We must always check and verify information, facts and documents for all of our content.</li> <li>• In using UGC we must take reasonable steps to seek verification.</li> <li>• We should be reluctant to rely on a single unnamed source. Any proposal to do so must be referred properly.</li> </ul> <p>Remember, difficult decisions should always be referred up. Some of the referrals are mandatory. Editorial Policy advice is available 24/7 internally on ext 02 81819 or externally on 020 800 81819. If you would like to access further Guidance select <b>MORE INFO</b>.</p>		
BodyText Properties	Body Text Size	525,435	Body Text Coords
Graphic Description	The mission chair		0,86
			Filename
			m15_s05_t05_100
Alt Text	The Mission Chair.		Graphic Coords
Label			495,-38
Label Properties	Label Size	150,26	Label Coords
			12,123
Flash Final Instruction	Select <b>EXIT</b> to return to the learning menu.	size	coord
		e	s
Text-Only Final Instruction	Select Home to continue.		
Related Learning			
Screen Resources	Res0,Res1,Res2,Res31		
Expert Text		Audio	Y/N
		o	
Expert Type			

Additional Data	<p><b>BBC Editorial Guidelines</b>  <b>Truth and Accuracy</b>  <b>1.2.2</b></p> <p>We seek to establish the truth of what has happened and are committed to achieving due accuracy in all our output. Accuracy is not simply a matter of getting facts right; when necessary, we will weigh relevant facts and information to get at the truth. Our output, as appropriate to its subject and nature, will be well sourced, based on sound evidence, thoroughly tested and presented in clear, precise language. We will strive to be honest and open about what we don't know and avoid unfounded speculation.</p>
Notes	