Client name: BBC

Project name: Editorial Standards Modules

Project number: 10275

**Accuracy**Gathering Material

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#### 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.

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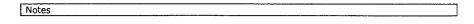
| Text and Graphic  |  |  | THE STATE OF STREET   | 22.48  |  |
|---|--|--|---|--|--|
| Screen ID   | m15_s05_t05_0  | 002  |   |  |  |
| Skippable   | Y/N  |  |   |  |  |
| Next Screen ID  |  |  | Last Screen In Br   | anch   | Y/N                                      |
| Layout<br>Title<br>Initial Audio Transcript<br>Initial Text | TR<br>Introduction   |  |   |  |  |
| BodyText  | The BBC must r   | not knowingly and m                        | naterially mislead its  | audienc  | es.                                      |
|   |  | distort known facts,<br>dermine our audien |   |  | fact                                     |
| BodyText Properties<br>Graphic Description                  | Body Text Size<br>Use the image fi   | 404,372<br>rom the main menu.              | Body Text Coords<br>Filename  | 488,94<br>m15_<br>05_00                            | s05_t                                    |
| Alt Text<br>Label   | the same and property productions and the same and the sa | g on a notepad.                            |   | 0,94   |  |
| Label Properties  | Label Size   | 150,26                                     | Label Coords  | 12,123   | 3  |
| Flash Final Instruction                                     | Select <b>NEXT</b> to  | continue.                                  | siz   | coord  |  |
| Text-Only Final Instruction Related Learning                | Select Next Pag  | ge to continue.                            | e   | S<br>North   | 1.23.23.23.13.13.                        |
| Screen Resources  | T B == 0   |  |   |  |  |
| Screen Resources  | Res0   |  |   |  |  |
| Expert Text   | Resu   |  |   | Audi   | Y/N                                      |
| Expert Type   | Email/Voicema  |  |   | 1  | Y/N                                      |
| Expert Text   | Email/Voicemail BBC Editorial Truth and Acc 1.2.2 We seek to esta committed to a not simply a ma weigh relevant as appropriate on sound evide language. We v   | Guidelines                                 | cy in all our output.<br>s right; when necess<br>on to get at the trutl<br>ature, will be well so<br>ted and presented in<br>est and open about well. | and are<br>Accuractsary, we<br>h. Our outpurced, b | y is<br>will<br>atput,<br>ased<br>recise |

| Text and Graphic  |   |  |  |              |                  |  |
|---|---|--|--|--------------|------------------|--|
| Screen ID   | m15_s05_t05_005   |  |  |              |                  |  |
| Skippable   | Y/N   |  |  |              |                  |  |
| Next Screen ID  |   |  | Last Screen In Bra   | nch   \      | Y/N              |  |
| Layout  | P   |  |  |              |                  |  |
| Title   | Your Mission  |  |  |              |                  |  |
| Initial Audio Transcript  |   |  |  |              |                  |  |
| Initial Text  |   |  | <del></del>  |              |                  |  |
| BodyText  | In this hypothetical  | task you find you  | irself working as the  | senior       |                  |  |
|   | journalist in a region  | nal multimedia ne  | ewsroom.   |              |                  |  |
| Page 1  |   |  |  |              |                  |  |
| Page 1  | It's the weekend so   | volu're going to   | have to do a hit of e  | warythi      | na               |  |
|   | 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. |  |  |              |                  |  |
|   | merading making un  | the key decision   | 5 regulating a break   | ing sco.     | ,.               |  |
| les de  |   |  |  |              |                  |  |
| La de Carlos  | You'll need to decid  | e what to do with  | the information you  | ı receiv     | e and            |  |
|   | what you will use in  |  | •  |              |                  |  |
| 1.5   | •   | •  |  |              |                  |  |
|   |   |  |  |              |                  |  |
|   | You have a multime  | dia reporter on h  | and but not a lot els  | se.          |                  |  |
|   |   |  |  |              |                  |  |
| BodyText Properties   | Body Text Size 4  | 55,399   | Body Text Coords   | 0,54         |                  |  |
| Graphic Description   | The mission chair   |  | Filename   | m15_s        | s05 t            |  |
| Glupine Description   | ***************************************   | A.   |  | 05_00        |                  |  |
| Alt Text  | The Mission Chair.  | a sarahan kata   | Graphic Coords   | 476,-4       | 18               |  |
| Label   | 0.000 and 0.0000 and 0.000 and                          |  |  |              |                  |  |
| Label Properties  | Label Size 1.   | 50,26  | Label Coords   | 12,12        | 3                |  |
| Flash Final Instruction   | Select <b>NEXT</b> to con   | tinue.   | 57.6   | ord          |                  |  |
| all makes on the Penalty Court of the 1997 Court of Court Court Court Court | an in the same assert of the same and the same                         | anta sel a fra de la secono di finale Proposito a reform | e s  | all the same | siaktatoNakesa s |  |
| Text-Only Final   | Select Next Page to   | continue.  | The state of the s |              |                  |  |
| Instruction   |   | March 1997   | A NAT OF BRIDE   |              |                  |  |
| Related Learning  |   |  |  |              |                  |  |
| Screen Resources  | Res0  |  |  |              |                  |  |
|   |   |  |  | Audi         | Y/N              |  |
| Expert Text   |   |  |  | Audi         | 1/19             |  |
|   | Email/Maicamail   |  |  | LU           | L                |  |
| Expert Type   | Email/Voicemail  BBC Editorial Guid   | Inlines  |  |              |                  |  |
| Additional Data   | Truth and Accura  |  |  |              |                  |  |
|   | 1.2.2   | C y  |  |              |                  |  |
|   | 1.2.2   |  |  |              |                  |  |
| The second second   | We seek to establis   | h the truth of wh  | at has happened an   | d are        |                  |  |
| Participation of Asia   |   |  | y in all our output. A   |              | v is             |  |
|   |   |  | right; when necessa  |              |                  |  |
|   |   |  | to get at the truth.   |              |                  |  |
|   | as appropriate to it  | subject and nat  | ure, will be well sou  | rced, b      | ased             |  |
|   | on sound evidence.  | thoroughly teste   | d and presented in   | clear, p     | recise           |  |
|   |   |  | t and open about wi  |              |                  |  |
|   | know and avoid unf  |  |  |              |                  |  |
|   | 1   | •  |  |              |                  |  |

Gathering material

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| Screen ID                               | m15_s05_t05_010   |  |  |  |  |
|---|---|--|--|--|--|
| Skippable                               | Y/N   |  |  |  |  |
| Next Screen ID                          |   | ast 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<br>Instruction        | A flash audio player follows. Select the p  | olay button  | to start the audio.  |  |  |
| Screenr <b>ea</b> der<br>Instruction    |   | History<br>History   | Control of the Contro |  |  |
| Video Description                       | An office style desk phone, display is flashing to show an incoming call.   | Filena<br>me   | m15_s05_t05_0<br>10  |  |  |
| Video Text-Only Scen <b>e</b><br>Setter | An image of the wavelength of the audio   | Organica<br>Andreas  | - 1907年<br>- 1947年<br>- 1948年<br>- 1948年   |  |  |
| 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                         | Select Next Page to continue.   |  | THE LANGE  |  |  |
| Instruction                             |   |  |  |  |  |
| Related Learning                        |   |  |  |  |  |
| Screen Resources                        | Res0,Res45  |  |  |  |  |
| Expert Text                             |   |  | Audi Y/N<br>o  |  |  |
| Expert Type                             | Email/Voicemail   |  |  |  |  |
| Additional Data                         | BBC Editorial Guidelines<br>Note-taking<br>3.4.10   |  |  |  |  |
|   | We must take accurate, reliable and, wh contemporaneous notes of all significant information. We must keep records of relectronic correspondence, background should be kept in a way that allows dou the scripting stage, and if necessary by When we broadcast serious allegations | t research a<br>esearch incl<br>notes and o<br>ble-checkin<br>another me | and other relevant<br>uding written and<br>documents. They<br>g, particularly at<br>ember of the team  |  |  |

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Select From List Killer Y/N m15\_s05\_t05\_015 Bank Screen ID ID Question Y/N Skippable Next Screen ID Last Screen In Branch Y/N Assessment Y/N Show Number of Attempts Marking Fact finding Title Check the notes you've made and then answer the question below. Question Text From the phone call, what have you been told? Choose two or more options, then select CONFIRM. Initial Flash Instruction Review each option carefully then select one or more options and Initial Text-Only Instruction submit your answer. Screenreader Instruction m15\_s05\_t05\_0 The phone from the previous screen Filena Graphic Description off the hook. A question mark on a me post-it note sits next to it. An office phone, the handset is off the hook. Alt text Option 1 text Corre Cautiousness There has been some ct. sort of incident at a chemical factory Corre Υ Cautiousness Option 2 text It sounded like a bomb ct going off Cautiousness Corre Option 3 text An explosion has caused pollution in a river Corre N Cautiousness Option 4 text The story is on the internet Cautiousness Option 5 text Corre There is an acrid smell Corre Cautiousness Option 6 text The factory is on the ct Whitgift Road in Dorberham 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: · there has been some sort of incident at a chemical factory • it sounded like a bomb going off · there is an acrid smell in the air. It's vital that you always make reliable and precise notes. First Attempt Partly Correct First Attempt Totally

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| Incorrect                             |  |
|---------------------------------------|--|
| Final Attempt Partly                  | You haven't got all of the accurate information. At this time all  |
| Correct                               | you've been told is:   |
|                                       | <ul> <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>  |
|                                       | 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.   |
| Final Attempt Totally<br>Incorrect    | If you put together a report based on the information you selected then you would be broadcasting inaccurate information.  |
|                                       | At this time all you've been told is:  |
|                                       | <ul> <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>  |
|                                       | 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.   |
| Reset Instruction                     |  |
| Text-Only Reset Instruction           |  |
| Model Answer Instruction              |  |
| Text-Only Model Answer<br>Instruction |  |
| User Answer Instruction               |  |
| Text-Only User Answer<br>Instruction  |  |
| Flash Final Instruction               | Select <b>NEXT</b> to continue.  |
| Text-Only Final<br>Instruction        | Select Next Page to continue.  |
| Related Learning                      | Control of the Contro |
| Screen Resources                      | Res0   |
| Expert Text                           | Audi Y/N   |
| Expert Type                           | Email/Voicemail  |

| Additional Data | BBC Editorial Guidelines<br>Note-taking<br>3.4.10  |
|-----------------|--|
|                 | 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. |
|                 | 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.   |
| Notes           |  |

|  | 1. Action 1. Ac |                                   |   |                        |
|--|---|-----------------------------------|---|------------------------|
| Screen ID  | m15_s05_t05_020 Bank ID   |                                   | Killer<br>Question  | Y/N                    |
| Skippable  | Y/N   |                                   |   |                        |
| Next Screen ID   |   | Last Scre                         | en In Branch  | Y/N                    |
| Assessment   | Y/N   | de Principalita                   | Herenday 1981   | eriya haziliyi.        |
| Number of Attempts   | 1   |                                   | Show<br>Marking   | Y                      |
| Title  | Next steps  |                                   |   |                        |
| Initial Audio  |   |                                   |   |                        |
| Transcript   | 1   |                                   |   |                        |
| Question Text  | Given the potential seriousness of the sto<br>public health, should you now put out a r   |                                   |   | harm to                |
| Initial Flash<br>Instruction   | Choose Yes or No, then select CONFIRM   | l.                                |   |                        |
| Initial Text-Only<br>Instruction   | Review options carefully then select the canswer.   | correct of                        | otion and sul   | omit your              |
| Graphic Description  | Two buttons. One labelled 'Yes' and one labelled 'No'. Buttons should flast for a few seconds before stopping. Buttons should be in the same colour as the section colour.  |                                   | a m15_s0<br>20  | 05_t05_0               |
| Alt Text   | Two buttons, one labelled 'Yes' the other   | lahelled                          | 'No'  | ili akogto di          |
| Option 1 Label   | Yes   | and Danied.                       | Coord   | 210,43                 |
| Option 1 Alt Text  | Yes.  | il canada                         | and a medical   | 9777                   |
| Option 1 Description   | Yes.  | Caut                              | iousness  |                        |
|  |   |                                   | in-off You o  |                        |
| Option 1 Feedback  | In fact, you should wait. This is effectivel the facts yet. A newsflash at this time co to make some calls first to find out more important to be accurate than to be first   | uld scare<br>. Remem              | people so y<br>ber, it's mor  | ou need                |
| Option 1 Feedback  Option 2 Label  | the facts yet. A newsflash at this time co<br>to make some calls first to find out more   | uld scare<br>. Remem              | people so y<br>ber, it's mor  | ou need                |
| Option 2 Label   | the facts yet. A newsflash at this time co<br>to make some calls first to find out more<br>important to be accurate than to be first  | uld scare<br>. Remem<br>with a st | e people so y<br>ber, it's mor<br>ory.  | ou need<br>e<br>578,51 |
|  | the facts yet. A newsflash at this time co to make some calls first to find out more important to be accurate than to be first  No  No.  No.  | uld scare Remem with a st         | c people so y ber, it's mor ory.  Coord s   | 578,51                 |
| Option 2 Label Option 2 Alt Text   | the facts yet. A newsflash at this time co to make some calls first to find out more important to be accurate than to be first  No  No.   | Caut                              | c people so y ber, it's morory.  Coord s  iousness e accurate the second so you don't | 578,51                 |
| Option 2 Label  Option 2 Alt Text  Option 2 Description  Option 2 Feedback                 | the facts yet. A newsflash at this time co to make some calls first to find out more important to be accurate than to be first  No  No.  Yes, you're right to wait. It's more imporfirst with a story. This is effectively just a facts yet and shouldn't risk scaring people   | Caut                              | c people so y ber, it's morory.  Coord s  iousness e accurate the second so you don't | 578,51                 |
| Option 2 Label  Option 2 Alt Text  Option 2 Description  Option 2 Feedback  Option 3 Label | the facts yet. A newsflash at this time co to make some calls first to find out more important to be accurate than to be first  No  No.  Yes, you're right to wait. It's more imporfirst with a story. This is effectively just a facts yet and shouldn't risk scaring people   | Caut                              | Coord s  Coord s  iousness e accurate the syou don't are some in                      | 578,51                 |
| Option 2 Label  Option 2 Alt Text  Option 2 Description                                    | the facts yet. A newsflash at this time co to make some calls first to find out more important to be accurate than to be first  No  No.  Yes, you're right to wait. It's more imporfirst with a story. This is effectively just a facts yet and shouldn't risk scaring people   | Caut                              | Coord s courses e accurate the syou don't are some in                                 | 578,51                 |

| Option 3 Feedback    |  |   |                     |   |
|----------------------|--|---|---------------------|---|
| Option 4 Label       |  | Coor  | d                   |   |
| operon i zaso.       |  | s   |                     |   |
| Option 4 Alt Text    |  |   |                     | 2075                                    |
| Option 4 Description | Ca   | autiousness   | 78-1                |   |
| Option 4 Feedback    |  |   |                     |   |
| Option 5 Label       |  | Coor  | ď                   |   |
|                      |  | S   |                     |   |
| Option 5 Ait Text    | AGE 17 2 2 3 3 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2   | e de la companya de |                     | -April                                  |
| Option 5 Description | Ca   | autiousness   | 350                 |   |
| Option 5 Feedback    |  |   |                     |   |
| Option 6 Labei       |  | Coor  | ď                   |   |
|                      |  | S   |                     | *************************************** |
| Option 6 Alt Text    | A STATE OF THE STA | 200   |                     | 1                                       |
| Option 6 Description | C  | autiousness   |                     |   |
| Option 6 Feedback    |  |   | <del></del>         |   |
| Correct option       | 2  | Confirm   | . A                 |   |
|                      |  | coords  |                     |   |
| First attempt        |  |   |                     |   |
| feedback             |  |   | ,                   |   |
| Reset Instruction    |  |   | Gerterritis (21912) | C 20 14 29 14 20                        |
| Text-Only Reset      |  | The standard  |                     |   |
| Instruction          |  |   |                     | (*) (#)                                 |
| Flash Final          | Select <b>NEXT</b> to continue.  |   |                     |   |
| Instruction          |  | J 198 (200 A 200 A 200 A 200 A  | Facilities Pil      | s will be 187                           |
| Text-Only Final      | Select Next Page to continue.  |   |                     | 10.00                                   |
| Instruction          |  | HILLS TO SHORE  | 7686 7762           | Sec. 25.00                              |
| Related Learning     | D = -0   |   |                     |   |
| Screen Resources     | Res0   |   |                     |   |
| Expert Text          |  |   | Audi                | Y/N                                     |
| Expert Text          |  |   | 0                   | ] ',''                                  |
| Expert Type          | Email/Voicemail  |   | J                   | L                                       |
| Additional Data      | BBC Editorial Guidelines   |   |                     |   |
| Additional Batta     | Principles   |   |                     |   |
|                      | 3.2.2  |   |                     |   |
|                      |  |   |                     |   |
|                      | All BBC output, as appropriate to its subject ar   | nd nature, m  | ust be              | well                                    |
|                      | sourced, based on sound evidence, thoroughly   |   |                     |   |
|                      | clear, precise language. We should be honest a   |   |                     | it we                                   |
|                      | don't know and avoid unfounded speculation. (  |   |                     |   |
|                      | material facts and other content that cannot be  | e corroborate   | ed shou             | ıld                                     |
|                      | normally be attributed.  |   |                     |   |
|                      |  |   |                     |   |
|                      |  |   |                     |   |

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| Screen ID                    | m15_s05_t05_025  | Bank<br>ID   | Kill<br>Que                | er<br>estion                            | Y/N            |
|------------------------------|--|--|----------------------------|---|----------------|
| Skippable                    | Y/N  |  |                            |   |                |
| Next Screen ID               |  | La   | st Screen I                | n Branch                                | Y/N            |
| Assessment                   | Y/N consequences of the second   |  |                            |   |                |
| Number of Attempts           | 1  |  | Sho<br>Ma                  | ow<br>rking                             | Y              |
| Title                        | Further investigations   |  |                            | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |                |
| Initial Audio<br>Transcript  |  |  |                            |   |                |
| Question Text                | You can't put out a newsflas<br>but you need to make a dec<br>next step?   |  |                            |   |                |
| Initial Flash<br>Instruction | Choose one option then sele  | ect CONFIRM.   |                            |   |                |
| Initial Text-Only            | Review each option carefully   | then select th   | e correct o                | ption and                               | submit         |
| Instruction                  | your answer.   |  | o see an part              |   | 716            |
| Graphic Description          | Four images each with the cas a caption.   | lescription text                                       | Filena<br>me               | m15_s0.<br>25                           | 5_t05_0        |
|                              | Screwed up ball of notep<br>reads 'Do nothing. The calle<br>hysterical and is overreactir                                  | r sounds   |                            |   |                |
|                              | Note to graphic artist, th<br>mock-up of a twitter style s<br>networking site. Caption rea<br>monitoring Twitter and other | ocial<br>ids `Start                                    |                            |   |                |
|                              | 3) Local phonebook. Caption the factory.'  | n reads 'Call  |                            |   |                |
|                              | 4) Photo of emergency serv<br>Caption reads 'Call the eme<br>services.'  |  |                            |   |                |
| Alt Text                     | Four photographic images, second shows a Twitter pag fourth image shows a police   | e, the third sho                                       | ows a t <mark>e</mark> lep | hone and                                | the            |
| Option 1 Label               | Do nothing. The caller soun probably overreacting.   | ds hysterical ar                                       | nd she's                   | Coord<br>s                              | 0,36           |
| Option 1 Alt Text            | Paper in a bin.  |  | · 计算机 (20)                 | New Care                                | 100            |
| Option 1 Description         | Do nothing. The caller soun<br>and she's probably overread   | ting.  | Cautious                   |   |                |
| Option 1 Feedback            | No! You can't ignore the cal<br>obviously a tip-off. It could<br>public health. You need to c<br>emergency services you wo | l. This wasn't n<br>be a big story<br>heck it out fast | with seriou:<br>t. Had you | s consequ<br>phoned th                  | iences f<br>ne |

| A COLOR OF THE            | Benzico chemical storage facility on the Dor<br>have no further details."  | berham Ir   | ndustrial  | Park. We   |
|---------------------------|--|---|--|--|
| Option 2 Label            | Start monitoring Twitter and other websites  |   | Coord s  | 232,36   |
| Option 2 Alt Text         | An image of a social networking site.  | 144 E. E. E. E. E. E.   | 3  | 5/9/0806   |
| Option 2 Description      | Start monitoring Twitter and other websites.   | Cautious  |  |  |
| Option 2 Feedback         | That's not the right choice. You should start rely on Twitter or other social networking si This wasn't meant as one but it is obviously story with serious consequences for public I out fast. Had you phoned the emergency se told: "We can confirm that we are investigal incident, an explosion, at the Benzico chem Dorberham Industrial Park. We have no fur   | tes for acc<br>a tip-off,<br>nealth, You<br>ervices you<br>ting a seri<br>ical storac | curate information It could uneed to would he would he would he facility s." | formation. be a big check it have been bing on the   |
| Option 3 Label            | Call the factory.  |   | Coord<br>s   | 466,36   |
| Option 3 Alt Text         | An image of a local phonebook.   | Galletin Tarr   | * 4,000  | AAP TO THE   |
| Option 3 Description      | Call the factory.  | Cautious  | ness   | <u> </u>   |
| Option 3 Feedback         | That's not the right choice. How can you ca<br>know which one it is! And even if your local<br>a good idea, there are better first steps. Ha<br>emergency services you would have been t<br>we are investigating a serious ongoing incic<br>Benzico chemical storage facility on the Doi<br>have no further details."  | knowledg<br>d you pho<br>old: "We o<br>lent, an ex                                    | e means<br>ined the<br>can confi<br>kplosion,                                | rm that<br>at the<br>Park. We  |
| Option 4 Label            | Phone the emergency services.  |   | Coord<br>s   | 701,36   |
| Option 4 Alt Text         | Image of emergency services personnel.   |   | *學學情   | 10 THE TOTAL |
| Option 4 Description      | Phone the emergency services.  | Cautious  |  | <u> </u>   |
| Option 4 Feedback         | Yes! This is the best first call. The emergen<br>"We can confirm that we are investigating a<br>an explosion, at the Benzico chemical stora<br>Industrial Park. We have no further details.  | a serious o   | ngoing i   | ncident,   |
| Option 5 Label            |  |   | Coord<br>s   |  |
| Option 5 Alt Text         | Section 2  |   |  |  |
| Option 5 Description      |  | Cautious  | sness  |  |
| Option 5 Feedback         |  |   |  |  |
| Option 6 Label            |  |   | Coord<br>s   |  |
| Option 6 Alt Text         | A STATE OF S |   |  | 美國政  |
| Option 6 Description      |  | Cautious  | sness  |  |
| Option 6 Feedback         |  |   |  |  |
| Correct option            | 4  | Confi<br>coord  |  | 446,380  |
| First attempt<br>feedback |  |   | _  |  |

Gathering material

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Gathering material

| Reset Instruction              | .  |        |   |
|--------------------------------|--|--------|---|
| Text-Only Reset<br>Instruction |  |        | . The state                             |
| Flash Final<br>Instruction     | Select <b>NEXT</b> to continue.  |        | *************************************** |
| Text-Only Final<br>Instruction | Select Next Page to continue.  | - 11 m |   |
| Related Learning               |  |        |   |
| Screen Resources               | Res0   |        |   |
| Expert Text                    |  | Audi   | Y/N                                     |
| Expert Type                    | Email/Voicemail  |        |   |
| Additional Data                | BBC Editorial Guidelines<br>Gathering Material<br>3.4.1  |        |   |
|                                | We should try to witness events and gather information firs Where this is not possible, we should talk to first hand sour where necessary, corroborate their evidence. We should be rely on a single source. If we do rely on a single source, a the-record source is always preferable. | ces an | d,<br>ant to                            |
|                                | We should record our research interviews with sources whe possible. In circumstances where recording might inhibit th notes should be made, preferably at the time or, if not, as possible afterwards.   | e sour |   |
| Notes                          |  |        |   |

| Graphical MCQ                    |  |   |                           |                      |                      |
|----------------------------------|--|---|---------------------------|----------------------|----------------------|
| Screen ID                        | m15_s05_t05_030  | Bank<br>ID                                | Kill<br>Qu                | er<br>estion         | Y/N                  |
| Skippable                        | Y/N  |   |                           |                      |                      |
| Next Screen ID                   |  |   | st Screen I               | in Branch            | Y/N                  |
| Assessment                       | Y/N  | COMPANIES CONTRACTOR                      | Le or et et e             |                      | Strate (Free Strate) |
| Number of Attempts               | 1  | :   | Sho<br>Ma                 | ow<br>rking          | Y                    |
| Title                            | Go live?   |   |                           |                      |                      |
| Initial Audio<br>Transcript      |  |   |                           |                      |                      |
| Question Text                    | This is potentially a big s<br>multimedia reporter is di<br>facility to find out what's<br>newsflash?  | spatched to the Be<br>happening. Do yo    | enzico cher               | nical stor           | age                  |
| Initial Flash<br>Instruction     | Choose Yes or No, then s   |   |                           |                      |                      |
| Initial Text-Only<br>Instruction | Review each option carel your answer.  |   | 10 mm                     | 1000000              | 3,784,403            |
| Graphic Description              | Two buttons. One labelle labelled 'No'. Buttons sho few seconds before stop graphic as m15_s05_t05   | ould flash for a<br>bing. Same            | Filena<br>me              | m15_s(<br>30         | 05_t05_0             |
| Alt Text                         | Two buttons. One labelle   | d 'Yes' and one la                        | belled 'No'.              |                      | 760 A 4 4 4 5        |
| Option 1 Label                   | Yes.   |   |                           | Coord<br>s           | 173,47               |
| Option 1 Alt Text                | Yes.   |   |                           | anderes.             |                      |
| Option 1 Description             | Yes.   |   | Cautious                  | sness                |                      |
| Option 1 Feedback                | Yes! Now that an incider services you have enoug   | t has been confirm<br>h accurate inform   | ned by the<br>ation to pu | emerger<br>t out a n | ncy<br>ewsflash      |
| Option 2 Label                   | No.  |   |                           | Coord<br>s           | 584,48               |
| Option 2 Alt Text                | No.  | 100 A C C C C C C C C C C C C C C C C C C |                           |                      |                      |
| Option 2 Description             | No.  |   | Cautious                  |                      |                      |
| Option 2 Feedback                | In fact, you do have eno<br>newsflash. The emergen<br>incident being investigat  | cy services have c                        | onfirmed t                | hat there            | i<br>e is an         |
| Option 3 Label                   |  |   |                           | Coord                |                      |
| Option 3 Alt Text                | AND SECURE SEC   |   | A CONTRACTOR              |                      | 24000                |
| Option 3 Description             |  |   | Cautious                  | sness                |                      |
| Option 3 Feedback                |  |   |                           |                      |                      |
| Option 4 Label                   |  |   |                           | Coord<br>s           |                      |
| Option 4 Alt Text                | A STATE OF THE STA |   |                           |                      |                      |
| Option 4 Description             |  |   | Cautious                  | sness                |                      |
| Option 4 Feedback                |  |   |                           |                      |                      |

| Option 5 Label                 | Coo  | rd         |          |
|--------------------------------|--|------------|----------|
| Option 5 Alt Text              |  | 4.494      | petak ar |
| Option 5 Description           | Cautiousness   |            |          |
| Option 5 Feedback              |  |            |          |
| Option 6 Label                 | Coo<br>s   | rd         |          |
| Option 6 Alt Text              |  | 14 SAM     |          |
| Option 6 Description           | Cautiousness   | Agg.       |          |
| Option 6 Feedback              |  |            |          |
| Correct option                 | 1 Confirm coords   | 1972.5     |          |
| First attempt<br>feedback      |  |            |          |
| Reset Instruction              |  |            |          |
| Text-Only Reset<br>Instruction |  |            | 17 27 E  |
| Flash Final<br>Instruction     | Select <b>NEXT</b> to continue.  |            |          |
| Text-Only Final<br>Instruction | Select Next Page to continue.  | The second |          |
| Related Learning               |  |            |          |
| Screen Resources               | Res0   |            |          |
| Expert Text                    |  | Audi       | Y/N      |
| Expert Type                    | Email/Voicemail  |            |          |
| Additional Data                | BBC Editorial Guidelines Principles 3.2.3  The BBC must not knowingly and materially mislead its au should not distort known facts, present invented material otherwise undermine our audiences' trust in our content. |            |          |
| Notes                          |  |            |          |

| Text and Graphic            | m15_s05_t05_035  | in the second of the late   |                 |
|-----------------------------|--|---|-----------------|
| Screen ID                   | Y/N  |   |                 |
| Skippable                   | 1718   | Last Screen In E  | Branch Y/N      |
| Next Screen ID              | P  | 7 Last Screen III L   | arditett   1717 |
| Layout<br>Title             | The story in print   |   |                 |
| Initial Audio Transcript    | The story in print   |   |                 |
| Initial Text                | You are moving fast, but it seems                                  | others have got the   | ere first. Your |
| Tillian Foxe                | reporter, en route to Benzico, has                                 | discovered the stor   | y on the local  |
|                             | paper's website. She sends you th                                  | is email  |                 |
| BodyText                    |  |   |                 |
| BodyText Properties         | Body Text Size 917,104   | Body Text Coords  | 0,378           |
| Graphic Description         | An email that reads:   | Filename  | m15_s05_t       |
|                             |  |   | 05_035          |
|                             | Hi,  |   |                 |
|                             | En route to Benzico, but found                                     |   |                 |
|                             | this on the Dorberham Gazette                                      |   | <b>1</b>        |
|                             | 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."                                  |   |                 |
|                             | Waste is leaking into the river.                                   |   | A.              |
|                             | well to the state of the office Alex                               |   |                 |
|                             | Will be in contact shortly. Also<br>Moonshine FM has picked up the |   |                 |
|                             | story. You might want to check it                                  |   |                 |
|                             | out.   |   | P.              |
|                             | out.   |   | Ţ?              |
|                             | Cheers,  |   |                 |
|                             |  |   |                 |
| Alt Text                    | This graphic contains the  | Graphic Coords  | 0,112           |
|                             | following content.   |   |                 |
| Label                       |  | tabal Caarda  | 12,123          |
| Label Properties            | Label Size 150,26  | Label Coords  |                 |
| Flash Final Instruction     | Select <b>NEXT</b> to continue.                                    | siz   | coord           |
| Take Oally Class            | The email contains the following to                                | e<br>ovt  | S               |
| Text-Only Final Instruction | THE ELITAR CORRAINS THE TOROWING O                                 | CAL.  |                 |
| INSUUCUON :                 |  | gun and more than   |                 |
|                             | From: anna.adams@bbc.co.uk   |   |                 |
| in the second second        |  | TOTAL SECTION OF THE | LANTING TO      |
|                             | Subject: Benzico   | Table of the second second  |                 |
|                             |  |   | 100             |
|                             | HI,  |   |                 |
|                             |  | a an tha Darbarhan  | Cazotto         |
|                             | En route to Benzico, but found thi                                 | s on the Dolbernan  | i Gazette       |

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Gathering material

|                  | 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 th 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,  |
|                  | Select Next Page to continue.  |
| Related Learning |  |
| Screen Resources | Res0   |
| Expert Text      | Audi Y/I   |
| Expert Type      | Email/Voicemail  |
| Additional Data  | BBC Editorial Guidelines Principles 3.2.1 We must do all we can to ensure due accuracy in all our output.  |
|                  | Practices 3.4.1 We should try to witness events and gather information first hand. Where this is not possible, we should talk to first hand source 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 |

| Screen ID   | m15_s05_t05_040   |   |                                 |                                 |      |
|---|---|---|---------------------------------|---------------------------------|------|
| Skippable   | Y/N   |   |                                 |                                 |      |
| Next Screen ID  |   | ast Screen                              | In Bran                         | ich `                           | 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 note   |   |                                 |                                 |      |
| Text-Only Initial<br>Instruction  | A flash audio player follows. Select the p  | lay button                              | to start                        | the a                           | oibu |
| Screenreader<br>Instruction   |   | 95.1                                    | <b>.</b>                        |                                 |      |
| Video Description   | An illustration of a DAB radio emitting sound waves.  | Filena<br>me                            | m15_<br>40                      | _s05t                           | U5_  |
| Video Text-Only Scene<br>Setter   | Image of a DAB radio emitting sound wa  | ves.                                    | Fre Edi                         |                                 |      |
| Video Alignment   | Sorry, there's no transcript available on   |   |                                 |                                 |      |
| Video Transcript  | take notes from the broadcast.  |   |                                 |                                 |      |
|   |   |   |                                 |                                 |      |
| Body Text   |   |   |                                 |                                 |      |
| Body Text Flash Final Instruction   | Select <b>NEXT</b> to continue.   |   |                                 |                                 |      |
| Flash Final Instruction<br>Text-Only Final<br>Instruction   | Select NEXT to continue. Select Next Page to continue.  |   |                                 |                                 |      |
| Flash Final Instruction<br>Text-Only Final<br>Instruction<br>Related Learning                                 | Select Next Page to continue.   |   |                                 |                                 |      |
| Flash Final Instruction Text-Only Final Instruction Related Learning Screen Resources                         |   |   |                                 |                                 |      |
| Flash Final Instruction<br>Text-Only Final<br>Instruction<br>Related Learning                                 | Select Next Page to continue.   |   |                                 | Audi                            | Y/   |
| Flash Final Instruction Text-Only Final Instruction Related Learning Screen Resources Expert Text Expert Type | Select Next Page to continue.  Res0,Res46   |   |                                 |                                 | Y/   |
| Flash Final Instruction Text-Only Final Instruction Related Learning Screen Resources Expert Text             | Res0,Res46  BBC Editorial Guidelines Principles   |   | #17 D                           |                                 | Y/   |
| Flash Final Instruction Text-Only Final Instruction Related Learning Screen Resources Expert Text Expert Type | Select Next Page to continue.  Res0,Res46  BBC Editorial Guidelines   | データン (J編教<br>・                          |                                 |                                 |      |
| Flash Final Instruction Text-Only Final Instruction Related Learning Screen Resources Expert Text Expert Type | Res0,Res46  BBC Editorial Guidelines Principles 3.2.2  All BBC output, as appropriate to its sub  | ject and na                             | ature, m                        | nust be                         |      |
| Flash Final Instruction Text-Only Final Instruction Related Learning Screen Resources Expert Text Expert Type | Res0,Res46  BBC Editorial Guidelines Principles 3.2.2  All BBC output, as appropriate to its subsourced, based on sound evidence, thor  | oughly test                             | ed and                          | o<br>nust be                    | e we |
| Flash Final Instruction Text-Only Final Instruction Related Learning Screen Resources Expert Text Expert Type | Res0,Res46  BBC Editorial Guidelines Principles 3.2.2  All BBC output, as appropriate to its subsourced, based on sound evidence, thor in clear, precise language. We should be   | oughly test<br>honest an                | ted and open                    | nust be                         | e we |
| Flash Final Instruction Text-Only Final Instruction Related Learning Screen Resources Expert Text Expert Type | Res0,Res46  BBC Editorial Guidelines Principles 3.2.2  All BBC output, as appropriate to its sub sourced, based on sound evidence, thor in clear, precise language. We should be we don't know and avoid unfounded specific | oughly test<br>honest an<br>culation. C | ted and<br>id open<br>llaims, a | o<br>nust be<br>preser<br>about | e we |
| Flash Final Instruction Text-Only Final Instruction Related Learning Screen Resources Expert Text Expert Type | Res0,Res46  BBC Editorial Guidelines Principles 3.2.2  All BBC output, as appropriate to its subsourced, based on sound evidence, thor in clear, precise language. We should be   | oughly test<br>honest an<br>culation. C | ted and<br>id open<br>llaims, a | o<br>nust be<br>preser<br>about | e we |

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Gathering material

| Newsflash  |  |   | In Branch   | Y/N  |
|--|--|---|---|--|
| Newsflash<br>Audio   |  |   | In Branch   | Y/N  |
| Newsflash<br>Audio   |  |   | A CASTONIST CONTRACTOR  |  |
| Newsflash<br>Audio   |  | C   | A section of the section of   | a Div  |
| Audio  |  |   | how<br>arking   | N  |
|  |  |   |   |  |
|  | er en  |   |   |  |
| ou now have enough infreporter has prepared a r  | formation to to<br>number of op  | proadcast a r<br>tions.   | newsflash. Yo   | our  |
|  |  |   | CHOOSE wh   | ich on   |
|  |  |   | Select each   |  |
| humbnail to reveal a flas<br>start the video. A transcr<br>selecting the Show trans  | sh video play<br>ipt of the dia<br>cript link. Wh  | er then selec<br>logue can be<br>en you have  | t the play but<br>accessed by<br>reviewed th  | utton t<br>/<br>e  |
|  |  |   |   | liday 14   |
|  |  |   | and Parallel Street   |  |
|  |  |   |   |  |
| Newsflash one  |  | Cautiousne<br>ss  |   |  |
|  |  | Filename  | m15_s05<br>45_1   | _t05_  |
| Still from the news repor  | t.   |   | AND STREET  | and and  |
| :  |  | Filename  | m15_s05<br>45_1.flv   | _t05_  |
| A news report about the  | Incident.  |   |   |  |
|  |  |   | e alteria   |  |
| Reports are coming in o<br>storage facility in Dorber<br>nearing a loud explosion<br>air and brown sludge in t<br>clear whether any of the<br>prigade are at Dorberhar<br>whether there are any ca | ham. A memi<br>at the facility<br>the nearby Riv<br>se are connect<br>n Industrial P   | ber of the pur<br>as well as a<br>ver Dorber -<br>cted. Both the<br>ark, although   | iblic has repoin acrid smel<br>although it's<br>e police and<br>h it is not kn  | orted<br>II in the<br>not<br>the fill<br>lown  |
|  |  |   | don't forget  | our  |
|  |  |   |   |  |
|  | Newsflash one  A news report about the evening a loud explosion and clips, choose of the event and the event about the event a | Newsflash one  Still from the news report.  A news report about the Incident.  Newsreader Reports are coming in of a serious instrange facility in Dorberham. A memberaring a loud explosion at the facility air and brown sludge in the nearby Richer whether any of these are connecting are at Dorberham Industrial Pwhether there are any casualties. We we have it.  If you have information you'd like to swebsite. You can email us at" [fades website. You can email us at" | Newsflash one  Cautiousness Filename  Cautiousness A news report about the Incident:  Reports are coming in of a serious incident at the storage facility in Dorberham. A member of the pueraring a loud explosion at the facility as well as a giar and brown sludge in the nearby River Dorbertear whether any of these are connected. Both thorigade are at Dorberham Industrial Park, althoug whether there are any casualties. We will bring yow have it.  If you have information you'd like to share with us website. You can email us at" [fades out] | A news report about the incident.  Newsreader Reports are coming in of a serious incident at the Benzico che storage facility in Dorberham. A member of the public has reported are at Dorberham Industrial Park, although it's not knew there are any casualties. We will bring you more news we have it.  If you have information you'd like to share with us don't forget website. You can email us at" [fades out] |

| Label                                     |   | SS  |   |
|---|---|---|---|
| Option 2 Thumbnail                        |   | Filename  | m15_s05_t05_0   |
| Description                               |   |   | 45_2  |
| Option 2 Thumbnail                        | Still from the news report.   |   | 200   |
| Graphic Alt Text                          | <b>美国共享</b>   |   | - 45 -05 405 0  |
| Option 2 Video                            |   | Filename  | m15_s05_t05_0<br>45 2.flv   |
| Description                               |   | 794.00 364.00 500   | 43_2.110  |
| Option 2 Video Text-                      | A news report about the incident.   |   |   |
| Only Scene Setter                         |   | SELIAS SOCIED   |   |
| Option 2 Video<br>Transcript              | Newsreader "Reports are coming in of an horrific istorage facility in Dorberham. Witness that sounded like a bornb going off, stilling the air. Brown sludge has been Dorber. Emergency services are on the casualties. We will bring you an updat If you have information you'd like to still website. You can email us at" [fades | ses have repor<br>wiftly followed<br>spotted in the<br>e scene and d<br>e when we ha<br>share with us o | ted hearing a noise by an acrid smell nearby River galing with any ve it. |
|   |   |   | T   |
| Option 3 Thumbnail<br>Label               | Newsflash three   | Cautiousne<br>ss  |   |
| Option 3 Thumbnail Description            |   | Filename  | m15_s05_t05_0<br>45_3   |
| Option 3 Thumbnail                        | Still from the news report.   | 100   | 100   |
| Graphic Alt Text                          |   |   | 1986  |
| Option 3 Video<br>Description             |   | Filename  | m15_s05_t05_0<br>45_3.flv   |
| Option 3 Video Text-<br>Only Scene Setter | A news report about the incident.   |   |   |
| Option 3 Video                            | Newsreader  |   |   |
| Transcript                                | "Reports are coming in of an explosio   | n at the Benzi  | co chemical storage   |
|   | facility in Dorberham. The explosion of into the air and brown sludge has been  | aused chemic  | al pollution to erupt   |
|   | nearby River Dorber. Emergency serv   | ices are on the   | e scene although it   |
|   | is not yet known if there are any casu  | alties. We will   | bring you an  |
|   | update when we have it.   |   | 7,  |
|   |   |   |   |
|   | If you have information you'd like to swebsite. You can email us at" [fade:   | share with us o<br>s out]"  | don't forget our  |
| Option 4 Thumbnail                        |   | Cautiousne  |   |
| Label Option 4 Thumbnail                  |   | Filename  |   |
| Description                               |   | Hename  | .19   |
| Option 4 Thumbnail                        | (2) (A) 新设置 (2) (A) (A) (A) (A) (A) (A) (A) (A) (A) (A  | - aratisa aratika Pi  | 10.00   |
| Graphic Alt Text                          |   | 10 mm   | <b>公共</b>   |
| Option 4 Video                            |   | Filename  |   |
| Description                               |   | <u> </u>  |   |
| Option 4 Video Text-                      | 1000 1885 27 1985 24 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1  | year ola sahii  | 1.0   |
| Only Scene Setter                         |   |   |   |

Gathering material

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| Option 4 Video  | !  |
|---|--|
| Transcript  |  |
| Option 5 Thumbnail  | Cautiousne   |
| Label   | SS   |
| Option 5 Thumbnail  | Filename   |
| Description   |  |
| Option 5 Thumbnail  |  |
| Graphic Alt Text  |  |
| Option 5 Video  | Filename   |
| Description   |  |
| Option 5 Video Text-  |  |
| Only Scene Setter   | and the second   |
| Option 5 Video  | 2. たいは、おいないと、このからないのないできたいないない。 おします。というは、おいないは、おいないないないないないないないないないないないないないないないないないないな  |
| Transcript  |  |
| Option 6 Thumbnail  | Cautiousne   |
| Label   | ss   |
| Option 6 Thumbnail  | Filename   |
| Description   |  |
| Option 6 Thumbnail  |  |
| Graphic Alt Text  |  |
| Option 6 Video  | Filename   |
| Description   |  |
| Option 6 Video Text-  |  |
| Only Scene Setter   |  |
| Option 6 Video  |  |
| Transcript  |  |
| Correct option no. 1  |  |
| Use Video Feedback N  |  |
| Feedback 1 Video  | Filename   |
| Description   |  |
| Feedback 1 Video  |  |
| Transcript  | •  |
|   |  |
| Feedback 1 Video  |  |
|   |  |
| Feedback 1 Video  |  |
| Feedback 1 Video<br>Text-Only Scene   | Filename   |
| Feedback 1 Video<br>Text-Only Scene<br>Setter   | Filename   |
| Feedback 1 Video Text-Only Scene Setter Feedback 2 Video  | Filename   |
| Feedback 1 Video Text-Only Scene Setter Feedback 2 Video Description  | Filename   |
| Feedback 1 Video Text-Only Scene Setter Feedback 2 Video Description Feedback 2 Video   | Filename   |
| Feedback 1 Video Text-Only Scene Setter Feedback 2 Video Description Feedback 2 Video Transcript  | Filename    Filename   Property   Property |
| Feedback 1 Video Text-Only Scene Setter Feedback 2 Video Description Feedback 2 Video Transcript Feedback 2 Video   | Filename  Filename   |
| Feedback 1 Video Text-Only Scene Setter Feedback 2 Video Description Feedback 2 Video Transcript Feedback 2 Video Text-Only Scene   | Filename  Filename   |
| Feedback 1 Video Text-Only Scene Setter Feedback 2 Video Description Feedback 2 Video Transcript Feedback 2 Video Text-Only Scene Setter Feedback 3 Video Description   |  |
| Feedback 1 Video Text-Only Scene Setter Feedback 2 Video Description Feedback 2 Video Transcript Feedback 2 Video Text-Only Scene Setter Feedback 3 Video   |  |
| Feedback 1 Video Text-Only Scene Setter Feedback 2 Video Description Feedback 2 Video Transcript Feedback 2 Video Text-Only Scene Setter Feedback 3 Video Description   |  |
| Feedback 1 Video Text-Only Scene Setter Feedback 2 Video Description Feedback 2 Video Transcript Feedback 2 Video Text-Only Scene Setter Feedback 3 Video Description Feedback 3 Video  |  |
| Feedback 1 Video Text-Only Scene Setter Feedback 2 Video Description Feedback 2 Video Transcript Feedback 2 Video Text-Only Scene Setter Feedback 3 Video Description Feedback 3 Video Transcript Feedback 3 Video Transcript Feedback 3 Video Text-Only Scene  |  |
| Feedback 1 Video Text-Only Scene Setter Feedback 2 Video Description Feedback 2 Video Transcript Feedback 2 Video Text-Only Scene Setter Feedback 3 Video Description Feedback 3 Video Transcript Feedback 3 Video Text-Only Scene Setter |  |
| Feedback 1 Video Text-Only Scene Setter Feedback 2 Video Description Feedback 2 Video Transcript Feedback 2 Video Text-Only Scene Setter Feedback 3 Video Description Feedback 3 Video Transcript Feedback 3 Video Transcript Feedback 3 Video Text-Only Scene  |  |

| Feedback 4 Video               |  |                     |
|--------------------------------|--|---------------------|
| Transcript                     |  | w (Schoolse School) |
| Feedback 4 Video               |  |                     |
| Text-Only Scene                | The course of th   |                     |
| Setter                         | The State of the S   | 37 H 37 H 3         |
| Feedback 5 Video               | Filename   |                     |
| Description                    |  |                     |
| Feedback 5 Video<br>Transcript | And the second s   | otto agino e soa    |
| Feedback 5 Video               | CONTRACTOR DESCRIPTION OF THE PROPERTY OF THE    | Suct to             |
| Text-Only Scene                |  | H. San              |
| Setter                         |  |                     |
| Feedback 6 Video               | Filename   |                     |
| Description                    |  |                     |
| Feedback 6 Video               |  |                     |
| Transcript                     |  |                     |
| Feedback 6 Video               |  | 57/8/17             |
| Text-Only Scene                | THE STATE OF THE S   |                     |
| Setter                         |  |                     |
| Feedback 1 Text                | Yes, this is the best choice of newsflash. You have stuck to the ki  | nown                |
|                                | 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.   |                     |
|                                | Find out more by selecting <b>THE GUIDELINES.</b>  |                     |
| Feedback 1 Graphic             | Filename   |                     |
| Description                    |  |                     |
| Feedback 1 Graphic Alt<br>Text | PRINCE<br>PARTY PARTY NAMED IN THE |                     |
| Feedback 2 Text                | This isn't a good choice as this newsflash contains sensational language and unsubstantiated information. You don't know whet the acrid smell and sludge in the river are connected to the explo Nor is it known whether there are any casualties.   |                     |
|                                | You should have chosen clip one as this sticks to the known facts this case, the information supplied by the emergency services. To ther details are also correctly attributed. Find out more by selecting <b>THE GUIDELINES</b> .   | s – in<br>he        |
| Feedback 2 Graphic Description | Filename   |                     |
| Feedback 2 Graphic Alt         |  | 35.08               |
| Text                           |  |                     |

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Gathering material

| Feedback 3 Text                    | 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.  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. Find out more by selecting <b>THE GUIDELINES.</b>   |                       |  |
|------------------------------------|--|-----------------------|--|
| Feedback 3 Graphic                 | Filename   |                       |  |
| Description                        |  |                       |  |
| Feedback 3 Graphic Alt             |  | Ble Later             |  |
| Text                               | 是一种的原则是一种的原则是一种的原则是一种的原则是一种的原则是一种的原则是一种的原则是一种原则是一种原则是一种原则是一种原则是一种原则是一种原则是一种原则是一种   | E78/10                |  |
| Feedback 4 Text Feedback 4 Graphic |  |                       |  |
| Description                        | Filename   |                       |  |
| Feedback 4 Graphic Alt             |  |                       |  |
| Text                               |  | ALKEY CONTRACT        |  |
| Feedback 5 Text                    |  |                       |  |
| Feedback 5 Graphic                 | Filename   |                       |  |
| Description                        |  |                       |  |
| Feedback 5 Graphic Alt             |  |                       |  |
| Text<br>Feedback 6 Text            |  |                       |  |
| Feedback 6 Graphic                 | Filename   |                       |  |
| Description                        | Piendine   |                       |  |
| Feedback 6 Graphic Alt             |  |                       |  |
| Text                               |  |                       |  |
| First attempt feedback             |  |                       |  |
| Text                               |  |                       |  |
| First attempt Graphic              | Filename   |                       |  |
| Description First attempt Graphic  |  | ESSERVANTANO.         |  |
| Alt Text                           | The second secon |                       |  |
| Reset Instruction                  |  | MERCHANICA CONTRACTOR |  |
| Text-Only Reset                    |  | (1) Post (1)          |  |
| Instruction                        | <b>2000年2月</b> 10年10月 10日  | Stand 1               |  |
| Flash Final Instruction            | Select NEXT to continue.   |                       |  |
| Text-Only Final                    | Select Next Page to continue.  |                       |  |
| Instruction                        |  |                       |  |
| Related Learning Screen Resources  | Res0,Res31   |                       |  |
| Expert Text                        | Aug  | di Y/N                |  |
|                                    | Aut  | 1/11                  |  |
| Expert Type                        | Email/Voicemail  |                       |  |

| Additional Data | BBC Editorial Guidelines  |
|-----------------|---|
| 1               | Principles  |
|                 | 3.2.1   |
|                 | We must do all we can to ensure due accuracy in all our output.   |
|                 | 3.2.2   |
|                 | 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.  |
|                 | 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. |
| Notes           |   |

Gathering material

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Gathering material

| Single Video Audio Sc            | reen   |   |  |
|----------------------------------|--|---|--|
| Screen ID                        | m15_s05_t05_050  |   |  |
| Skippable                        | Y/N  |   |  |
| Next Screen ID                   | Las  | t Screen I  | n Branch Y/N   |
| Title                            | Reports from the scene   |   |  |
| Media Type                       | Video  |   |  |
| Initial Audio Transcript         |  |   |  |
| Initial Text                     | Having broadcast the newsflash, you now<br>prepare. Your reporter has already sent a<br>location and an interview with the local fir<br>be asked to choose the other components  | piece to c  | amera from the a moment you'll   |
| Flash Initial Instruction        | Select the play arrow to start the video.  |   |  |
| Text-Only Initial<br>Instruction | A flash video player follows. Select the pla<br>A transcript of the dialogue can be access<br>transcript link.   |   |  |
| Screenreader:<br>Instruction     | And the second s |   | The commen   |
| 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.   | Filena<br>me  | m15_s05_t05_0<br>50.flv  |
| Video Text-Only Scene<br>Setter  | Video starts with reporter doing a piece to with the fire chief.   | camera.   | Cuts to Interview  |
| Video Alignment                  | L  |   |  |
| Video Transcript                 | Reporter: "Well we're being held here in over the road from the plant. Emergency that the has been an explosion at Benzico we're standing there's no outward signs o certainly no fire and we haven't seen any sharp smell in the air, which has led to so could have been a chemical leak into the imetres from where we're standing. There' morning with fire crews wearing breathing suits. Now, I spoke to the fire chief earlier to say."   | services he Chemical from explosmoke, but the concerviver which is been a leading apparatus | ave now confirmed s, but from where osions, there's ut there is a very ms that there in is only about 50 ot of activity this is and chemical |
|                                  | CLIP FIRE CHIEF: "We responded to an at 11am from the Benzico facility saying t in one of the storage tanks. We have got that the moment I can't confirm the extent been any contamination in the local environment and casualties, I'm afraid. But the ambut with those, and when I have more information."   | here had I<br>five fire cr<br>of the dan<br>onment, b<br>lance serv                         | peen an explosion<br>ews in attendance.<br>nage or if there's<br>ut there have been<br>rices are dealing                                     |

| 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                 | Audi Y/N   |
| Expert Type                 | Email/Voicemail  |
| Additional Data             | BBC Editorial Guidelines Principles 3.2.1 We must do all we can to ensure due accuracy in all our output.  |
|                             | 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. |
| Notes                       |  |

Gathering material

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Gathering material

| Screen ID                        | m15_s05_t05_052   | Bank  |                                  | Killer             |                                     | Y/N              |
|----------------------------------|---|---|----------------------------------|--------------------|-------------------------------------|------------------|
|                                  |   | ID  |                                  | Questi             | on                                  |                  |
| Skippable                        | Y/N   |   |                                  |                    |                                     |                  |
| Next Screen ID                   |   |   | Last Scre                        | en In B            | ranch                               | Y/N              |
| Assessment                       | Y/N-screensels  |   |                                  | ne made            |                                     |                  |
| Number of Attempts               | 1   |   |                                  | Show<br>Markin     | g                                   | N                |
| Title                            | Further information   |   |                                  |                    |                                     |                  |
| Question Text                    | Your audience is texting known as User Generate with this new information   | d Content (U  | comments<br>GC). What            | and pic<br>are you | ctures.<br>going                    | This is<br>to do |
| Initial Flash Instruction        | Select one of the options   | and then clic   | k CONFIE                         | M                  |                                     |                  |
| Initial Text-Only<br>Instruction | Review each option care your answer.  | fully then sele   | ect the con                      | ect opt            | ion and                             | submi            |
| Screenreader Instruction         | 1672<br>1872  |   |                                  |                    | WILL                                | elin el          |
| Graphic Description              | Montage of images that following screen.  |   | me                               | 52                 |                                     |                  |
| Alt text                         | Four photographs. The fi<br>second shows minor dan<br>major damage to a facto<br>the SMS message 'Two of<br>problems, both live close | nage to the fa<br>ory and the fo<br>children curre<br>e to Benzico'.    | ctory in D<br>urth shows         | orber, ti<br>a mob | he thirc<br>ile bh <mark>o</mark> r | shows<br>ie with |
| Option 1 Text                    | Select the best content t<br>your report but tell your<br>they have been sent in t<br>of the public                                   | audience  | Cautious<br>ss                   | ne                 |                                     |                  |
| Feedback 1                       | You shouldn't use this in can verify where it has c   | formation unt<br>ome from.  | il you kno                       | w how r            | eliable                             | it is an         |
|                                  | UGC can be a very valua thoroughly checking out.  |   | news; ho                         | wever i            | needs                               |                  |
|                                  | 1   |   |                                  |                    |                                     |                  |
| Option 2 Text                    | Be cautious with this cor<br>can't be used until you k<br>about where it's come fr  | now more  | Cautious<br>ss                   | ne                 |                                     | <del></del>      |
| Option 2 Text<br>Feedback 2      |   | now more<br>om<br>reliable the in                                       | ss                               | is and             | can ver<br>r repor                  | ify<br>t.        |
|                                  | can't be used until you k<br>about where it's come fr<br>Yes, until you know how  | now more<br>om<br>reliable the ir<br>it's too risky t<br>ble source for | ss<br>nformation<br>to include i | is and<br>t in you | r repor                             | t.               |

| 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   | Cautiousne   |  |  |
| Option 4 Text   | SS S S S S S S S S S S S S S S S S S S   |  |  |
| Feedback 4  |  |  |  |
| Option 5 Text   | Cautiousne ss  |  |  |
| Feedback 5  | 155  |  |  |
| Option 6 Text   | Cautiousne   |  |  |
| Spiron Silver   | ss Laber   |  |  |
| 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   | Select Next Page to continue.  |  |  |
| Instruction   |  |  |  |
| Related Learning  |  |  |  |
| Screen Resources  | Res0,Res31   |  |  |
| Expert Text   | Audi Y/N   |  |  |
| Expert Type   | Email/Voicemail  |  |  |
| Additional Data   | BBC Editorial Guidelines   |  |  |
|   | Practices  |  |  |
| 1.<br>  | 3.4.2  |  |  |
|   | 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.  |  |  |
|   | 3.4.3  |  |  |
|   | There are separate considerations for user generated content. We   |  |  |
| e de la companya de | should not automatically assume that the material is accurate and  |  |  |
|   | should take reasonable steps, depending on how it is to be used and i  |  |  |
|   | 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.  |  |  |
|   |  |  |  |
| Notes   |  |  |  |

Gathering material

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Gathering material

| Screen ID  | m15_s05_t05_054  |   | ,  |  |  |
|--|--|---|--|--|--|
| Skippable  | Y/N  |   |  |  |  |
| Next Screen ID                                     | Last Screen In Branch Y/N  |   |  |  |  |
| Title  | Research findings  | · · · · · · · · · · · · · · · · · · ·                                     | <u> </u>   |  |  |
| Initial Audio Transcript                           |  |   | · · · · · · · · · · · · · · · · · · ·  |  |  |
| Initial Text                                       | Research has thrown up more information  | on about th   | e UGC sent in.   |  |  |
| Initial Flash Instruction                          | Select each image to find out more.  |   |  |  |  |
| Initial Text-Only<br>Instruction                   | Review the images and text that follow,  | 10  |  |  |  |
| Screenreader<br>Instruction                        |  |   | AND THE REST OF SECTION AND ADDRESS OF THE PARTY OF THE P |  |  |
| 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'.  | Filena<br>me  | m15_s05_t05_0<br>54  |  |  |
| Alt text   | Four photographs. The first shows sludg<br>second shows minor damage to the fact<br>shows major damage to a factory and the<br>phone with the SMS message 'Two child<br>breathing problems, both live close to B   | ory in Dort<br>le fourth si<br>ren curren                                 | er, the third<br>nows a mobile   |  |  |
| Hotspot Type                                       | Custom   |   |  |  |  |
| Hotspot 1 Description                              | Picture of the river which appears to show a thick brown slick. (Should appear as if on Twitpic).  | Hotspo<br>t 1<br>Coords   | 0,112  |  |  |
| Hotspot 1 Alt text                                 | AND DESCRIPTION OF THE PROPERTY OF THE PROPERT |   | 1  |  |  |
| Display Text 1                                     | Display Text 1   | Display   | 108,138,503,156  |  |  |
|  |  | Text 1<br>Coords  |  |  |  |
| Display Image 1                                    |  | Coords Display Image 1  |  |  |  |
| Display Image 1  Display Label 1                   |  | Coords<br>Display<br>Image  |  |  |  |
| Display Image 1  Display Label 1  Display Header 1 | Photo of river slick   | Coords Display Image 1 Coords   |  |  |  |
| Display Image 1  Display Label 1                   | Photo of river slick This picture is being widely used in othe that chemicals are leaking into the River down the woman who sent it in and she several days. She wants to interest you farmers tipping slurry into the river furth   | Coords Display Image 1 Coords  r media to Dorber. Y says it's b in a news | ou've tracked<br>een there for<br>piece about  |  |  |
| Display Image 1  Display Label 1  Display Header 1 | This picture is being widely used in othe<br>that chemicals are leaking into the River<br>down the woman who sent it in and she<br>several days. She wants to interest you   | Coords Display Image 1 Coords  r media to Dorber. Y says it's b in a news | ou've tracked<br>een there for<br>piece about  |  |  |

| Display Page One Text 4                         |  |   |   |
|---|--|---|---|
| Hotspot 2 Description                           | Picture of the facility showing minor damage.  | Hotspo<br>t 2<br>Coords                   | 234,1   |
| Hotspot 2 Alt text                              | September Septem |   | ENTER THE STATE OF  |
| Display Text 2                                  | Display Text 2   | Display<br>Text 2<br>Coords               | 226,208,475,156   |
| Display Image 2                                 |  | Display<br>Image<br>2<br>Coords           |   |
| Display Label 2                                 |  |   |   |
| Display Header 2                                | Local photo  |   |   |
| Display Page Two Text 1                         | The man who took this photo and sent it<br>storage plant. He has a clear view of the<br>have called him back on his landline and<br>is real.   | damage t                                  | o the building. You   |
| Display Page Two Text 2                         |  |   |   |
| Display Page Two Text 3                         |  |   | 4   |
| Display Page Two Text 4                         |  |   | ,   |
| Hotspot 3 Description                           | Picture from CleanGreen environmental group showing major damage to the  | Hotspo<br>t 3                             | 463,111   |
|   | facility and the sludge in the river.  | Coords                                    |   |
| Hotspot 3 Alt text                              |  |   |   |
| Display Text 3                                  | Display Text 3   | Display<br>Text 3<br>Coords               | 234,211,512,175   |
| Display Image 3                                 |  | Display<br>Image<br>3                     |   |
|   |  | Coords                                    |   |
| Display Label 3                                 |  |   |   |
| Display Header 3                                | Provided by CleanGreen   |   |   |
|   |  |   |   |
| Display Page Three Text<br>1                    | This image has come from a group called environmental action group. They are no when you type CleanGreen and Benzico that they have a long standing campaigr picture is an image of an explosion at an months ago.   | it answerii<br>into a seai<br>n against t | ng their phone, but<br>rch engine you see<br>he company. This |
| Display Page Three Text                         | This image has come from a group called<br>environmental action group. They are no<br>when you type CleanGreen and Benzico<br>that they have a long standing campaign<br>picture is an image of an explosion at an   | it answerii<br>into a seai<br>n against t | ng their phone, but<br>rch engine you see<br>he company. This |
| Display Page Three Text Display Page Three Text | This image has come from a group called<br>environmental action group. They are no<br>when you type CleanGreen and Benzico<br>that they have a long standing campaign<br>picture is an image of an explosion at an   | it answerii<br>into a seai<br>n against t | ng their phone, but<br>rch engine you see<br>he company. This |
| Display Page Three Text                         | This image has come from a group called<br>environmental action group. They are no<br>when you type CleanGreen and Benzico<br>that they have a long standing campaign<br>picture is an image of an explosion at an   | it answerii<br>into a seai<br>n against t | ng their phone, but<br>rch engine you see<br>he company. This |

| Hotspot 4 Alt text                              |  |             | A PERSONAL PROPERTY. |
|---|--|-------------|----------------------|
| Display Text 4                                  | Display Text 4   | Display     | 270,165,265,193      |
|   |  | Text 4      |                      |
|   |  | Coords      |                      |
| Display Image 4                                 |  | Display     |                      |
|   |  | Image       |                      |
|   |  | 4           |                      |
|   |  | Coords      | •                    |
| Display Label 4                                 |  | <del></del> | ·                    |
| Display Header 4                                | SMS messages   |             |                      |
| Display Page Four Text                          | This SMS message is from someone who   | isn't ansy  | vering their phone.  |
| 1   | You call the local hospitals to check if two   | o children  | are being treated    |
|   | in A&E with breathing problems but they  |             |                      |
| Display Page Four Text                          |  |             |                      |
| 2   | į  |             |                      |
| Display Page Four Text                          |  |             |                      |
| 3   |  |             |                      |
| Display Page Four Text                          |  |             |                      |
| 4   |  |             |                      |
| Hotspot 5 Description                           |  | Hotspo      | 1                    |
|   |  | t 5         |                      |
|   |  | Coords      | 1                    |
| Hotspot 5 Alt text                              | Committee of the commit |             |                      |
| Display Text 5                                  |  | Display     |                      |
| Display Text 5                                  |  | Text 5      |                      |
|   |  | Coords      |                      |
| Display Image 5                                 |  | Display     |                      |
| Display Image 5                                 |  | Image       |                      |
|   | 1  | 5           |                      |
|   |  | Coords      |                      |
| Display Label 5                                 |  | Coords      |                      |
| Display Header 5                                |  |             |                      |
| Display Page Five Text 1                        |  |             | <del></del>          |
| Display Page Five Text 2                        |  |             |                      |
| Display Page Five Text 3                        |  |             |                      |
|   |  |             |                      |
| Display Page Five Text 4                        |  | T           | T                    |
| Hotspot 6 Description                           |  | Hotspo      |                      |
|   |  | t6          |                      |
| NAMES OF BRIDE                                  |  | Coords      | L                    |
| Hotspot 6 Alt text                              | 2000年2月1日 - 1000年2月1日 - 1000年2月 - 1000年2月1日 - 1000年2月 - 1000年2月 - 1000年2月1日 - 1000年2月 - 1000年2月1日 - 10000年2月1日 - 1000年2月1日 -   | 107197      | ottomicate en esse   |
| Display Text 6                                  |  | Display     | 1                    |
|   |  | Text 6      | 1                    |
|   |  | Coords      |                      |
| Display Image 6                                 |  | Display     |                      |
|   |  | Image       | j                    |
|   |  | 6           |                      |
| Birds Call 12                                   |  | Coords      | ļ                    |
| 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         | Select Next Page to continue.   |  |                                 |
| Instruction             | <b>产性的现在分词 医多种种 人名</b>  |  | ruðus.                          |
| Related Learning        |   |  |                                 |
| Screen Resources        | Res0,Res31  |  | 24/41                           |
| Expert Text             |   | Audi<br>0  | Y/N                             |
| Expert Type             | Email/Voicemail   |  |                                 |
| Additional Data         | BBC Editorial Guidelines Practices 3.4.2 In all our content we must check and verify information, documents, where required to achieve due accuracy. If y been unable to verify material sufficiently, we should say attribute the information. 3.4.3 There are separate considerations for user generated co should not automatically assume that the material is accuracy to achieve due accuracy, to seek verification take special care over how we use any material that we been supplied by a member of a lobby group or organisar vested interest in the story, rather than a disinterested we should carefully scrutinise and, if necessary to achieve accuracy, corroborate eyewitness accounts submitted by before using them, for example by talking to eyewitness phone.  We should ensure that user generated content is clearly such. | we have y so and ntent. No curate a be used n. We m suspect ation wi bystand we due y email ses on t | We nd d and nust thas the aler. |
| Notes                   |   |  |                                 |

| Graphical Select From L          | st 🦂 💮   | (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)   | Sala Sa   | 1.0   |  | Parker 1                              |
|----------------------------------|--|---|---|---|--|---------------------------------------|
| Screen ID                        | m15_s05_t05_055  | Bank<br>ID  |   | Killer<br>Questi                                      | ion  | Y/N                                   |
| Skippable                        | Y/N  |   |   |   |  |                                       |
| Next Screen ID                   |  |   | Last Scre   | en In E   | Branch                                     | Y/N                                   |
| Assessment                       | Y/N  | 1846  | 100   | 65,873,576  |  | regard of                             |
| Number of Attempts               | 1  |   | 1   | Show<br>Markir  | ng   | Y/N                                   |
| Number Of Options To<br>Select   | 1  |   |   |   |  |                                       |
| Title                            | User Generated Content   |   |   |   |  | · · · · · · · · · · · · · · · · · · · |
| Initial Audio Transcript         |  |   |   |   |  |                                       |
| Question Text                    | Having completed the re<br>Generated Content (UGC  |   |   |   |  | hich User                             |
| Initial Flash Instruction        | Choose any bits of UGC account of what is happe  | ning, then:   | select CO   | NFIRM   | l.   |                                       |
| Initial Text-Only<br>Instruction | Review each image carel submit your answer.  | ully then se  | elect one   | or more   | optio                                      | ns and                                |
| Screenreader Instruction         | Constitution Plan  | terminal in   | of the second state                                       | 40000   |  | 6.57644                               |
| Graphic Description              | Four separate images:  |   | Filen<br>me   | ia m<br>55  |  | 5_t05_0                               |
|                                  | 1) Picture of the rive appears to show slick from Twitpic 2) Picture of the faci minor damage. 3) Picture from Clea environmental grimajor damage to and the sludge in 4) One mobile phone showing SMS mereads 'Two childre in A&E with breat problems, both lin Benzico.' | a thick brown thick brown on Green oup showing the facility the river. It is screen stages. One on currently hing re close to | 9   |   |  |                                       |
|                                  | Image 1: a picture from<br>brown slick in the river.<br>Image 2:<br>Picture of the river<br>Image 2: a picture of the<br>Image 3: a picture from<br>major damage to the fac<br>Image 4: One mobile ph<br>reads 'Two children curre<br>live close to Benzico.'              | e facility sho<br>CleanGreen<br>Ility and the<br>one screen<br>ently in A&E   | owing mir<br>erivironr<br>sludge I<br>showing<br>with bre | nor dam<br>mental (<br>n the ri<br>SMS me<br>athing ( | age.<br>group<br>ver:<br>essage<br>proble: | showing .s. One                       |
| Option 1 Label                   | Sludge in the river  |   | t   | s   |  | 0,0                                   |
| Option 1 Alt Text                | Photograph of a river tha  | t has a thic  | k brown   | slick on  | it.  |                                       |

|   | <del></del>                            |                              |                 | <del></del> |          |
|---|--|------------------------------|-----------------|-------------|----------|
| Option 1 Description  | Pictures of the river from nearby      | Cautiou                      | isne            | 1           |          |
|   | residents appear to show a thick       | SS                           |                 | 1           |          |
|   | brown slick, as described by your      | 1000                         |                 | 1           |          |
|   | phone caller.                          |                              |                 |             |          |
| Option 2 Label  | Damage at the facility                 | Correc                       | Υ               | Coord       | 220,0    |
|   |  | t                            |                 | S           |          |
| Option 2 Alt Text   | Photograph of the facility showing i   | ninor da                     | mage            | 33          |          |
| Option 2 Description  | Another resident close to the          | Cautiou                      | sne             |             |          |
|   | facility and inside the emergency      | SS                           |                 |             |          |
|   | services cordon has sent pictures      |                              |                 |             |          |
|   | that show minor damage.                |                              |                 |             |          |
| Option 3 Label  | Previous explosion                     | Correc                       | N               | Coord       | 445,0    |
|   |  | t                            |                 | s           | <u> </u> |
| Option 3 Alt Text   | A photograph showing major dama        | ge to the                    | : facili        | ty and s    | ludge in |
|   | the river.                             |                              |                 |             |          |
| Option 3 Description  | Picture from the environmental         | Caution                      | sne             |             |          |
|   | action group, CleanGreen, shows        | SS                           |                 | 1           |          |
|   | a good clear photo of a slick and      | 1                            |                 |             |          |
|   | the factory with what looks like       |                              |                 |             |          |
|   | major damage. It's very dramatic       |                              | -4              | 1           |          |
|   | and the best shot yet. (Show           | 1 1 1                        |                 | 1           |          |
|   | tight shot of wrecked side of          |                              |                 | 1           |          |
|   | building)                              |                              | 67              | <u> </u>    |          |
| Option 4 Label  | A text message                         | Correc                       | N               | Coord       | 676,0    |
|   |  | <b>t</b>                     |                 | S           |          |
| Option 4 Alt Text   | Image of a mobile phone showing :      |                              |                 |             |          |
|   | currently in A&E with breathing pro    | blems, b                     | oth li          | ve close    | to       |
| 44  | Benzico.                               |                              |                 |             |          |
| Option 4 Description  | Two SMS messages have been             | Cautiou                      | ısne            |             |          |
|   | received from parents who have         | SS                           |                 |             |          |
|   | taken their children from the          |                              |                 |             |          |
|   | Whitgift Road area to hospital         |                              | 18.4            |             |          |
|   |  |                              |                 |             |          |
|   | complaining of breathing               |                              |                 |             |          |
|   | complaining of breathing difficulties. |                              |                 |             |          |
| Option 5 Label  |  | Correc                       |                 | Coord       |          |
|   |  | Correc<br>t                  | Y/<br>N         | Coord       |          |
| Option 5 Label Option 5 Alt Text  |  | t                            | N               |             |          |
|   | difficulties.                          | 1                            | N               |             |          |
| Option 5 Alt Text   | difficulties.                          | t                            | N               |             |          |
| Option 5 Alt Text Option 5 Description                                  | difficulties.                          | t<br>Cautiou                 | N<br>Isne       |             |          |
| Option 5 Alt Text   | difficulties.                          | t<br>Cautiou<br>ss           | sne             | S           |          |
| Option 5 Alt Text Option 5 Description Option 6 Label                   | difficulties.                          | Cautiou<br>ss<br>Correc      | N<br>Isne<br>Y/ | Coord       |          |
| Option 5 Alt Text Option 5 Description Option 6 Label Option 6 Alt Text | difficulties.                          | Cautiou<br>ss<br>Correc<br>t | Isne<br>Y/<br>N | Coord       |          |
| Option 5 Alt Text Option 5 Description Option 6 Label                   | difficulties.                          | Cautiou<br>ss<br>Correc<br>t | Isne<br>Y/<br>N | Coord       |          |
| Option 5 Alt Text Option 5 Description Option 6 Label Option 6 Alt Text | difficulties.                          | Cautiou<br>ss<br>Correc<br>t | Isne<br>Y/<br>N | Coord       |          |

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|                                    | T = 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1  |   |   |
|------------------------------------|--|---|---|
| Totally Correct                    | That's right. The only UGC you should use is the second which shows damage to the factory. You've been able to the caller is genuine and the photo is real. The other the UGC are not safe to use. The picture of the slick in the ronnected to the incident at Benzico so should not be in image from CleanGreen should be discarded as you've edit to be false. You carinot verify whether the SMS message.  | o estat<br>ree pie<br>river is<br>icluded<br>establis<br>age is t | olish<br>ces of<br>not<br>I. The<br>shed          |
| :                                  | so don't use it at this stage. To find out more select <b>TH GUIDELINES</b> .  |   |   |
| First Attempt Partly<br>Correct    | You might want to reconsider. Take another look at the information.  |   |   |
| First Attempt Totally<br>Incorrect | You might want to reconsider. Take another look at the information.  |   |   |
| Final Attempt Partly<br>Correct    | In fact, the only UGC you should use is the second phot which shows damage to the factory. You've been able to the caller is genuine and the photo is real. The other the UGC are not safe to use. The picture of the slick in the reconnected to the incident at Benzico so should not be in image from CleanGreen should be discarded as you've it to be false. You cannot verify whether the SMS messes odon't use it at this stage. To find out more select TH GUIDELINES.   | o estat<br>ree pie<br>river is<br>ncluded<br>establis<br>age is t | olish<br>ces of<br>not<br>i. The<br>shed<br>true, |
| Final Attempt Totally<br>Incorrect | In fact, the only UGC you should use is the second phot which shows damage to the factory. You've been able to the caller is genuine and the photo is real. The other the UGC are not safe to use. The picture of the slick in the reconnected to the incident at Benzico so should not be ir image from CleanGreen should be discarded as you've it to be false. You cannot verify whether the SMS messes so don't use it at this stage. To find out more select TH GUIDELINES. | o estab<br>ree pie<br>river is<br>ncluded<br>establis<br>age is t | olish<br>ces of<br>not<br>I. The<br>shed          |
| Reset Instruction                  | Select <b>RESET</b> to try the question again.   |   |   |
| Text-Only Reset<br>Instruction     | Select RESET to try the question again.  | ngelverrun<br>Malagrafia  |   |
| Model Answer Instruction           | Select <b>MODEL ANSWER</b> to see the correct answers, th <b>NEXT</b> to continue.   |   |   |
| Text-Only Model Answer Instruction | Select MODEL ANSWER to see the correct answers, ther NEXT to continue.   |   |   |
| User Answer Instruction            | Select <b>YOUR ANSWER</b> to see the answers you gave, the <b>NEXT</b> to continue.  |   |   |
| Text-Only User Answer Instruction  | Select YOUR ANSWER to see the answers you gave, the NEXT to continue.  | n selec   | t<br>Hanne  |
| Flash Final Instruction            | Select <b>NEXT</b> to continue.  |   |   |
| Text-Only Final<br>Instruction     | Select Next Page to continue.  | - 0   | in Photos pur                                     |
| Related Learning                   |  |   |   |
| Screen Resources                   | Res2,Res0,Res31  |   |   |
| Expert Text                        |  | Audi<br>o   | Y/N   |

| Expert Type  | Email/Voicemail  |
|--|--|
| Additional Data  | BBC Editorial Guidelines   |
|  | Practices  |
|  | 3.4.2  |
| i.   | 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.  3.4.3  |
|  | There are separate considerations for user generated content. We should not automatically assume that the material is accurate and   |
| term of the second   | 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.<br>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  |
| A Committee of the Comm | as such  |
|  |  |
| Notes  |  |

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| Video Audio Editing                       | 100000  | and the second                                    |   | Marine 1                                  | u reculturi             |
|---|---|---|---|---|-------------------------|
| Screen ID                                 | m15_s05_t05_060   | Bank<br>ID  |   | ler<br>iestion                            | Y/N                     |
| Skippable                                 | Y/N   |   |   |   |                         |
| Next Screen ID                            |   | La  | st Screen                               | In Branch                                 | Y/N                     |
| Assessment                                | Y/N   | allenge being to                                  |   |   |                         |
| Number of Attempts                        | 2   |   |   | ow<br>Irking                              | N                       |
| Title                                     | Vox pops from the scene   |   |   |   |                         |
| Media Type                                | Video   |   | ,                                       |   |                         |
| Initial Audio Transcript                  |   |   |   |   |                         |
| Question Text                             | Along with the report, a ru<br>people at the scene. Whic  |   |   |   | s from                  |
| Initial Flash Instruction                 | Select the play arrow to limore options to include an   |   |   | HOOSE tv                                  | o or                    |
| Initial Text-Only<br>Instruction          | Video clip thumbnails are<br>thumbnail to reveal a flas<br>to start the video. A trans<br>selecting the Show transc<br>options and clips, choose<br>answer. | n video playe<br>cript of the d<br>ript link. Whe | r then sele<br>lalogue ca<br>en you hav | ect the play<br>n be access<br>e reviewed | button<br>sed by<br>the |
| Initial Graphic Description               | A runner holding a boom the side (so interviewee is   | inic off to                                       | Filena<br>me                            | m15_s05                                   | _t05_0                  |
| Initial Graphic Alt text                  | A runner holding a boom   | mic.  |   |   |                         |
| Option 1 Correct                          | Y   |   | utiousne                                |   |                         |
| Option 1 Thumbnail Label                  | A delivery man.   |   |   |   |                         |
| Option 1 Thumbnail<br>Description         | First frame of the video cl   | jp. Fil   | ename                                   | m15_s05                                   | _t05_0                  |
| Option 1 Thumbnail<br>Graphic Alt Text    | A delivery man.   | THE STATE OF STREET                               | distribution in                         |   |                         |
| Option 1 Time Code Start                  | 0   | Tin<br>En   | ne Code<br>d                            | 11720                                     |                         |
| Option 1 Video<br>Description             |   |   | ename                                   | m15_s05<br>60_1.flv                       | _t05_0                  |
| Option 1 Video Text-Only Scene Setter     | A delivery driver talking a   | bout the inci                                     | dent.                                   |   | Marie .                 |
| Option 1 Video Transcript                 | Person one: "I was mak<br>and I heard a huge explos<br>everywhere, like, people i<br>took us to a safe area, wh   | sion. People v                                    | vere runni<br>nat, and th               | ng around<br>nen, they c                  | ome an                  |
|   |   |   |   | ·   |                         |
| Option 2 Correct                          | N   | Ca  | utiousne                                |   |                         |
| Option 2 Correct Option 2 Thumbnail Label | A local male resident. First frame of the video cl  | ss  | A 10 M                                  |   | ····                    |

| Option 2 Thumbnail Graphic Alt Text                                   | A local male resident.   |   | Julia Calenda   |
|---|--|---|---|
| Option 2 Time Code Start  | 11720  | Time Code<br>End  | 20600   |
| Option 2 Video<br>Description   |  | Filename  | m15_s05_t05_0<br>60_2.flv   |
| Option 2 Video Text-Only<br>Scene Setter<br>Option 2 Video Transcript | A local male resident talking about Person two: "I was inside at the   | ne time, and I hea  |   |
|   | I ran outside. And I couldn't act<br>me there was stuff running into   |   | out my friend's to  |
| Option 3 Correct  | N  | Cautiousne<br>ss  |   |
| Option 3 Thumbnail Label  | Two female passers by.   |   |   |
| Option 3 Thumbnail<br>Description                                     | First frame of the video clip.   | Filename  | m15_s05_t05_0<br>60_3   |
| Option 3 Thumbnail<br>Graphic Alt Text                                | Two female passers-by.   |   | PART STATE OF THE |
| Option 3 Time Code Start  | 20600  | Time Code<br>End  | 35680   |
| Option 3 Video<br>Description   |  | Filename  | m15_s05_t05_<br>60_3.flv  |
| Option 3 Video Text-Only<br>Scene Setter<br>Option 3 Video Transcript | Person three: "Well I've alway plant. I mean, there's some ser and they always said that if the be contaminated and there'd be it's happened. They really should be contaminated and there'd be it's happened. | rs been really wor<br>iously dangerous<br>re was an accider<br>poisonous gas ir | ried about this<br>chemicals in ther<br>at the river would<br>a the air. And now  |
| Option 4 Correct  | Y  | Cautiousne<br>ss  |   |
| Option 4 Thumbnail Label  | The wife of a Benzico worker.  |   |   |
| Option 4 Thumbnail<br>Description                                     | First frame of the video clip.   | Filename  | m15_s05_t05_<br>60_4  |
| Option 4 Thumbnail<br>Graphic Alt Text                                | The wife of a Benzico worker.  | policy and an   | 100 E   |
| Grapine Air Text  | 35680  | Time Code   | 48000   |
| Option 4 Time Code Start  |  | End   | m15 s05 t05   |

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| Option 4 Video Transcript   | Person four: "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  | Cautiousne                    |  |  |
|   |  | SS                            |  |  |
| Option 5 Thumbnail Label  |  | T                             |  |  |
| Option 5 Thumbnail<br>Description                                     |  | Filename                      |  |  |
| Option 5 Thumbnail<br>Graphic Alt Text                                | 1 (1) (1) (1) (1) (1) (1) (1) (1) (1) (1   |                               |  |  |
| Option 5 Video Description  |  | Filename                      |  |  |
| Option 5 Video Text-Only<br>Scene Setter                              |  |                               |  |  |
| Option 5 Video Transcript   |  | <u> </u>                      |  |  |
| Option 6 Correct  | Y  | Cautiousne<br>ss              |  |  |
| Option 6 Thumbnail Label  |  |                               |  |  |
| Option 6 Thumbnail<br>Description                                     |  | Filename                      |  |  |
| Option 6 Thumbnail<br>Graphic Alt Text                                |  |                               |  |  |
| Option 6 Video<br>Description   |  | Filename                      |  |  |
| Option 6 Video Text-Only<br>Scene Setter<br>Option 6 Video Transcript |  |                               |  |  |
| Totally Correct   | This is a sensible judgement. The aren't appropriate to use. This is t   |                               |  |  |
|   | <ul> <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<br>Correct                                       | You might want to reconsider. Tak  | ke another look at the clips. |  |  |
| First Attempt Totaliy<br>Incorrect                                    | You might want to reconsider. Tak  | e another look at the clips.  |  |  |

| Final Attempt Partly<br>Correct    | In fact, some of your selections may not be appropriate to use. T is because:   | his  |  |  |  |
|------------------------------------|---|------|--|--|--|
|                                    | <ul> <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>              | )    |  |  |  |
|                                    | Clips one and four would be best as they contain information from eyewitnesses.   |      |  |  |  |
| Final Attempt Totally<br>Incorrect | The vox pops you have chosen are not the best ones to use. This because:  | s is |  |  |  |
|                                    | <ul> <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>              | )    |  |  |  |
|                                    | Clips one and four would be best as they contain information from eyewitnesses.   | m    |  |  |  |
| Reset Instruction                  | Select <b>RESET</b> to make another edit or select <b>CONFIRM</b> if you ar happy with your choices.  |      |  |  |  |
| Text-Only Reset Instruction        | Select RESET to make another edit or select CONFIRM if you are happy with your choices.   |      |  |  |  |
| Model Answer Instruction           | View MODEL ANSWER to view the accurate selections or select NEXT to continue.   |      |  |  |  |
| Text-Only Model Answer Instruction | This video player will show your compiled broadcast. Select the p<br>button to start the video. To see the most appropriate broadcast<br>select MODEL ANSWER. Then select Next Page 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>NEX</b> to continue at any time. |      |  |  |  |
| Text-Only User Answer Instruction  | Select Next Page to continue.   |      |  |  |  |
| Flash Final Instruction            | Select NEXT to view your inbox.   |      |  |  |  |
| Text-Only Final                    | Select Next Page to continue.   |      |  |  |  |
| Instruction                        | 7 OF 28   | 500  |  |  |  |
| Related Learning                   |   |      |  |  |  |
| Screen Resources                   | Res0,Res31  |      |  |  |  |
| Expert Text                        | 0   | /N   |  |  |  |
| Expert Type                        | Email/Voicemail   |      |  |  |  |

| Additional Data | BBC editorial guidelines 3.2.1   |
|-----------------|--|
|                 | We must do all we can to ensure due accuracy in all our output.  |
|                 | 3.2.2 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. |
|                 | <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.   |
|                 | <b>3.2.4</b> We should normally acknowledge serious factual errors and correct them quickly, clearly and appropriately.  |
| Notes           |  |

| Text and Graphic Screen ID   | m15_s05_t05_061   |                    |           |
|--|---|--------------------|-----------|
| Skippable  | N   |                    |           |
| Next Screen ID   |   | Last Screen In Bra | inch N    |
| Layout<br>Title<br>InItial Audio Transcript  | P<br>An email   |                    |           |
| Initial Text   | Your reporter, Anna has just sent   | you an émail       |           |
| BodyText<br>BodyText Properties  | Body Text Size 744,111  | Body Text Coords   | 7,378     |
| Graphic Description  | Please make into an email.  | Filename           | m15_s05_t |
|  | From: Anna Adams  |                    | 05_061    |
|  |   |                    |           |
| *  | To: you@bbc.co.uk   |                    |           |
|  | Subject: News agency report   |                    |           |
|  | Hey,  |                    |           |
|  | FYI, see below for a copy of the<br>report from a news agency I'm<br>not familiar with, but everyone's<br>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   |                    |           |
| The second secon | Subject: News agency report   |                    |           |
|  |   |                    |           |
| encount and progress   | 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<br>chemicals leaking into the River  |                    |           |

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|  | clouds in the                    | reports of gas<br>area following<br>derizico Chemical<br>ty.   |   |   |  |
|--|----------------------------------|--|---|---|--|
|  | Do you think                     | we should use this?  |   |   |  |
|  | Anna                             | の時間では2000年また。<br>1975年前日本第二日   |   |   |  |
| Label  |                                  | Salar Sa   | Maria de la seria della seria |   |  |
| Label Properties   | Label Size                       | 150,26   | Label Coords  |   |  |
| Flash Final Instruction  | When you are continue.           | ready, select <b>NEXT</b>  | to siz<br>e   | coord<br>s                              |  |
| Text-Only Final<br>Instruction   | The email reads                  | s as follows:  |   |   |  |
|  | From: Anna Ac                    | lams   | arker 64  |   |  |
| and the section of   | To: you@bbc.co.uk                |  |   |   |  |
| galificare a production se   | Subject: News                    | s agency report  |   | Market Party of the Salar               |  |
|  |                                  | Therefore all align  |   |   |  |
|  | Hey,                             |  |   |   |  |
|  | FYI, see below familiar with,    | v for a copy of the re<br>but everyone's sayir   | port from a ne<br>ig the same thi   | ws agency I'm not<br>ng:                |  |
|  | Dorber, Other                    | orts of dangerous ch<br>reports of gas cloud<br>lical Storage Facility.  | is in the area fo   | into the River<br>ollowing explosion at |  |
| A Property of the Control of the Con | Do you think we should use this? |  |   |   |  |
|  | Anna                             | Property Control of the Control of t | gunggy ka (   |   |  |
|  | Select Next P                    | age to continue.   | and the second  | THE PROPERTY OF                         |  |
| Related Learning   |                                  |  |   |   |  |
| Screen Resources   | Res0,Res31                       |  |   |   |  |
| Expert Text  |                                  |  |   | Audi Y/N                                |  |
| Expert Type  |                                  |  |   |   |  |

| Additional Data           | BBC Editorial Guidelines  |
|---------------------------|---|
|                           | Accuracy  |
|                           | 3.4.5   |
|                           | Material supplied by third parties needs to be treated with             |
|                           | appropriate caution, taking account of the reputation of the source.    |
|                           |   |
|                           | 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.  |
|                           | We should only use other material supplied by third parties if it is    |
| 1 - 1 - 2 - 3 - 7 - 1 - 1 | crédible 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 quidelines.  |
| l section in              | Greate garacinics.  |
| Notes                     |   |

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| Graphical MCQ                    | inhe in the second second   |  | culture systematics  |  |                                   |
|----------------------------------|---|--|--|--|-----------------------------------|
| Screen ID                        | m15_s05_t05_065   | Bank<br>ID   |  | ler<br>Jestion   | Y/N                               |
| Skippable                        | Y/N   |  |  |  |                                   |
| Next Screen ID                   |   | La   | st Screen  | In Branch  | i Y/N                             |
| Assessment                       | Y/N   |  |  |  |                                   |
| Number of Attempts               | 1   |  |  | iow<br>arking  | Y                                 |
| Title                            | Information influx  |  |  |  |                                   |
| Initial Audio                    |   |  |  |  |                                   |
| Transcript                       |   | · · · · · · · · · · · · · · · · · · ·  |  |  |                                   |
| Question Text                    | The agency report seems are saying. Should you no contaminated and that the the area?   | w report that the  | e river has  | been   |                                   |
| Initial Flash<br>Instruction     | Choose Yes or No, then se   |  |  |  |                                   |
| Initial Text-Only<br>Instruction | Review the options careful your answer.   | Market and   | a manager  | Signer.  |                                   |
| Graphic Description              | Two buttons. One labelled labelled "No". Buttons sho few seconds before stoppi  | uld flash for a<br>ng.   | Filena<br>me   | 65   | 05_t05_0                          |
| Alt Text                         | Two buttons. One labelled   | 'Yes' and one la   | belled 'No'  | in a   |                                   |
| Option 1 Label                   | Yes.  | , , , , , , , , , , , , , , , , , , ,  |  | Coord<br>s   | 206,47                            |
| Option 1 Alt Text                | Yes.  |  |  | harrana a  |                                   |
| Option 1 Description             | Yes.  |  | Cautiou  | sness  |                                   |
| Option 1 Feedback                | The fact that everyone is a on agency reports unless in journalistic standards we have a continuous formation (PA). Until you the agency report shoulding GUIDELINES and MORE | they are from a i<br>know we can rely<br>i or your reporte<br>'t be used. Find | reputable a<br>on, such<br>r can confi<br>out more l   | agency whas Reuter<br>as Reuter<br>irm this ir<br>by selecting | nose<br>s or Press<br>nformation  |
| Option 2 Label                   | No.   | · · · · · · · · · · · · · · · · · · ·  |  | Coord  | 537,48                            |
| Option 2 Alt Text                | No.   | 100  | Contract Con | 1877   | Parl Mary Co.                     |
| Option 2 Description             | No.   |  | Cautiou  | sness  |                                   |
| Option 2 Feedback                | Good decision. You can't r reputable agency whose jo such as Reuters or Press A can confirm this informatiout more by selecting <b>THE</b> guidance.                          | ournalistic standa<br>Association (PA).<br>On the agency re                    | ards we kn<br>Until you<br>port shoul  | ow we ca<br>or your re<br>dn't be us                           | n rely on,<br>porter<br>sed. Find |
| Option 3 Label                   |   |  |  | Coord  |                                   |

|                             | S  |           |              |
|-----------------------------|--|-----------|--------------|
| Option 3 Alt Text           | POST AND THE SECOND STATE OF THE SECOND SECO |           | 65,727,895   |
| Option 3 Description        | Cautiousness   | 2.5       |              |
| Option 3 Feedback           |  |           |              |
| Option 4 Label              | Coor   | d         |              |
| Option 4 Alt Text           |  | k.        |              |
| Option 4 Description        | Cautiousness   |           |              |
| Option 4 Feedback           |  |           |              |
| Option 5 Label              | Coor<br>s  | d         |              |
| Option 5 Alt Text           | Company of the control of the contro | 63.       | UNITED STATE |
| Option 5 Description        | Cautiousness   |           |              |
| Option 5 Feedback           |  |           |              |
| Option 6 Label              | Coor   | d         |              |
| Option 6 Alt Text           | TO THE RESIDENCE   | and the   |              |
| Option 6 Description        | Cautiousness   |           |              |
| Option 6 Feedback           |  |           |              |
| Correct option              | 2 Confirm coords   |           |              |
| First attempt<br>feedback   |  |           |              |
| Reset Instruction           |  |           |              |
| Text-Only Reset Instruction |  |           | #1457.       |
| Flash Final<br>Instruction  | Select <b>NEXT</b> to continue.  |           |              |
| Text-Only Final Instruction | Select Next Page to continue.  |           |              |
| Related Learning            |  |           |              |
| Screen Resources            | Res0,Res31   |           |              |
| Expert Text                 |  | Audi<br>o | N            |
| Expert Type                 |  | •——       | -            |

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Gathering material

| Additional Data | BBC Editorial Guidelines  |
|-----------------|---|
|                 | Accuracy  |
|                 | 3.4.5   |
|                 | Material supplied by third parties needs to be treated with appropriate caution, taking account of the reputation of the source.  |
|                 | 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.   |
|                 | 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. |
| Notes           |   |

| Screen ID                        | m15_s05_t05_070  | Bank<br>ID  | Killer<br>Question   | Ý/N   |
|----------------------------------|--|---|--|---|
| Skippable                        | Y/N  |   |  |   |
| Next Screen ID                   |  | Lā  | ast Screen In Branch   | Y/N   |
| Assessment                       | Y/N  | - 12,000 M ANNUAL STATE   | SECTION CON  |   |
| Number of Attempts               | 1  |   | Show<br>Marking  | N   |
| Title                            | The broadcast report   |   |  |   |
| Media Type                       | Video  |   |  |   |
| Initial Text                     | Having made various acc<br>at the finished news rep<br>feedback.   | curacy decisions<br>ort which will sto  | so far in this task, tak<br>p at key points to pro   | e a loo<br>vide   |
| Text-Only Initial Text           |  | once kale   |  |   |
| Initial Flash Instruction        | Select the play arrow to   | watch the video   |  |   |
| Text-Only Initial<br>Instruction | Select the play button to<br>can be accessed by sele-<br>read the statement mov-<br>next segment.  | cting the Show t  | ranscript link. When y   | ou have   |
| Screenreader                     | The Paris of the Control of the Cont | 466   |  | i i i i i i i i i i i i i i i i i i i   |
| Instruction                      | Complete Complete  | 1. (2.00.1915.44)   | 0.0400000000000000000000000000000000000  | 1100  |
| Video Description                |  | Filename  | m15_s05_t05<br>v   | 070.1   |
|                                  | Well we're being held he from the plant. Emerger has been an explosion a standing, there's no out no fire and we haven't s smell n the air, which habeen a chemical leak int where we're standing. T fire crews wearing breat spoke to the fire chief explose to the fire chief explose to the Benzico facility the storage tanks. We homoment I can't confirm any contamination in the some casualties, I'm afrewith those, and when I know. Thank you.   | ncy services have to Benzico Chemic ward signs of an een any smoke, as led to some control to the river which here's been a lothing apparatus a farlier on, and this ed to an emerge saying there has ave got five fire the extent of the elocal environmaid. But the ambave more information of the control to the extent of the extent of the extent of the extent of the elocal environmaid. But the ambave more informations is serviced to the extent of the elocal environmaid. | e now confirmed that the cals but, from where very explosion; there's centre is a very shorterns that there count is only about 50 method chemical suits. Notes is what he had to satisfy this morning and chemical suits. Notes is what he had to satisfy the had t | there ve're ertainly arp ld have res from w, I y. at 11ar n one o At the been sealing set you |
|                                  | Anna Adams: This van  Vox 1: I was making a heard a huge explosion.  | delivery to the fa  | actory down there, and   | 1 I   |

|  | 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.  Anna Adams: 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.  Text |  |  |
|--|---|--|--|
| Question Type                            | Toyt  | <u> </u>   |  |
| Question Time Code                       | 0.23  |  | · · · · · · · · · · · · · · · · · · ·  |
| Question Text                            | 0.23  |  |  |
|  | The report contains a piece to cam scene. She is reporting only on who speculative statements.  | era from a BBC s<br>at she knows and   | ource at the<br>i not including any  |
| Question Flash<br>Instruction            | Select the play arrow to continue.  |  |  |
| Question Text-Only<br>Video Description  |   | Questio<br>n Text-<br>Only<br>Video<br>Filena<br>me  | m15_s05_t05_0<br>70_1.flv  |
| Question Text-Only<br>Video Scene Setter | Reporter Anna Adams delivering a  | piece to camera.   | 457 (1963)<br>1874 (1963)  |
| Question Text-Only<br>Video Transcript   | Anna Adams: Well we're being held here in the confrom the plant. Emergency services has been an explosion at Benzico C standing, there's no outward signs no fire and we haven't seen any small in the air, which has led to so been a chemical leak into the river where we're standing.   | s have now confir<br>hemicals but, fro<br>of any explosion,<br>noke, but there is<br>me concerns that<br>which is only abo | med that there m where we're there's certainly a very sharp there could have |
| Question Text-Only<br>Instruction        | Select Show next segment to conti   | nue.   | ave 11   |
| Notes                                    | Don't alter the contents of the ' info only   | 'Question Type'  | <b>' field</b> – this is for   |
| Question Type                            | Text  |  |  |
| Question Time Code                       | 1.02  |  |  |
| Question Text                            | The interview is with a trusted sour the current situation is. He clearly shypothesis as to the cause or conse  | states the facts a   | ne exactly what<br>nd doesn't offer a  |
| Question Flash<br>Instruction            | Select the play arrow to continue.  |  |  |

| Question Text-Only<br>Video Description  |  | Questio<br>n Text-<br>Only<br>Video<br>Filena<br>me  | m15_s05_t05_0<br>70_2.fiv  |
|--|--|--|--|
| Question Text-Only<br>Video Scene Setter | The report continues, including a sta  | itement from th  | e local fire chief.  |
| Question Text-Only<br>Video Transcript   | There's been a lot of activity this mo<br>breathing apparatus and chemical si<br>earlier on, and this is what he had to  | uits. Now, I spo   | crews wearing<br>ke to the fire chief  |
|  | Fire Chief: We responded to an eme from the Benzico facility saying ther the storage tanks. We have got five moment I can't confirm the extent cany contamination in the local envir some casualties, I'm afraid. But the with those, and when I have more is know. Thank you.   | e had been an e<br>fire crews in at<br>if the damage o<br>conment, but the<br>ambulance sen<br>oformation I'll b | explosion in one of<br>tendance. At the<br>r if there's been<br>are have been<br>vices are dealing |
| Question Text-Only<br>Instruction        | Select Show next segment to contin   | uė.  |  |
| Notes                                    | Don't alter the contents of the "Question Type" field - this is for info only  |  |  |
| Question Type                            | Text   |  |  |
| Question Time Code                       | 1.27   |  |  |
| Question Text                            | These are the best vox pops to use from the scene.   | as both contain  | information direct   |
| Question Flash<br>Instruction            | Select the play arrow to continue.   |  |  |
| Question Text-Only<br>Video Description  |  | Questlo<br>n Text-<br>Only<br>Video<br>Filena<br>me  | m15_s05_t05_0<br>70_3.flv  |
| Question Text-Only<br>Video Scene Setter | The report concludes with statemen image provided by a local resident.   | ts from two witi   | nesses and an  |
| Question Text-Only<br>Video Transcript   | Anna Adams: This van driver was caught up in the incident  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.  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. |  |  |

| Question Text-Only              | 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. Select Show conclusion to continue.  |   |                 |
|---------------------------------|--|---|-----------------|
| Instruction                     | Select Show Conclusion to Continue.  |   |                 |
| Notes                           | Don't alter the contents of the "Question Type" field info only  | d - this  | is for          |
| Totally Correct                 |  | Following research this image was verified as real and can therefole used in the report. It is also correctly attributed to the source. |                 |
| First Attempt Partly<br>Correct |  |   |                 |
| First Attempt Totally Incorrect |  |   |                 |
| Final Attempt Partly<br>Correct |  |   |                 |
| Final Attempt Totally Incorrect |  |   |                 |
| Reset Instruction               |  |   |                 |
| Text-Only Reset<br>Instruction  |  |   | JF44 (4)        |
| Flash Final Instruction         | Select NEXT to continue.   |   |                 |
| Text-Only Final<br>Instruction  | Select Next Page to continue:  |   |                 |
| Related Learning                |  |   |                 |
| Screen Resources                | Res0,Res31   |   |                 |
| Expert Text                     |  | Audi<br>o   | Y/N             |
| Expert Type                     | Email/Voicemail  |   |                 |
| Additional Data                 | BBC Editorial Guidelines BBC editorial guidelines 3.2.1 We must do all we can to ensure due accuracy in all or   | ur outp   | ut.             |
|                                 | 3.2.2 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. |   | d<br>d<br>tion. |
|                                 | 3.2.3 The BBC must not knowingly and materially mislead it We should not distort known facts, present invented m fact or otherwise undermine our audiences' trust in our   | naterial  | as              |
|                                 | <b>3.4.1</b> We should try to witness events and gather information Where this is not possible, we should talk to first hand where necessary, corroborate their evidence. We should talk to first hand where necessary, corroborate their evidence.  | source  | nand.<br>s and, |

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. 3.4.2 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. 3.4.3 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 We should ensure that user generated content is clearly identified ás such. 3.4.4 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.

Gathering material

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Gathering material

Notes

| Text and Graphic                                       | Training the state of the state | 100  |  |               |
|--|--|--|--|---------------|
| Screen ID  | m15_s05_t05_075  | A SECTION OF THE PROPERTY OF T |  | corp. comins. |
| Skippable  | Y/N  |  |  |               |
| Next Screen ID   |  | Last Screen In Bra   | nch `  | //N           |
| Layout   | P  |  |  |               |
| Title  | The plot thickens  |  |  |               |
| Initial Audio Transcript                               |  |  |  |               |
| Initial Text   | Congratulations! Your news report of information.  | goes out containing o  | nly accı   | ırate         |
| BodyText   | In the end, the damage and the injuturned out to be minimal. One man after a fractured pipe he was repair plant started leaking ammonia. A siminimal amount of damage to the treated at the scene for minor injur. The slick on the river was unrelated children's breathing difficulties could however, that's not the end of the you receive an email  | was treated for 15 ping in the compressonall explosion followoulding. Twenty other ies and allowed home to the explosion and dinot be accounted for  | ercent I<br>r room<br>ed causi<br>ers were<br>e.<br>d the<br>or. | of the        |
| BodyText Properties<br>Graphic Description<br>Alt Text | Body Text Size 460,399<br>Image of chemical barrels on site.<br>Photograph of chemical barrels on<br>the Benzico site.   |  | 0,70<br>m15_s<br>05_07<br>476,-4                                 | 5             |
| Label Properties                                       | Label Size 150,26  | Label Coords   | . 12,12  | 3             |
| Flash Final Instruction                                | Select <b>NEXT</b> to view your inbox.   | siz c<br>e s   | oord   |               |
| Text-Only Final<br>Instruction                         | Select Next Page to continue.  | 1,000  |  | alle of the   |
| Related Learning                                       |  |  |  |               |
| Screen Resources                                       | Res0,Res31   |  |  |               |
| Expert Text  |  |  | Audi<br>o  | Y/N           |
| Expert Type  | Email/Voicemail  |  |  |               |
| Additional Data  | BBC Editorial Guidelines Avoiding Misleading Audiences 3.4.12 We should normally identify on-air and significant contributors, and pr our audiences can judge their statu  | ovide their credentia  |  |               |
| Notes  |  |  |  |               |

| Text and Graphic Screen ID                                  | m15_s05_t05_076  |                              |                               |
|---|--|------------------------------|-------------------------------|
| Skippable   | N  |                              |                               |
| Next Screen ID  |  | Last Screen In Bra           | nch N                         |
| Layout<br>Title<br>Initial Audio Transcript<br>Initial Text | P An interesting email This email arrives in your inbox. Tak   | ke some time to read         | it through.                   |
| BodyText  | You need to make some decisions a  | bout your next step          |                               |
| BodyText Properties<br>Graphic Description                  | Body Text Size 723,131<br>Email containing the following<br>information:   | Body Text Coords<br>Filename | 13,391<br>m15_s05_t<br>05_076 |
|   | From: Whistleblower<br>To:you@bbc.co.uk<br>Subject information: Important<br>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  | From,<br>Anon<br>A description of this content will  | Graphic Coords               | 35,101                        |
| Label   | follow,  |                              |                               |
| Label Properties  | Label Size 150,26  | Label Coords                 | 12,123                        |
| Flash Final Instruction Text-Only Final Instruction         | When you are ready select <b>NEXT</b> to<br>continue.<br>This graphic shows an email contain   | e s                          |                               |

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To:you@bbc.co.uk Subject information: Important information 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. From, Anon Select Next Page to continue. Related Learning Screen Resources Res0 Expert Text Audi Expert Type

#### Additional Data

# BBC Editorial Guidelines Accuracy

3.4.13

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

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.

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:

- whether the story is of significant public interest
- whether the source is of proven credibility and reliability and in a position to have sufficient knowledge of the events featured
- any legal issues
- safety concerns, for example for whistleblowers
- whether a response to serious allegations has been sought from the people or organisations concerned
- sensitive and personal issues
- whether the serious allegation was made or substantiated "off the record".

Notes

Gathering material

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Gathering material

| MCQ<br>Screen ID                 | m15_s05_t05_080  | Bank<br>ID   |                              | Kill                             | er<br>estion                                | Y/N              |
|----------------------------------|--|--|------------------------------|----------------------------------|---|------------------|
| Skippable                        | Y/N  |  |                              | 1 4.4                            | 300.01.                                     |                  |
| Next Screen ID                   |  |  | Last                         | Screen I                         | n Branch                                    | Y/N              |
| Assessment                       | Y/N  |  | asian.                       |                                  |   |                  |
| Number of Attempts               | 1  |  |                              | Sho<br>Mai                       | ow<br>rking                                 | N                |
| Title                            | Single sources   |  |                              |                                  |   |                  |
| Question Text                    | The whistleblower is an in word for it in this instance anonymous. You've been this story you are now reyour next step?  | e!) and he'll o<br>unable to fin<br>lying on a sin | do an i<br>d anot<br>igle an | interviev<br>ther sou<br>nonymou | v if he can<br>rce, so if y<br>is source. ' | remain<br>ou run |
| Initial Flash Instruction        | Choose one of the options  |  |                              |                                  |   |                  |
| Initial Text-Only<br>Instruction | Review each option carefi your answer.   | ully then sele                                     | ct the                       | correct                          | option and                                  | l submit         |
| Screenreader<br>Instruction      | TO THE RESERVE OF THE PROPERTY |  |                              | Jean C                           | 200 H (1)<br>Tubb                           |                  |
| Graphic Description              | A silhouette of a person (<br>Behind him are images of<br>chemicals.   |  |                              | Filena<br>ne                     | m15_s05<br>80                               | _t05_0           |
| Alt text                         | A blurred image of a Ben   | zico worker.                                       | 44.44.70                     | tredia 1                         |   |                  |
| Option 1 Text                    | Go with it. The huge publ<br>of this story makes it a ri<br>taking.  |  | Caut<br>ss                   | iousne                           |   |                  |
| 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 THE GUIDELINES.  |  |                              |                                  |   |                  |
| Option 2 Text                    | Don't run the story. If he identified, you'll have no you're challenged by the   | back up if   | Caut<br>ss                   | iousn <b>e</b>                   |   |                  |
| Feedback 2                       | You're challenged by the company.  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 E<br>Policy and Standards and<br>Legal team.  |  | Caut<br>ss                   | iousne                           |   |                  |

| Feedback 3                     | source making a serious Director of Editorial Police   | are proposing to go with a sing<br>allegation, it is a mandatory ref<br>by and Standards and BBC Progre<br>ents, the commissioning editor w<br>rals. | erral to t<br>amme Le | the<br>egal |
|--------------------------------|--|--|-----------------------|-------------|
|                                | Find out more by selecti   | ng THE GUIDELINES.   |                       |             |
| Option 4 Text                  |  | Cautiousne<br>ss   |                       |             |
| Feedback 4                     |  |  |                       |             |
| Option 5 Text                  |  | Cautiousne<br>ss   |                       |             |
| Feedback 5                     |  |  |                       |             |
| Option 6 Text                  |  | Cautiousne<br>ss   |                       |             |
| Feedback 6                     |  |  |                       |             |
| Correct option no.             | 3  |  | ·                     |             |
| First attempt feedback         |  |  |                       |             |
| Reset Instruction              |  |  |                       |             |
| Text-Only Reset<br>Instruction | The state of the s | 12 (12 (12 (12 (12 (12 (12 (12 (12 (12 (   |                       |             |
| Flash Final Instruction        | Select <b>NEXT</b> to continue   | э.   |                       |             |
| Text-Only Final<br>Instruction | Select Next Page to con  | tinue:   |                       | <b>一种</b>   |
| Related Learning               |  |  |                       |             |
| Screen Resources               | Res0   |  |                       | 1           |
| Expert Text                    |  |  | Audi<br>o             | Y/N         |
| Expert Type                    |  |  |                       |             |

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Gathering material

| Additional Data | BBC Editorial Guidelines Accuracy 3.4.13  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  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.  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:  • whether the story is of significant public interest • whether the source is of proven credibility and reliability and in a position to have sufficient knowledge of the events featured • any legal issues • safety concerns, for example for whistleblowers • whether a response to serious allegations has been sought from the people or organisations concerned • sensitive and personal issues |
|-----------------|---|
| Notes           |   |

| Video Audio Stop Start                  | A CONTROL OF THE PARTY OF THE P | Attraction                                     |   | prince.  |                      |  |  |
|---|--|--|---|--|----------------------|--|--|
| Screen ID                               | m15_s05_t05_083  | Bank<br>ID                                     |   | Killer<br>Question   | Y/N                  |  |  |
| Skippable                               | Y/N  |  | ·   |  |                      |  |  |
| Next Screen ID                          |  |  | Last Scre                                       | en In Branch   | Y/N                  |  |  |
| Assessment                              | Y/N  |  |   |  | 119904               |  |  |
| Number of Attempts                      | 1/2  |  |   | Show<br>Marking  | Y/N                  |  |  |
| Title                                   | Benzico's response   |  |   |  |                      |  |  |
| Media Type                              | Vldeo  |  |   |  |                      |  |  |
| Initial Text                            | You're going ahead with t<br>from Benzico which they<br>Video News Release or Vi   | have decline<br>NR instead.                    | d. Howeve                                       | r they do send   | you a                |  |  |
| Text-Only Initial Text                  | You're going ahead with t<br>from Benzico which they<br>Video News Release or Vi   | have decline                                   | l have requ<br>d. Howeve                        | ested an inter<br>r they do send                                       | you a                |  |  |
| Initial Flash Instruction               | Select the play arrow to v   | elect the play arrow to watch the video.       |   |  |                      |  |  |
| Text-Only Initial<br>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                            |  |  |   | 640  | e de la compa        |  |  |
| Instruction                             |  |  | 100   | 42.00  |                      |  |  |
| Video Description                       |  | Filenar  |   | m15_s05_t05<br>v   |                      |  |  |
| Video Transcript                        | At Benzico, a key priority confirm that we do use the small number of chemical and we are not required the weathere to all regulation chemicals. And we're ver   | nis chemical<br>I processes.<br>to have a lice | here in our It poses no ense to sto comes to th | factory. It's u<br>o risk to humar<br>re it on site.<br>ne storage and | sed in a<br>n health |  |  |
|   | chemicals. And we're ver   | y production                                   | ur scrolly s                                    | arecy record.  |                      |  |  |
| Question Type                           | Text   |  |   | <u> </u>   |                      |  |  |
| Question Time Code                      |  |  |   |  |                      |  |  |
| Question Text                           | l  |  |   |  |                      |  |  |
| Question Flash<br>Instruction           | Click NEXT to continue.  |  |   |  |                      |  |  |
| Question Text-Only<br>Video Description |  |  | Ques<br>n Te<br>Only<br>Vide<br>Filer<br>me     | xt- 83.flv<br>o  | _t05_0               |  |  |
| Question Text-Only                      | 理器的表表系统  |  | Lead of the William                             | MADA ATTEN   | 44.0                 |  |  |

| Video Scene Setter                     |  |
|--|--|
| Question Text-Only<br>Video Transcript | 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.                                    |
|  | 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.  |
| Question Text-Only                     |  |
| Instruction                            | hospital and the second of   |
| Notes                                  | Don't alter the contents of the "Question Type" field – this is for info only  |
| 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<br>Correct        |  |
| First Attempt Totally<br>Incorrect     |  |
| Final Attempt Partly Correct           |  |
| Final Attempt Totally<br>Incorrect     |  |
| Reset Instruction                      | Click Reset to try the question again.   |
| Text-Only Reset<br>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 Y/N   |
| Expert Type                            | Email/Voicemail  |
| Additional Data                        |  |
| Notes                                  |  |

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Gathering material

| Graphical MCQ<br>Screen ID       | m15 s05 t05 085   | Bank  | 842136033333   | Killer  | Y/N                                    |
|----------------------------------|---|---|--|---|--|
|                                  |   | ID  |  | Question  |  |
| Skippable                        | Y/N   |   |  | -   |  |
| Next Screen ID                   | Frank Crisoskie Cine Jan - A por Marchine landfold and co   |   | Last Scre  | en In Branch  | ı Y/N                                  |
| Assessment                       | Y/N   | 2.00 High   |  |   |  |
| Number of Attempts               | 1   |   |  | Show<br>Marking   | Y                                      |
| Title                            | Constructing the news rep   | ort   |  |   |  |
| Question Text                    | You are reluctantly using a<br>with the whistleblower for<br>the facts, who else is a mu  | your news re  | port. In te  |   |  |
| Initial Flash<br>Instruction     | Choose the option to use,   |   |  |   |  |
| Initial Text-Only<br>Instruction | Review options carefully thanswer.  | F 1   |  | ption and su  | omit your                              |
| Graphic Description              | Each image is labelled with<br>need to remove whistleblo<br>officer.  |   |  | a m15_s0<br>85  | 05_t05_0                               |
|                                  | CleanGreen – Environment<br>longstanding campaign ag  |   |  |   |  |
|                                  |   | Union convener - Can talk about Health and Safety in the workplace.               |  |   |  |
|                                  | Chemistry prof – Can discu<br>properties of this particula  |   |  |   |  |
|                                  | Environmental – Can give verse on rules and regulat   |   | and  |   |  |
| Alt Text                         | An image showing four per<br>comes from an environme<br>against Benzico. Person tw<br>importance of Benzico to t<br>professor. He can discuss<br>Person four is an environm<br>and verse on rules and rec | ntal group wi<br>yo is a Union<br>he local econ<br>the propertie<br>nental health | th a longs<br>Convener.<br>omy. Pers<br>s of this pa | tanding cam<br>He can disc<br>on three is a<br>articular chei | paign<br>uss the<br>chemistr<br>nical, |
| Option 1 Label                   | A CleanGreen Rep with a la<br>against Benzico.  | •   | campaign   | Coord   | 16,19                                  |
| Option 1 Alt Text                | A CleanGreen representati   | ve.   |  |   | Table Comme                            |
| Option 1 Description             | CleanGreen rep condemnir  |   | Caut   | iousness  |  |
| Option 1 Feedback                | This is the wrong choice, y<br>serious allegations against<br>an agenda against Benzico<br>The environmental health   | the company<br>and would n  | y. CleanGr<br>ot be appr                             | een are knov<br>ropriate for t                                | wn to hav<br>his report                |

|                      | 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.  |   | Coord<br>s   | 229,19  |  |
| Option 2 Alt Text    | A local union convenor.  |   | 1.00   |   |  |
| Option 2 Description |  | Cautious  | ness   |   |  |
| Option 2 Feedback    | This is not the best choice as he would not be whether a license is required for this chemical health officer is the best choice as he is in a or not Benzico is required to have a licence, in a way that none of the other interviewees selecting <b>MORE INFO</b> for further guidance.   | al. The er<br>position t<br>thus esta                         | nvironme<br>to know w<br>blishing<br>d out mo                | ntal<br>whether<br>the facts<br>re by                   |  |
| Option 3 Label       | A chemistry professor.   |   | Coord<br>s   | 467,19  |  |
| Option 3 Alt Text    | A chemistry professor.   |   | 1.00 E-10.00 P   |   |  |
| Option 3 Description | A chemistry professor.   | Cautious  | ness   |   |  |
| Option 3 Feedback    | While you may wish to include the professor further context, he is not a must-have eleme able to clarify the Issue of whether a license chemical. The environmental health officer is a position to know whether or not Benzico is thus establishing the facts in a way that non can. Find out more by selecting MORE INFO   | ent as he<br>is require<br>the best<br>required<br>e of the o | is unlike<br>ed for thi<br>choice a<br>to have<br>other inte | ly to be<br>s<br>as he is in<br>a licence,<br>erviewees |  |
| Option 4 Label       | An environmental health officer.   |   | Coord<br>s   |   |  |
| Option 4 Alt Text    | An environmental health officer.   |   |  | 914 S. L.   |  |
| Option 4 Description | An environmental health officer.   | Cautious  | ness   |   |  |
| Option 4 Feedback    | Yes, you are right to select the environments give you a fair and accurate news story. You involved with the story (the whistleblower ar environmental health officer is the best choic know whether or not Benzico is required to hestablishing the facts in a way that none of the find out more by selecting MORE INFO for the stablishing the facts in a way that none of the way | already<br>nd Benzic<br>ce as he i<br>nave a lic<br>he other  | have bot<br>o); the<br>is in a po<br>ence, the<br>interviev  | h parties<br>sition to<br>us                            |  |
| Option 5 Label       | <u> </u>   |   | Coord<br>s   |   |  |
| Option 5 Alt Text    |  |   |  |   |  |
| Option 5 Description |  | Cautious  | ness   |   |  |
| Option 5 Feedback    |  |   |  |   |  |
| Option 6 Label       |  |   | Coord<br>s   |   |  |
| Option 6 Alt Text    |  | Lave Dollar   |  | 0.41  |  |
| Option 6 Description |  | Cautious  | ness   |   |  |
| Option 6 Feedback    |  |   |  |   |  |
| Correct option       | 4  | Confir<br>coord   |  |   |  |

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Gathering material

| First attempt feedback         |  |           |          |
|--------------------------------|--|-----------|----------|
| Reset Instruction              |  |           |          |
| Text-Only Reset<br>Instruction |  |           |          |
| Flash Final<br>Instruction     | Select <b>NEXT</b> to continue.  |           |          |
| Text-Only Final<br>Instruction | Select Next Page to continue.  |           | 11001256 |
| Related Learning               |  |           |          |
| Screen Resources               | Res0,Res37   |           |          |
| Expert Text                    |  | Audi<br>o | Y/N      |
| Expert Type                    | Email/Voicemail  |           | -        |
| Additional Data                | BBC Editorial Guidelines 3.3.1  Any proposal to rely on a single unnamed source making a allegation or to grant anonymity to a significant contributor referred to Director Editorial Policy and Standards and Pro Legal Advice. | r must    | be       |
| Notes                          |  |           |          |

| MCQ                              |  | <del></del>  | Liza   | •  | Tyres                                 |
|----------------------------------|--|--|--|--|---------------------------------------|
| Screen ID                        | m1.5_s05_t05_090   | Bank<br>ID   |  | ler<br>iestion                             | Y/N                                   |
| Skippable                        | N  |  |  |  | 1                                     |
| Next Screen ID                   |  | With a Language  | Last Screen  | In Branch                                  | Y/N                                   |
| Assessment                       | Y/N  | per la company   |  |  | APPACAGE NO.                          |
| Number of Attempts               | 1  |  |  | ow<br>irking                               | N                                     |
| Title                            | A missed opportunity   |  |  |  |                                       |
| Question Text                    | CleanGreen and local r<br>Benzico plant. Your TV<br>dispersed the protester<br>report. One of the rem<br>footage. What do you t                | truck gets there<br>is, but you need<br>aining protester<br>ell your reporte | e too late, aft<br>I something f<br>s tells you th<br>r to do? | er the polic<br>or your eve<br>ey have the | e have<br>ning                        |
| Initial Flash Instruction        | Choose one of the option   | ons and then se  | lect CONFIR  | М.   |                                       |
| Initial Text-Only<br>Instruction | Review each option car<br>your answer.   |  | Louistina.   |  | submit                                |
| Screenreader<br>Instruction      | · 工具设施 。 《通报》  | 52.1db.#   | représión.   |  | d T                                   |
| Graphic Description              | Photo image of a prote camera.   |  | he Filena<br>me  | m15_s05<br>90                              | _t05_0<br>                            |
| Alt text                         | A group of protesters.   |  | 2.24.000.000.000   | New York                                   |                                       |
| Option 1 Text                    | Tell the reporter althou<br>missed the action, he o<br>the stragglers and vox  | an still film  | Cautiousne<br>ss   |  |                                       |
| Feedback 1                       | In fact, this is the safe<br>footage made by the p<br>was not filmed by the l  | rotesters as Ion<br>BBC.   | g as you mak   | ou can use t<br>ke it clear th             | ne<br>nat it                          |
|                                  | Find out more by selec   | ting THE GUID  |  | <del></del>                                |                                       |
| Option 2 Text                    | Tell the reporter he call<br>the stragglers, ask the<br>and wave and film on a<br>re-stage the protest the<br>happened.                        | m to shout<br>a tight shot to<br>at actually                                 | Cautiousne<br>ss   |  | · · · · · · · · · · · · · · · · · · · |
| Feedback 2                       | Sorry, the reporter had to restage the action. I holding their placards can also be used as pait was not filmed by the Find out more by select | He can still do in<br>and voicing thei<br>rt of the report<br>e BBC.         | nterviews with<br>r views. The<br>as long as it                | h demonstra<br>protester's :               | ators<br>footage                      |
| Option 3 Text                    | Tell the reporter he car<br>from the protesters an<br>voiceover (V/O).   | n get footage  | Cautiousne<br>ss   |  |                                       |

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Gathering material

| 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 THE GUI   | DELINES.         |      |           |  |
| Option 4 Text                  | Film the stragglers and vox pop<br>them. Label and use the protesters'<br>footage.   | Cautiousne<br>ss |      | <u> </u>  |  |
| Feedback 4                     | Yes – this is a good solution. You cap<br>but you make it clear the footage tha  | t you show is a  |      |           |  |
|                                | Find out more by selecting THE GUIL  | ELINES.          |      |           |  |
| Optlon 5 Text                  |  | Cautiousne       |      | -1        |  |
| Feedback 5                     |  |                  | •    |           |  |
| Option 6 Text                  |  | Cautiousne<br>ss |      |           |  |
| Feedback 6                     |  |                  |      |           |  |
| Correct option no.             | 4  |                  |      |           |  |
| First attempt feedback         |  |                  |      |           |  |
| Reset Instruction              |  |                  |      |           |  |
| Text-Only Reset Instruction    | And the second of the second o |                  |      |           |  |
| Flash Final Instruction        | Select NEXT to continue,   |                  |      |           |  |
| Text-Only Final<br>Instruction | Select Next Page to continue.  |                  |      | op Walter |  |
| Related Learning               |  |                  |      |           |  |
| Screen Resources               | Res0   |                  |      |           |  |
| Expert Text                    |  |                  | Audi | Y/N       |  |
| Expert Type                    | Email/Voicemail  |                  |      | ч         |  |

| Additional Data                         | BBC Editorial Guidelines   |
|---|--|
| Addicional Data                         | Accuracy   |
|   | 3.4.3  |
| 1 to | JITIU  |
|   | 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     |
|   | special care over now we use any material that we suspect has been     |
| <u> </u>                                | 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        |
| - 1 -                                   | accuracy, corroborate eyewitness accounts submitted by email before    |
|   | using them, for example by talking to eyewitnesses on the phone.       |
|   |  |
|   | 3.4.18   |
| 1                                       |  |
|   | 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         |
| . 3                                     | substantial and verifiable body of evidence. They should also be       |
|   | identifiable as reconstructions, for example by using verbal or visual |
| e e e e                                 | 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.  |
|   | and chast  |
|   | 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.                      |
| :                                       | Treconstructions staged by others may be reported:                     |
| Ni-bas                                  |  |
| Notes                                   |  |

| 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 accuracy first.   | BBC News, talks here ab  | out the BBC puttin   |
| Initial Flash Instruction   | Select both headings to view the available clips, select each thumbnail to play the clips.  |  |  |
| Initial Text-Only Instruction Screenreader  | Video clip thumbnails are<br>thumbnail to reveal a flas<br>start the video. A transcri<br>selecting the Show transcr  | h video player then select<br>pt of the dialogue can be  | the play button to   |
| Instruction   |   |  |  |
| Initial Graphic   |   | Filename   |  |
| Description   |   | ,  |  |
| Initial Graphic Alt Text  |   |  |  |
| Tab One Title   | BBC Values  |  |  |
| Tab One Video 1 Title   | Being first Vs accuracy   |  |  |
| Tab One Video 1   |   | Filename   | m15_s05_t05_0  |
| Thumbnail Description   |   | A STATE OF THE STA | 96_1   |
| Tab One Video 1<br>Thumbnail Graphic Alt<br>Text  |   | A STATE OF THE STA |  |
| Tab One Video 1 Video   |   | Filename   | m15 s05 t05 0  |
| Description   | İ   |  | 96_1.flv   |
| Tab One Video 1 Video<br>Text-Only Scene<br>Setter<br>Tab One Video 1 Video<br>Transcript | Helen Boaden: Being accurate and being incompatible and we get had to choose, if you real we're accurate than we're have to earn that trust ey sophisticated about this. breaking news story, whe can't all verify but we wan                           | them right time and time<br>ly had to choose, it's more<br>first because people trus<br>very day of our lives. But<br>They do get the difference<br>tre lots of information is cont<br>to share, and we make   | again. But, if you<br>e important that<br>it us more and we<br>the audience is ver<br>e between a<br>oming in, that we<br>it clear that we |
|   | haven't verified it, and the breaking news story on the just learning this, we have other information that see the audience gets that. We you know, the six, the ter bulletins, or indeed on the don't see that as sharing inaccurate and getting it in | ne Channel or on SLive, an<br>en't been able to verify it;<br>ems to contradict it. We'll<br>(hat they don't forgive and<br>n, the eighteen-hundred,<br>e website, if we get it wro<br>a breaking news story, th   | nd you say 'We're<br>: we've had some<br>keep you posted',<br>d don't expect is or<br>any of our big<br>ng there. They                     |

| Tab One Video 2 Title | Dealing with sources   |   |                      |  |
|-----------------------|--|---|----------------------|--|
| Tab One Video 2       |  | Filename  | m15_s05_t05_0        |  |
| Thumbnail Description |  |   | 96_2                 |  |
| Tab One Video 2       |  | e ezu zon ald   |                      |  |
| Thumbnall Graphic Alt | A STATE OF THE STA |   |                      |  |
| Text                  |  | 4 july 10 Self-get.   |                      |  |
| Tab One Video 2 Video |  | Filename  | m15_s05_t05_0        |  |
| Description           |  | <u></u>   | 96_2.flv             |  |
| Tab One Video 2 Video |  |   |                      |  |
| Text-Only Scene       | SERVE PROPERTY CANADA  |   |                      |  |
| Setter                |  | Belger Hall (28.5)  |                      |  |
| Tab One Video 2 Video | <u>Helen Boaden</u> :  |   |                      |  |
| Transcript            | Sources come in all shapes and sizes.  | They can be   | on the internet,     |  |
|                       | they can be the person who lives dow   | n your road, t  | ney can be           |  |
| * E.                  | somebody on the phone, so the critical   | i thing with a  | II sources is to try |  |
|                       | and independently verify what they ar  | re saying. But  | sometimes we find    |  |
|                       | ourselves in a situation where there's   | only a single   | source, which        |  |
|                       | clearly needs some checking out, and audience about the credibility of this  | also some sm  | on more              |  |
|                       | complicatedly, we sometimes find our   | colves with so  | menne who has        |  |
|                       | complicatedly, we sometimes find our   | portant inform  | nation and for very  |  |
|                       | good reasons wants to remain anony   | something important to say, some important information, and for very good reasons wants to remain anonymous. There's all sorts of people  |                      |  |
| k distribution        | in that situation, and if they are maki  | no serious alle   | egations, we have    |  |
|                       | to be very clear with them that at son   | ne point the i  | ournalist who does   |  |
|                       | know their identity would need to sha  | 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  | 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   |                      |  |
|                       | point, the source may say 'I don't wa  |   |                      |  |
|                       | privilege, but that's the system we ha   | ve. And also,   | it's a mandatory     |  |
|                       | referral to the Director of Editorial Policy and to the lawyers. It's  |   |                      |  |
|                       |  |   |                      |  |
|                       | your sources, but you also need to pr  | otect the jour  | nalistic reputation  |  |
|                       | of the BBC. And these things are never   | er easy, and t  | hey're usually quite |  |
|                       | emotional, and we just need to keep  | a clear, cool h   | ead when we're in    |  |
|                       | that situation.  |   |                      |  |
| Tab One Video 3 Title | Handling mistakes  |   | T                    |  |
| Tab One Video 3       | i '  | Filename  | m15_s05_t05_0        |  |
| Thumbnail Description |  | <u> </u>  | 96_3                 |  |
| Tab One Video 3       |  |   | 460.00               |  |
| Thumbhail Graphic Alt |  |   |                      |  |
| Text                  | THE RESERVE OF THE PARTY OF THE | Tari  | T 45 05 105 0        |  |
| Tab One Video 3 Video |  | Filename  | m15_s05_t05_0        |  |
| Description           |  | Section 1994 Control of the Control | 96_3.flv             |  |
| Tab One Video 3 Video |  |   | about Product        |  |
| Text-Only Scene       | 200  |   | 1988                 |  |
| Setter                |  |   |                      |  |

| Tab One Video 3 Video<br>Transcript  | Helen Boaden:  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                      |  | Filename   |  |
| Thumbnail Description                |  |  |  |
| Tab One Video 4                      |  | Bullion Committee Committe |  |
| Thumbnall Graphic Alt Text           | 1977 P. 1987 P | 100 March 200 Ma |  |
| Tab One Video 4 Video                |  | Filename   |  |
| Description                          |  | Filelianie   |  |
| Tab One Video 4 Video                |  |  |  |
| Text-Only Scene                      |  |  |  |
| Setter                               |  |  |  |
| Tab One Video 4 Video                | AND THE RESERVE OF THE PROPERTY OF THE PROPERT | in under describe and in the administration of the section of the  |  |
| Transcript                           | -  |  |  |
| Tab One Video 2 Title                |  |  |  |
| Tab One Video 5                      |  | Filename   |  |
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| Tab Two Video 1 Video                              | Helen Boaden:  |   |  |
| Transcript   | I think note taking continues  | to be very important.                       | There may be a   |
| <u>'</u>   | moment when we decide that   |   |  |
|  | means we don't need it, but  | n my view note taking,                      | you know – what  |
|  | you said, what they said, tim  | e and date – continues                      | to be incredibly   |
|  | important in what we do. It is   | s a record of the work v                    | ve've done behind  |
|  | a story. And the best people,  | the people who do the                       | most difficult   |
| ľ  | investigative journalism, have   | e piles of books still of                   | their notes, and   |
|  | they cross reference. They cr  |   |  |
|  | said and another witness said  | l, and then, actually, th                   | en they cross  |
|  | reference that to the apparer  | it facts of the case. You                   | i know, it's a real  |
|  | art, good note taking, and I t   | nink it's still quite impo                  | ortant. Indeed, I  |
|  | think it's very important.   |   | <del></del>  |
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Gathering material

| Tab Two Video 2 Video<br>Transcript | Helen Boaden:  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.   |  |
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| Related Learning  |   |
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| Additional Data   | BBC Editorial Guidelines Truth and Accuracy 1.2.2  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. |
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Gathering material

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| (UGC). Choices like these are made<br>at this interview with Matthew Eltring<br>the main BBC Newsroom.  | by the BBC eve<br>gham, who run  | eryday. Take a look<br>s the UGC hub in   |
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|   | Interview with Matthew Eltringham Video/Audio In this task you have made decisions (UGC). Choices like these are made at this interview with Matthew Eltring the main BBC Newsroom. Select both headings to view the avaithumbnail to play the clips. Video clip thumbnails are shown with thumbnail to reveal a flash video plastart the video. A transcript of the diselecting the Show transcript link.  Social Media What steps do you take to authentic   | Interview with Matthew Eltringham Video/Audio In this task you have made decisions about User G (UGC). Choices like these are made by the BBC eve at this interview with Matthew Eltringham, who run the main BBC Newsroom.  Select both headings to view the available clips, che thumbnail to play the clips. Video clip thumbnails are shown with each heading thumbnail to reveal a flash video player then select start the video. A transcript of the dialogue can be selecting the Show transcript link.  Filename  Social Media What steps do you take to authenticate UGC?  Filename  Filename |

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| Tab One Video 2 Video<br>Transcript                |  | 44.5 (44.0) (1.0) (4.1) (4.1)   |  |
| Tab One Video 3 Title                              | How has social media changed breaking  | ng news storie  | s?   |
| Tab One Video 3                                    |  | Filename  | m15_s05_t05_0  |
| Thumbnail Description                              |  |   | 95_1   |
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| Tab One Video 3 Video                              | Matthew Eltringham:  |   |  |
| Transcript   | The first thing we'll do is put a post-fo  |   |  |
|  | as they crop up, asking people if they had anything they wanted to<br>share with us, clearly making it absolutely clear that they mustn't put<br>themselves in any danger or break any laws.   |   |  |
|  | At the same time, someone else will b<br>Twitter, will be searching Facebook, w<br>searching YouTube, for all any kind<br>to find on there and might add to the<br>might give us information that we mig<br>frequently we find that it does lead th  | fill be searchin<br>of content that<br>value of our sight otherwise i | g Flickr, will be<br>it we might be able<br>tory telling, that   |
| Tab Two Title                                      | The Dangers  |   |  |
| Tab Two Video 1 Title                              | An example of how misleading images  |   |  |
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Gathering material

| Tab Two Video 1 Video<br>Transcript                | Matthew Eltringham: 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. |  |  |
|--|--|--|--|
| Tab Two Video 2 Title                              | Has the BBC ever got it wrong?   |  |  |
| Tab Two Video 2<br>Thumbnail Description           |  | Filename   | m15_s05_t05_0<br>95_6                                    |
| Tab Two Video 2<br>Thumbnail Graphic Alt<br>Text   |  | The State of the S |  |
| Tab Two Video 2 Video Description                  |  | Filename   | m15_s05_t05_0<br>95_6.flv                                |
| Tab Two Video 2 Video<br>Text-Only Scene<br>Setter |  |  |  |
| Tab Two Video 2 Video<br>Transcript                | Matthew Eltringham:  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.   |  |  |
|  | Fiona Bruce: Last night, the BBC broadcast a ph death toll from the cyclone in Burr the picture was actually taken in A Tsunami of 2004. BBC News apolo reviewing our processes for checki   | na. We have sinc<br>ceh, Sumatra, fo<br>gises for the erro   | e discovered that<br>bllowing the<br>or and we will be   |
|  | Matthew Eltringham: By and large, we've got it right. The mistakes over the past. I think the verification, around being absolute use it have been well established a every bit of output, despite the presimportant way of telling the story.   | e principles we've<br>ly sure about the<br>and have been ac<br>essures to get it o   | established around<br>content before we<br>cepted across |
| Tab Two Video 3 Title Tab Two Video 3              |  | File   |  |
| Tab Two video 3                                    | Filename   |  |  |

| Thumbnail Description                                |   |   |
|--|---|---|
| Tab Two Video 3<br>Thumbnail Graphic Alt<br>Text     |   |   |
| Tab Two Video 3 Video<br>Description                 |   | Filename  |
| Tab Two Video 3 Video<br>Text-Only Scene<br>Setter   |   |   |
| Tab Two Video 3 Video                                |   |   |
| Transcript   |   |   |
| Tab Three Title                                      |   |   |
| Tab Three Video 1<br>Title                           |   |   |
| Tab Three Video 1<br>Thumbnail Description           |   | Filename  |
| Tab Three Video 1<br>Thumbnail Graphic Alt<br>Text   |   |   |
| Tab Three Video 1                                    |   | Filename  |
| Video Description                                    | S S S   |   |
| Tab Three Video 1<br>Video Text-Only Scene<br>Setter |   |   |
| Tab Three Video 1                                    |   |   |
| Video Transcript                                     |   |   |
| Tab Three Video 2<br>Title                           |   |   |
| Tab Three Video 2                                    |   | Filename  |
| Thumbnail Description                                |   |   |
| Tab Three Video 2<br>Thumbhall Graphic Alt<br>Text   |   |   |
| Tab Three Video 2                                    |   | Filename  |
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| Tab Three Video 2<br>Video Transcript                | NO CONTRACTOR STREET, SELECTION OF CONTRACTOR STREET, AND | asycology, some or manufacture with the control of |
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| Tab Three Video 3<br>Thumbnail Graphic Alt           |   |   |
| Tab Three Video 3                                    |   | Filename  |

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Gathering material

| Tab Three Video 3<br>Video Text-Only Scene                |  | 17.63 <b>4</b> | 10                                    |
|---|--|----------------|---------------------------------------|
| Setter<br>Tab Three Video 3<br>Video Transcript           |  | A Page 1       | i i i i i i i i i i i i i i i i i i i |
| Flash Final Instruction<br>Text-Only Final<br>Instruction | Select NEXT to continue.<br>Select Next Page to see the final page and send your comemail.   | pletion        | 101.5 Test                            |
| Related Learning  |  |                |                                       |
| Screen Resources  | Res0   |                |                                       |
| Expert Text   |  | Audi           | Y/N                                   |
| Expert Type   | Email/Voicemail  |                |                                       |
| Additional Data   | BBC Editorial Guidelines<br>Truth and Accuracy<br>1.2.2  |                |                                       |
|   | 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. |                |                                       |
| Notes   | ·  |                |                                       |

| Text and Graphic<br>Screen ID<br>Skippable  | m15_s05_t05_100<br>Y   |   |  |  |  |
|---|--|---|--|--|--|
| Next Screen ID                              |  | n In Branch Y                                 |  |  |  |
| Layout<br>Title<br>Initial Audio Transcript | P<br>Summary   |   |  |  |  |
| Initial Text                                | You have now reached the end of this task on Gathering Material.   |   |  |  |  |
| BodyText                                    | These are the main points to remember from thi   | s task:                                       |  |  |  |
|   | <ul> <li>At the BBC we always put accuracy before being first with a<br/>story.</li> </ul>   |   |  |  |  |
|   | <ul> <li>We must always check and verify information, facts and<br/>documents for all of our content.</li> </ul>   |   |  |  |  |
|   | <ul> <li>In using UGC we must take reasonable steps to seek<br/>verification.</li> </ul>   |   |  |  |  |
|   | <ul> <li>We should be reluctant to rely on a single unnamed source.</li> <li>Any proposal to do so must be referred properly.</li> </ul>   |   |  |  |  |
|   | 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> . |   |  |  |  |
| BodyText Properties<br>Graphic Description  | Body Text Size 525,435 Body Text C<br>The mission chair Filename   | m15_s05_t                                     |  |  |  |
| Alt Text<br>Label                           | The Mission Chair. Graphic Coo   | 05_100<br>rds 495,-38                         |  |  |  |
| Label Properties                            |  | s 12,123                                      |  |  |  |
| Flash Final Instruction                     | Select <b>EXIT</b> to return to the learning siz   | coord   |  |  |  |
| Text-Only Final Instruction                 | menu. e<br>Select Home to continue.  | \$<br>100 100 100 100 100 100 100 100 100 100 |  |  |  |
| Related Learning                            |  |   |  |  |  |
| Screen Resources                            | Res0,Res1,Res2,Res31   |   |  |  |  |
| Expert Text                                 |  | Audi Y/N                                      |  |  |  |
| Expert Type                                 |  | L, <u>Y</u> L                                 |  |  |  |

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Additional Data

BBC Editorial Guidelines
Truth and Accuracy
1.2.2

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.

Notes

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