



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

Privacy

Reporting Death, Suffering and Distress

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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 yellow.

Text and Graphic			
Screen ID	m35_s05_t10_002		
Skippable	Y/N		
Next Screen ID	m35_s05_t10_005	Last Screen In Branch	Y/N
Layout	TL		
Title	Introduction		
Initial Audio Transcript	Initial Text		
BodyText	We must balance the public interest in the full and accurate reporting of stories involving human suffering and distress with an individual's privacy and respect for their human dignity, especially at times when they are most vulnerable.		
BodyText Properties	Body Text Size 404,372	Body Text Coords 488,94	
Graphic Description	Module menu image.	Filename m35_s05_t10_002	
Alt Text	A TV screen displaying a car crash.	Graphic Coords 0,94	
Label			
Label Properties	Label Size 150,26	Label Coords 12,123	
Flash Final Instruction	Select NEXT to continue.	size	coordinates
Text-Only Final Instruction	Select Next Page to continue.		
Related Learning			
Screen Resources	Res0		
Expert Text		Audio	Y/N
Expert Type	Email/Voicemail		
Additional Data	BBC Editorial Guidelines 1.2.8 Privacy We will respect privacy and will not infringe it without good reason, wherever in the world we are operating. Private behaviour, information, correspondence and conversation will not be brought into the public domain unless there is a public interest that outweighs the expectation of privacy.		
Notes			

Text and Graphic			
Screen ID	m35_s05_t10_005		
Skippable	N		
Next Screen ID	m35_s05_t10_010	Last Screen In Branch	Y/N
Layout	TL		
Title	Your mission		
Initial Audio Transcript	Initial Text		
BodyText	In this hypothetical task you find yourself working as a producer for a local news programme and have to report on the scene of a traffic accident.		
BodyText	In this module you need to decide when to film and what footage to use afterwards. You will need to carefully consider the privacy of individuals.		
BodyText Properties	Body Text Size 404,372	Body Text Coords 488,94	
Graphic Description	The red mission chair.	Filename m35_s05_t10_005	
Alt Text	The Mission Chair.	Graphic Coords 0,94	
Label			
Label Properties	Label Size 150,26	Label Coords 12,123	
Flash Final Instruction	Select NEXT to continue.	size	coordinates
Text-Only Final Instruction	Select Next Page to continue.		
Related Learning			
Screen Resources	Res0		
Expert Text		Audio	Y/N
Expert Type	Email/Voicemail		
Additional Data	BBC Editorial Guidelines 1.2.8 Privacy We will respect privacy and will not infringe it without good reason, wherever in the world we are operating. Private behaviour, information, correspondence and conversation will not be brought into the public domain unless there is a public interest that outweighs the expectation of privacy.		
Notes			

MCQ				
Screen ID	m35_s05_t10_010	Bank ID	Killer Question	N
Skippable	N			
Next Screen ID	m35_s05_t10_015	Last Screen In Branch	Y/N	
Assessment	N			
Number of Attempts	2	Show Marking	Y	
Title	A traffic accident			
Question Text	You arrive at the scene - a head-on collision in which several people seem badly injured. The crash has caused major tailbacks and your editor wants you to shoot the aftermath of the accident. One of the passengers is receiving treatment from a paramedic at the side of the road and another is bleeding heavily. Can you start to film?			
Initial Flash Instruction	Choose Yes or No, then select CONFIRM .			
Initial Text-Only Instruction	Review each option carefully then select the correct option and submit your answer.			
Screenreader Instruction				
Graphic Description	A still image of the accident.	Filename	m35_s05_t10_010	
Alt text	Emergency service crews at the scene of the accident.			
Option 1 Text	Yes	Cautiousness		
Feedback 1	<p>Yes, that's the right decision.</p> <p>You can normally start to film but when you are filming situations where there is suffering or distress, you should consider a victims' privacy as you do so.</p> <p>Remember, in a situation like this the first priority is not to get in the way of the emergency services.</p> <p>Crews in this situation will often record as much material as possible because there is a public interest. They will take a decision later about what it is appropriate to show.</p> <p>If you are asked to stop filming by a victim you must stop filming them, although you may continue to film the general scene.</p> <p>Even though this is a public place, the injured are in a vulnerable position and are likely to have a legitimate expectation of privacy. When using the public interest to justify an intrusion, consideration should be given to proportionality; the greater the intrusion, the greater the public interest required to justify it.</p>			
Option 2 Text	No	Cautiousness		

Feedback 2	<p>In fact, you can start to film but you must consider the victims' privacy as you do so.</p> <p>Remember, in a situation like this the first priority is not to get in the way of the emergency services.</p> <p>Crews in this situation will often record as much material as possible because there is a public interest. They will take a decision later about what it is appropriate to show.</p> <p>If you are asked to stop filming by a victim you must stop filming them, although you may continue to film the general scene.</p> <p>Even though this is a public place, the injured are in a vulnerable position and are likely to have a legitimate expectation of privacy. When using the public interest to justify an intrusion, consideration should be given to proportionality; the greater the intrusion, the greater the public interest required to justify it.</p>		
Option 3 Text		Cautiousness	
Feedback 3			
Option 4 Text		Cautiousness	
Feedback 4			
Option 5 Text		Cautiousness	
Feedback 5			
Option 6 Text		Cautiousness	
Feedback 6			
Correct option no.	1		
First attempt feedback			
Reset Instruction	Select RESET to try the question again.		
Text-Only Reset Instruction			
Flash Final Instruction	Select NEXT to continue.		
Text-Only Final Instruction	Select Next Page to continue.		
Related Learning			
Screen Resources	Res0		
Expert Text		Audio	Y/N
Expert Type	Email/Voicemail		

Additional Data	<p>BBC Editorial Guidelines Privacy 7.1</p> <p>The BBC respects privacy and does not infringe it without good reason, wherever in the world it is operating. The Human Rights Act 1998 gives protection to the privacy of individuals, and private information about them, but balances that with a broadcaster's right to freedom of expression. In regulation, the Ofcom Broadcasting Code states <i>'Any infringement of privacy in programmes, or in connection with obtaining material included in programmes, must be warranted.'</i></p> <p>Meeting these ethical, regulatory and legal obligations in our output requires consideration of the balance between privacy and our right to broadcast information in the public interest. We must be able to demonstrate why an infringement of privacy is justified.</p> <p>An infringement is considered in two stages, requiring justifications for both the gathering and the broadcasting of material where there is a legitimate expectation of privacy.</p> <p>Legitimate Expectations of Privacy</p> <p>An individual's legitimate expectation of privacy is qualified by location and the nature of the information and behaviour, and the extent to which the information is already in the public domain. People in the public eye may, in some circumstances, have a lower legitimate expectation of privacy.</p> <p>Location: People in public places or in semi-public places cannot expect the same degree of privacy as in their own homes or other sensitive locations. (A semi-public place is somewhere which, though private property, gives the public general access, such as an airport, station or shopping mall.)</p> <p>However, location must be considered in conjunction with the activity. There may be circumstances where people can reasonably expect privacy even in a public or semi-public space, particularly when the activity or information being revealed is inherently private. For example there may be a greater expectation of privacy when someone is in a public or semi-public place but receiving medical treatment. There may also be occasions when someone in a location not usually open to the public is engaged in an activity where they have a low expectation of privacy, for example a sales pitch or giving public information. We do not, though, normally reveal information which discloses the precise location of a person's home or family without their consent, unless it is editorially justified.</p> <p>Behaviour: There is less entitlement to privacy where an individual's behaviour is criminal or seriously anti-social.</p> <p>The Public Interest</p> <p>Private behaviour, information, correspondence and conversation should not be brought into the public domain unless there is a public interest that outweighs the expectation of privacy. There is no single definition of public interest. It includes but is not confined to:</p> <ul style="list-style-type: none"> • exposing or detecting crime • exposing significantly anti-social behaviour • exposing corruption or injustice
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Notes	
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Privacy: Filming trauma and distress
10275

Video Audio Stop Start			
Screen ID	m35_s05_t10_015	Bank ID	Killer Question N
Skippable	N		
Next Screen ID	m35_s05_t10_020	Last Screen In Branch	N
Assessment	N		
Number of Attempts	1	Show Marking	N
Title	Reviewing the footage		
Media Type	Video		
Initial Text	Despite your efforts not to be intrusive, your cameraman shot material containing close-up shots of one of the injured people. Your editor is keen that you show how serious the accident was and you need to decide what footage to use.		
Text-Only Initial Text	Select the play arrow to answer questions about what happens next. You'll get feedback once you've answered all the questions.		
Initial Flash Instruction	Select the play arrow to answer questions about what happens next. You'll get feedback once you've answered all the questions.		
Text-Only Initial Instruction	Select the play button to start the video. A transcript of the dialogue can be accessed by selecting the Show transcript link. When you have read the statement move on to the next segment by selecting Show next segment.		
Screenreader Instruction			
Video Description	One of the people involved in the crash is lying by the side of the road, shown in a long shot that shows the person from a distance. Video continues to zoom in to the scene, as the crew get nearer. The person is still unrecognisable from this distance. Video continues to zoom in as the crew get nearer. The injured person lying on the ground is now identifiable. You can clearly see her injuries too.	Filename	m35_s05_t10_015.flv
Video Transcript	No dialogue: One of the people involved in the crash is lying by the side of the road, shown in a long shot that shows the person from a distance. Video continues to zoom in to the scene, as the crew get nearer. The person is still unrecognisable from this distance. Video continues to zoom in as the crew get nearer. The injured person lying on the ground is now identifiable. You can clearly see her injuries		

	too.		
Question Type	MCQ		
Question Time Code	00.10 Clip 1		
Question Text	Will you include this shot in your news report?		
Question Flash Instruction	Choose one of the options and then select CONFIRM .		
Question Text-Only Video Description	Footage of a crash victim receiving treatment.	Question Text-Only Video Filename	m35_s05_t10_015_1.flv
Question Text-Only Video Scene Setter	Footage of a crash victim receiving treatment.		
Question Text-Only Video Transcript	No dialogue: One of the people involved in the crash is lying by the side of the road, shown in a long shot that shows the person from a distance.		
Question Text-Only Instruction	Select Show next segment to continue.		
MCQ Option 1 Text One	Yes	Cautiousness	
MCQ Option 2 Text Two	No	Cautiousness	
MCQ Option 3 Text Three		Cautiousness	
MCQ Option 4 Text Four		Cautiousness	
MCQ Option 5 Text Five		Cautiousness	
MCQ Option 6 Text Six		Cautiousness	
Correct option no.	2		
Notes	Don't alter the contents of the 'Question Type' field - this is for info only		
Question Type	MCQ		
Question Time Code	00.20 Clip 2		
Question Text	What about this shot? Will you include it?		
Question Flash Instruction	Choose one of the options and then select CONFIRM .		
Question Text-Only Video Description	Video continues to zoom in to the scene, as the crew get nearer.	Question Text-Only Video Filename	m35_s05_t10_015_2.flv
Question Text-Only Video Scene Setter	The footage continues.		
Question Text-Only Video Transcript	Video continues to zoom in to the scene, as the crew get nearer. The person is still unrecognisable from this distance.		
Question Text-Only			

Instruction	Select Show next segment to continue.		
MCQ Option 1 Text One	Yes	Cautiousness	
MCQ Option 2 Text Two	No	Cautiousness	
MCQ Option 3 Text Three		Cautiousness	
MCQ Option 4 Text Four		Cautiousness	
MCQ Option 5 Text Five		Cautiousness	
MCQ Option 6 Text Six		Cautiousness	
Correct option no.	2		
Notes	Don't alter the contents of the 'Question Type' field – this is for info only		
Question Type	MCQ		
Question Time Code	00.30 Clip 3		
Question Text	And this one?		
Question Flash Instruction	Choose one of the options and then select CONFIRM .		
Question Text-Only Video Description	Close-up of the victim.	Question Text-Only Video Filename	m35_s05_t10_015_3.flv
Question Text-Only Video Scene Setter	The footage continues.		
Question Text-Only Video Transcript	Video continues to zoom in to the scene, as the crew get nearer. The person is still unrecognisable from this distance.		
Question Text-Only Instruction	Select Show next segment to continue.		
MCQ Option 1 Text One	Yes	Cautiousness	
MCQ Option 2 Text Two	No	Cautiousness	
MCQ Option 3 Text Three		Cautiousness	
MCQ Option 4 Text Four		Cautiousness	
MCQ Option 5 Text Five		Cautiousness	
MCQ Option 6 Text Six		Cautiousness	
Correct option no.	1		
Notes	Don't alter the contents of the 'Question Type' field – this is for info only		
Question Type	MCQ		
Question Time Code	00.45 Clip4		
Question Text	Is this shot suitable to use in your report?		

Question Flash Instruction	Select one of the options and then click Confirm.		
Question Text-Only Video Description		Question Text-Only Video Filename	m35_s05_t10_015_4.flv
Question Text-Only Video Scene Setter			
Question Text-Only Video Transcript			
Question Text-Only Instruction	Select Show conclusion to continue.		
MCQ Option 1 Text One	Yes	Cautiousness	
MCQ Option 2 Text Two	No	Cautiousness	
MCQ Option 3 Text Three		Cautiousness	
MCQ Option 4 Text Four		Cautiousness	
MCQ Option 5 Text Five		Cautiousness	
MCQ Option 6 Text Six		Cautiousness	
Correct option no.	2		
Notes	Don't alter the contents of the "Question Type" field – this is for info only		
Totally Correct	<p>That's a good choice. The only safe clip to use is the third one where the camera focuses on the paramedic and the woman's face is not identifiable. The other clips are too intrusive.</p> <p>In this particular instance there is no editorial justification for identifying the individual receiving medical treatment. It is possible to capture the severity of the accident without such intrusive shots.</p> <p>In other circumstances, for example during the immediate aftermath of terrorist attacks or natural disasters, using shots that identify individuals may be hard to avoid and may be necessary to convey the real horror of an event.</p> <p>Crews arriving at scenes such as this one will normally take general shots to avoid distressing the victim and their families, while at the same time carrying out their legitimate duty to report matters of public interest.</p> <p>To find out more select THE GUIDELINES.</p>		
First Attempt Partly Correct			
First Attempt Totally Incorrect			
Final Attempt Partly Correct	Not all of your choices were correct. The only safe clip to use is the third one where the camera focuses on the paramedic and the		

	<p>woman's face is not identifiable. The other clips are too intrusive.</p> <p>In this particular instance there is no editorial justification for identifying the individual receiving medical treatment. It is possible to capture the severity of the accident without such intrusive shots.</p> <p>In other circumstances, for example during the immediate aftermath of terrorist attacks or natural disasters, using shots that identify individuals may be hard to avoid and may be necessary to convey the real horror of an event.</p> <p>Crews arriving at scenes such as this one will normally take general shots to avoid distressing the victim and their families, while at the same time carrying out their legitimate duty to report matters of public interest.</p> <p>To find out more select THE GUIDELINES.</p>
Final Attempt Totally Incorrect	<p>None of your choices were correct. The only safe clip to use is the third one where the camera focuses on the paramedic and the woman's face is not identifiable. The other clips are too intrusive.</p> <p>In this particular instance there is no editorial justification for identifying the individual receiving medical treatment. It is possible to capture the severity of the accident without such intrusive shots.</p> <p>In other circumstances, for example during the immediate aftermath of terrorist attacks or natural disasters, using shots that identify individuals may be hard to avoid and may be necessary to convey the real horror of an event.</p> <p>Crews arriving at scenes such as this one will normally take general shots to avoid distressing the victim and their families, while at the same time carrying out their legitimate duty to report matters of public interest.</p> <p>To find out more select THE GUIDELINES.</p>
Reset Instruction	
Text-Only Reset Instruction	
Flash Final Instruction	Select NEXT to continue.
Text-Only Final Instruction	Select Next Page to continue.
Related Learning	
Screen Resources	Res0
Expert Text	Audi o Y/N
Expert Type	Email/Voicemail
Additional Data	<p>BBC Editorial Guidelines Reporting Death, Suffering and Distress</p> <p>7.4.38 We must always balance the public interest in full and accurate reporting against the need to be compassionate and to avoid any unjustified infringement of privacy when we report accidents, disasters, disturbances, violence against individuals or</p>

	<p>war.</p> <p>We will always need to consider carefully the editorial justification for portraying graphic material of human suffering and distress. When crews arriving at the scene of a disaster or emergency are under pressures that make it difficult to judge whether recording is an unjustified breach of privacy, they will often record as much material as possible. However, in such a situation, even more care must be taken to assess any privacy implications prior to broadcast. The demands of live output and speed in the use of pictures should not override consideration of the privacy of those suffering or in distress.</p> <p>7.4.40 In the immediate aftermath of an event involving death, suffering or distress, the use of more graphic material is normally justified to provide a reasonable account of the full horror, although an evocative script is equally important in conveying the reality of tragedy and providing context for the material. However, as the story unfolds it may become more difficult to justify the continued use of such graphic material. Then when it comes to considering the story in a contemporary historical context or, for example, marking its anniversary, it may become editorially justified to use the material again.</p> <p>We also need to consider the cumulative effect of the continued or repeated use of graphic material on our continuous news channels.</p>
Notes	

Text and Graphic			
Screen ID	m35_s05_t10_020		
Skippable	N		
Next Screen ID	m35_s05_t10_023	Last Screen In Branch	Y/N
Layout	TL		
Title	Your report		
Initial Audio Transcript			
Initial Text	As you are filming the aftermath of the car crash, you are told by one of the police officers that several people taken to hospital from the crash are in a critical condition.		
BodyText	<p>One was Pamela Griffiths, the leader of a controversial minority political party. The other was Gordon Hawking, a friend of hers, a private individual who is not in the public eye. The police tell you next of kin have been informed.</p> <p>Your next news bulletin is in 30 minutes' time, so you start putting together a report. You check Pamela Griffiths' Twitter account and see that she posted photos last night on Twitpic of her at a party conference, launching new policies.</p>		
BodyText Properties	Body Text Size 404,372	Body Text Coords	488,94
Graphic Description	Image of police tape.	Filename	m35_s05_t10_020
Alt Text	Close-up of police tape: Police Line Do Not Cross.	Graphic Coords	0,94
Label			
Label Properties	Label Size 150,26	Label Coords	12,123
Flash Final Instruction	Select NEXT to continue.	size	coords
Text-Only Final Instruction	Select Next Page to continue.		
Related Learning			
Screen Resources	Res0		
Expert Text		Audi o	Y/N
Expert Type	Email/Voicemail		
Additional Data	<p>BBC Editorial Guidelines Material from Social Media 7.4.8</p> <p>Although material, especially pictures and videos, on third party social media and other websites where the public have ready access may be considered to have been placed in the public domain, re-use by the BBC will usually bring it to a much wider audience. We should consider the impact of our re-use, particularly when in connection with tragic or distressing events. There are also copyright considerations.</p>		
Notes			

MCQ			
Screen ID	m35_s05_t10_023	Bank ID	Killer Question N
Skippable	Y/N		
Next Screen ID	m35_s05_t10_025	Last Screen In Branch	N
Assessment	Y/N		
Number of Attempts	1	Show Marking	Y
Title	Posted pictures		
Question Text	Can you use the pictures from Pamela Griffiths' Twitpic postings?		
Initial Flash Instruction	Choose Yes or No, then select CONFIRM .		
Initial Text-Only Instruction	Review each option carefully then select the correct option and submit your answer.		
Screenreader Instruction			
Graphic Description	Photo image of Pamela at a political conference.	Filename	m35_s05_t10_023
Alt text	Photograph of Pamela Griffiths at a political conference.		
Option 1 Text	Yes	Cautiousness	
Feedback 1	You're right, you can use these pictures. Pamela Griffiths is a public figure and she has posted the photos in a place where she intends the public to access them and she has no expectation of privacy with regard to the photographs.		
Option 2 Text	No	Cautiousness	
Feedback 2	Actually, you can use these pictures. Pamela Griffiths is a public figure and she has posted the photos in a place where she intends the public to access them and she has no expectation of privacy with regard to the photographs.		
Option 3 Text		Cautiousness	
Feedback 3			
Option 4 Text		Cautiousness	
Feedback 4			
Option 5 Text		Cautiousness	
Feedback 5			
Option 6 Text		Cautiousness	
Feedback 6			
Correct option no.	1		
First attempt feedback			
Reset Instruction	Select RESET to try the question again.		
Text-Only Reset Instruction			
Flash Final Instruction	Select NEXT to continue.		

Text-Only Final Instruction	Select Next Page to continue.		
Related Learning			
Screen Resources	Res0		
Expert Text		Audi o	Y/N
Expert Type	Email/Voicemail		
Additional Data	<p>BBC Editorial Guidelines Material from Social Media 7.4.8</p> <p>Although material, especially pictures and videos, on third party social media and other websites where the public have ready access may be considered to have been placed in the public domain, re-use by the BBC will usually bring it to a much wider audience. We should consider the impact of our re-use, particularly when in connection with tragic or distressing events. There are also copyright considerations.</p>		
Notes			

Graphical Select From List					
Screen ID	m35_s05_t10_025	Bank ID	Killer Question	Y/N	
Skippable	Y/N				
Next Screen ID	m35_s05_t10_026	Last Screen In Branch	Y/N		
Assessment	Y/N				
Number of Attempts	1	Show Marking	N		
Title	Gordon's photograph				
Initial Audio Transcript					
Question Text	You find Gordon Hawking has a Facebook page and there are several pictures of him that aren't subject to privacy settings. You want at least one photograph of him for use in your report, but you don't have his or his family's consent. Select the image or images you want to use, then				
Initial Flash Instruction	select CONFIRM .				
Initial Text-Only Instruction	Review each option carefully then select one or more options and submit your answer.				
Graphic Description	Four photo images: <ul style="list-style-type: none"> A photo of Gordon Hawking A photo of Gordon with his two young children GH with a shot glass in hand looking worse for wear GH with a group of unknown adult friends, we don't know who they are. 	File name	m35_s05_t10_025		
Alt Text	Four photographs showing Gordon Hawking. The first shows a shot of Gordon smiling to camera, the second shows Gordon with his two young children, the third shows Gordon drinking a vodka shot and looking worse for wear and the fourth shows Gordon in a pub with a group of unknown adult friends.				
Option 1 Label	A photo of Gordon smiling.	Correct	Y	Coords	0,9
Option 1 Alt Text	A photo of Gordon.				
Option 1 Description	A photo of Gordon.	Cautiousness			
Option 2 Label	A photo of Gordon with his two young children.	Correct	N	Coords	231,13
Option 2 Alt Text	A photo of Gordon with his two young children.				
Option 2 Description	A photo of Gordon with his two young children.	Cautiousness			
Option 3 Label	A photo of Gordon drinking a shot and looking a little worse for wear.	Correct	N	Coords	462,11
Option 3 Alt Text	A photo of Gordon with a drink in his hand.				
Option 3 Description	A photo of Gordon with a drink in his hand.	Cautiousness			
Option 4 Label	A photo of Gordon in the pub with some unknown adult friends.	Correct	N	Coords	693,10
Option 4 Alt Text	A photo of Gordon with a group of unknown adult friends.				

Option 4 Description	A photo of Gordon with a group of unknown adult friends.	Cautiousness		
Option 5 Label		Correct	Y/N	Coordinates
Option 5 Alt Text				
Option 5 Description		Cautiousness		
Option 6 Label		Correct	Y/N	Coordinates
Option 6 Alt Text				
Option 6 Description		Cautiousness		
Confirm Coordinates				
numberOfOptionsToSelect	1			
Totally Correct	Yes, this would be the best picture to use. Find out why on the next screen.			
First Attempt Partly Correct				
First Attempt Totally Incorrect				
Final Attempt Partly Correct	That's not the best choice. Find out why on the next screen.			
Final Attempt Totally Incorrect	That's not the best choice. Find out why on the next screen.			
Reset Instruction	Select RESET to try the question again.			
Text-Only Reset Instruction				
Model Answer Instruction	Select MODEL to see the correct answers, then select NEXT to continue.			
Text-Only Model Answer Instruction				
User Answer Instruction	Select YOUR ANSWER to see the answers you gave, then select NEXT to continue.			
Text-Only User Answer Instruction				
Flash Final Instruction	Select NEXT to continue.			
Text-Only Final Instruction	Select Next Page to continue.			
Related Learning				
Screen Resources	Res0			
Expert Text			Audio	Y/N
Expert Type	Email/Voicemail			

Additional Data	<p>BBC Editorial Guidelines Material from Social Media 7.4.8</p> <p>Although material, especially pictures and videos, on third party social media and other websites where the public have ready access may be considered to have been placed in the public domain, re-use by the BBC will usually bring it to a much wider audience. We should consider the impact of our re-use, particularly when in connection with tragic or distressing events. There are also copyright considerations.</p>
Notes	

Text and Graphic				
Screen ID	m35_s05_t10_026			
Skippable	Y/N			
Next Screen ID	m35_s05_t10_030	Last Screen In Branch	Y/N	
Layout	TL			
Title	Feedback on your choice of photograph			
Initial Audio Transcript				
Initial Text	While all these pictures may be argued to be in the public domain, Gordon Hawking is a private citizen and you may want to consider the impact the use of the pictures may have on his family and friends.			
BodyText	<p>Image one seen here on the left, where Gordon Hawking is seen on his own would be the best image to use.</p> <p>Image two: unless you had the family's consent it would be better not to use this picture in case you cause them more distress. There are higher expectations of privacy for children and showing them on a news bulletin in this context may also cause them or their family distress.</p> <p>Image three: you need to be careful with this picture. When you lift pictures from social networking sites and present them in a new context, you risk people drawing inaccurate and inappropriate conclusions about the person. It would be better not to use this photo.</p> <p>Image four: unless you had consent from Gordon Hawking's friends who were present it would be better not to use this picture in case, as with the family, you cause them more distress.</p> <p>If only pictures two to four were available you should try to edit out the others in the picture.</p> <p>When using material from social networking sites of individuals who are not public figures, we should consider the impact of re-using it in the wider public domain, particularly in distressing situations such as this one. Ideally we should gain consent from the family. To find out more select THE GUIDELINES.</p>			
BodyText Properties	Body Text Size	404,372	Body Text Coords	488,94
Graphic Description	A photograph of Gordon Hawking.	Filename	m35_s05_t10_026	
Alt Text	Gordon Hawking, smiling.	Graphic Coords	0,94	
Label Properties	Label Size	150,26	Label Coords	12,123
Flash Final Instruction	Click NEXT to continue.	siz	coord	
Text-Only Final Instruction	Select Next Page to continue.	e	s	
Related Learning				
Screen Resources	Res0			
Expert Text				
Expert Type	Email/Voicemail	Audi	Y/N	

Additional Data	<p>BBC Editorial Guidelines Material from Social Media 7.4.8</p> <p>Although material, especially pictures and videos, on third party social media and other websites where the public have ready access may be considered to have been placed in the public domain, re-use by the BBC will usually bring it to a much wider audience. We should consider the impact of our re-use, particularly when in connection with tragic or distressing events. There are also copyright considerations.</p>
Notes	

Graphical MCQ				
Screen ID	m35_s05_t10_030	Bank ID	Killer Question	Y/N
Skippable	Y/N			
Next Screen ID	m35_s05_t10_035	Last Screen In Branch	Y/N	
Assessment	Y/N			
Number of Attempts	1	Show Marking	N	
Title	Protecting identity			
Question Text	It's now two weeks later and tragically Gordon Hawking has passed away leaving two young children. A post-mortem has revealed that he was over the limit at the wheel of the car. You still don't have his family's consent. Which picture would you use in your report?			
Initial Flash Instruction	Choose the option to use, then select CONFIRM .			
Initial Text-Only Instruction	Review each option carefully then select one or more options and submit your answer.			
Graphic Description	<p>Four images:</p> <ul style="list-style-type: none"> A photo of Gordon Hawking A photo of Gordon with his two young children GH with a shot glass in hand looking worse for wear GH with a group of unknown adult friends, we don't know who they are. 	Filename	m35_s05_t10_030	
Alt Text	Four photographic images: image one shows a picture of Gordon and his wife and his two children, who are all visible. Image two shows a cropped picture of just Gordon. Image three shows a picture of Gordon and his wife, but with the children's faces obscured. Image four shows a picture of Gordon, his wife and the children, the faces of his wife and children have been obscured.			

Option 1 Label	A picture of Gordon with his children.	Coord s	0,20
Option 1 Alt Text	A picture of Gordon on his own.		
Option 1 Description	A picture of Gordon on his own	Cautiousness	
Option 1 Feedback	You're right. The only picture it would be appropriate to use is still the first one showing Gordon Hawking on his own. Using Images 3 or 4 and showing him drinking is unnecessary and likely to cause further distress to his family and friends. The advice regarding the picture showing him with his two children remains the same. You shouldn't use it without the family's consent.		
Option 2 Label	A picture of Gordon.	Coord s	232,18
Option 2 Alt Text	A picture of Gordon.		
Option 2 Description	A picture of Gordon and his children	Cautiousness	
Option 2 Feedback	In fact, the only picture it would be appropriate to use is still the first one showing Gordon Hawking on his own. Using images 3 or 4 and showing him drinking is unnecessary and likely to cause further distress to his family and friends. The advice regarding the picture showing him with his two children remains the same. You shouldn't use it without the family's consent.		
Option 3 Label	A picture of Gordon, his wife and his children. The children's faces are obscured.	Coord s	463,12
Option 3 Alt Text	Gordon drinking a vodka shot		
Option 3 Description	Gordon drinking a vodka shot	Cautiousness	
Option 3 Feedback	In fact, the only picture it would be appropriate to use is still the first one showing Gordon Hawking on his own. Using images 3 or 4 and showing him drinking is unnecessary and likely to cause further distress to his family and friends. The advice regarding the picture showing him with his two children remains the same. You shouldn't use it without the family's consent.		
Option 4 Label	A picture of Gordon, his wife and his children. His wife's and children's faces are obscured.	Coord s	695,22
Option 4 Alt Text	A picture of Gordon, his wife and his children. His wife, and the children's faces are obscured.		
Option 4 Description	A picture of Gordon, his wife and his children. His wife's and the children's faces are obscured.	Cautiousness	
Option 4 Feedback	In fact, the only picture it would be appropriate to use is still the first one showing Gordon Hawking on his own. Using images 3 or 4 and showing him drinking is unnecessary and likely to cause further distress to his family and friends. The advice regarding the picture showing him with his two children remains the same. You shouldn't use it without the family's consent.		
Option 5 Label		Coord s	
Option 5 Alt Text			
Option 5 Description		Cautiousness	
Option 5 Feedback			
Option 6 Label		Coord s	
Option 6 Alt Text			
Option 6 Description		Cautiousness	
Option 6 Feedback			
Correct option	1	Confirm	

		coords	
First attempt feedback			
Reset Instruction	Select RESET to try the question again.		
Text-Only Reset Instruction			
Flash Final Instruction	Select NEXT to continue.		
Text-Only Final Instruction	Select Next Page to see the final page and send your completion email.		
Related Learning			
Screen Resources	Res0		
Expert Text		Audi o	Y/N
Expert Type	Email/Voicemail		
Additional Data	<p>BBC Editorial Guidelines 1.2.8 Privacy</p> <p>We will respect privacy and will not infringe it without good reason, wherever in the world we are operating. Private behaviour, information, correspondence and conversation will not be brought into the public domain unless there is a public interest that outweighs the expectation of privacy.</p>		
Notes			

Text and Graphic			
Screen ID	m35_s05_t10_035		
Skippable	N		
Next Screen ID		Last Screen In Branch	Y/N
Layout	P		
Title	Summary		
Initial Audio Transcript			
Initial Text	You've reached the end of this task on reporting death, suffering and distress.		
BodyText	<p>These are the main points to remember from this task:</p> <ul style="list-style-type: none"> • The BBC balances public interest with the need to be compassionate and to avoid any unjustified infringement of privacy when reporting on accidents, disasters, disturbances, violence or war. • Sometimes when we have the right to show material we may make an ethical judgement not to show it on compassionate grounds. • The BBC respects the right of individuals not to be filmed when they have a legitimate expectation of privacy. <p>Remember, difficult decisions should always be referred up. Some of the referrals are mandatory. Editorial Policy advice is available 24/7 internally on ext 02 81819 or externally on 020 800 81819. If you would like to access further Guidance select MORE INFO.</p>		
BodyText Properties	Body Text Size	559,432	Body Text Coords
Graphic Description	The red mission chair.		0,80
			Filename
			m35_s05_t
			10_035
Alt Text	The Mission Chair.		Graphic Coords
Label			476,-48
Label Properties	Label Size	150,26	Label Coords
			12,123
Flash Final Instruction	Select EXIT to return to the learning menu and choose another task.	siz	coord
		e	s
Text-Only Final Instruction	Select Home to return to the menu and choose another task.		
Related Learning			
Res0	Res0		
Expert Text		Audi	Y/N
		o	
Expert Type	Email/Voicemail		
Additional Data	<p>BBC Editorial Guidelines</p> <p>1.2.8 Privacy</p> <p>We will respect privacy and will not infringe it without good reason, wherever in the world we are operating. Private behaviour, information, correspondence and conversation will not be brought into the public domain unless there is a public interest that outweighs the expectation of privacy.</p>		
Notes			