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**S4C Guidelines to Political Parties or Designated Organisations for the Production of Party Political, Party Election or Referendum Campaign Broadcasts (PPB, PEB, RCBs)**

March 2021

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## **1. Introduction**

- 1.1 These Guidelines are designed to cover compliance issues and the 'rules' to be observed by all qualifying parties or designated organisations<sup>1</sup> when producing PPBs, PEBs and/or RCBs for broadcast on S4C. While parties/designated organisations are responsible for the content of the broadcasts, they are required to observe the following guidelines, which have been agreed between the broadcasters and will be applied equally to all parties/designated organisations.
- 1.2 These Guidelines are designed to reconcile the editorial standards of S4C and its audience's expectations with the freedom of political parties/designated organisations to convey their political messages, and to ensure that these are met on all outlets.

## **2. Compliance**

- 2.1 As well as these Guidelines, all PPBs, PEBs and RCBs must comply with the following guidelines and policies as amended from time to time:
  - the Broadcasters Liaison Group ("BLG") Production Guidelines which are available on the BLG website at:  
<https://www.bbc.co.uk/broadcastersliaisongroup/guidelines/production-guidelines-party-broadcasts>;
  - the S4C guidelines on 'Delivery of Party Political, Party Election and Referendum Campaign Broadcasts to S4C' which are available on the S4C production website at:  
[https://www.s4c.cymru/media/media\\_assets/2021\\_03\\_09\\_Delivery\\_of\\_Party\\_Political.pdf](https://www.s4c.cymru/media/media_assets/2021_03_09_Delivery_of_Party_Political.pdf); and
  - the 'S4C Policy on Party Political Broadcasts (PPB), Party Election Broadcasts (PEB) and Referendum Broadcasts' which is available on the S4C Unitary Board website at:  
[https://www.s4c.cymru/media/media\\_assets/2021\\_03\\_10\\_S4C\\_Policy\\_on\\_Political\\_Broadcasts.pdf](https://www.s4c.cymru/media/media_assets/2021_03_10_S4C_Policy_on_Political_Broadcasts.pdf)

- 2.2 All broadcasts must observe the law - for example, on copyright, libel, defamation, contempt, obscenity, incitement to racial hatred or violence etc. Broadcasts must not infringe any of the convention rights as defined in the Human Rights Act 1998 of any person, any right of privacy, right of publicity or any other right of any other nature of any person or contravene the provisions of any statutes (including those relating to the promotion of equal opportunities and fair treatment) regulations or order.

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<sup>1</sup> as designated by the Electoral Commission under Section 12 of the Political Parties Elections and Referendum Act 2000.

- 2.3 Broadcasts must comply with all relevant codes, guidelines, policies and requirements of Ofcom as issued, amended or replaced from time to time including the Ofcom Broadcasting Code, and during an election or referendum period, the Ofcom Rules on Political and Referendum Broadcasts as amended or supplemented in relation to any particular election or referendum.
- 2.4 Broadcasts must not be inaccurate or misleading.
- 2.5 Impartiality is achieved over the series of PPB/PEB/RCBs as a whole, and therefore there is no obligation on the parties/designated organisations to achieve impartiality within each broadcast.
- 2.6 The party/designated organisation responsible for the broadcast will indemnify S4C in respect of any losses or legal or regulatory actions resulting from the contents of the broadcast or any breach by it of any obligations contained in these Guidelines.

### **3. Rights**

- 3.1 All PPBs, PEBs and RCBs delivered to S4C must grant S4C a licence to broadcast the PPB, PEB or RCB on all services provided by, on behalf of or with the consent of S4C on all platforms worldwide.
- 3.2 It is the responsibility of the party/designated organisation to ensure that all necessary permissions and third party rights (such as for music and archive footage) have been secured prior to transmission. S4C may seek written confirmation of these rights clearances before transmission.
- 3.3 No member of the public should be featured prominently in a broadcast without that person's consent which should generally be recorded in writing and be made available to S4C on request. Where a child under 16 years appears in the PPB/PEB/RCB, the consent of the child's parent or guardian must be obtained.

### **4. Third Party Footage & Images**

- 4.1 Subject to the Rules of Coverage of the respective institutions, extracts of recordings of proceedings in the Welsh Parliament, the Scottish Parliament, the Northern Ireland Assembly or the London Assembly may be used only if featuring a speech or extract by a member of the party/designated organisation making the broadcast, and the member's consent has been obtained. Extracts in sound or vision featuring members of a party other than the party making the broadcast must have the consent both of the member and the other party concerned.
- 4.2 Use of footage from proceedings in the Houses of Parliament is not permitted, due to the limitations on broadcast use of such footage required by the Parliamentary Recording Unit.
- 4.3 Extracts from party conference speeches of the party allocated the broadcast may be used and can be bought in the normal way from the broadcasters.
- 4.4 Archive or news clips of members of any other political party should not be included without the consent of the individual and the party concerned. This applies to both visual and audio material alike. Undistorted stills are allowed.

4.5 News footage featuring a party/designated organisation's own leader and politicians may be purchased from broadcasters in the usual way but clips which identify the programme in which they featured via on-screen logos, theme music or the voice or face of a presenter/reporter will not be allowed.

## 5. Other Content Issues

5.1 Where candidates are included in a party election broadcast there must not be any explicit visual or verbal reference made to their constituencies. It does not apply to pictures of the Houses of Parliament, the Welsh Parliament, the Scottish Parliament or Stormont, which can be used in broadcasts featuring candidates for the constituencies in which those buildings are located, provided there is no reference to constituency issues.

5.2 Images or recordings including broadcasters, such as interviewers or reporters, are not permitted where the impartiality of S4C might be called into question by their inclusion in the broadcast.

5.3 The use of actors in a broadcast must be made clear to the audience if there is any possibility that the audience could be confused or misled by their appearance. The same applies to reconstructions.

5.4 PPB/PEB/RCBs which closely mimic the format of established programmes on any channel, particularly news programmes, run the risk of misleading the audience and therefore they must be clearly labelled throughout.

5.5 No revenue-generating telephone numbers are to be used in a broadcast. Parties who intend to include telephone or text numbers in their broadcasts must consult with S4C at least one week before the transmission date. Broadcasts will not be transmitted unless a form of words agreed with S4C is used. Appeals for members of the audience to contact the party/designated organisation at the end of the broadcast by telephone, e-mail etc are allowed, subject to consultation beforehand with S4C, but direct appeals for funds (such as "Have your credit cards handy") are not.