



# EDITORIAL GUIDANCE FOR PUBLICITY PHOTOGRAPHY





## WHY IS THIS IMPORTANT?

Publicity pictures have unique Editorial Policy watch-outs that can be in addition or different to programme Editorial Policy. It is important that any imagery released to promote a programme does not bring the BBC into disrepute.

BBC Executive Producers and the BBC Pictures team are responsible for Editorial Compliance of all imagery and will adhere to the following guidelines when deciding what imagery to release.





## WHY ARE EDITORIAL GUIDELINES DIFFERENT FOR PUBLICITY IMAGES?

**There is no watershed:** pictures must be suitable for all audiences at all times of day as they are seen in the press, on social media and streaming platforms.

**Frozen images can have a greater impact than fleeting moving images:** something that may seem relatively harmless in a programme can be more problematic frozen in a picture.

**Stills represent an entire programme:** publicity images must convey an accurate impression of the programme they are representing.



# GET THE RIGHT PERMISSIONS.

**MILITARY PERSONNEL:** You must have military approval to be used in publicity pictures.





# GET THE RIGHT PERMISSIONS.

**ROYALTY:** It is important to observe any agreement made between the production company and the Royal Household regarding publicity and marketing materials.

If in doubt, refer to the programme's BBC Commissioning Exec.

# GET THE RIGHT PERMISSIONS.

**BANK NOTES:** There are very strict rules to prevent the counterfeit of legal tender. For example scanning banknotes to use in design work must be approved by the Bank of England. Photographs of bank notes shouldn't show an entire note.

Contact the Reproductions Officer at the BoE for more information - [banknote.reproductions@bankofengland.co.uk](mailto:banknote.reproductions@bankofengland.co.uk).





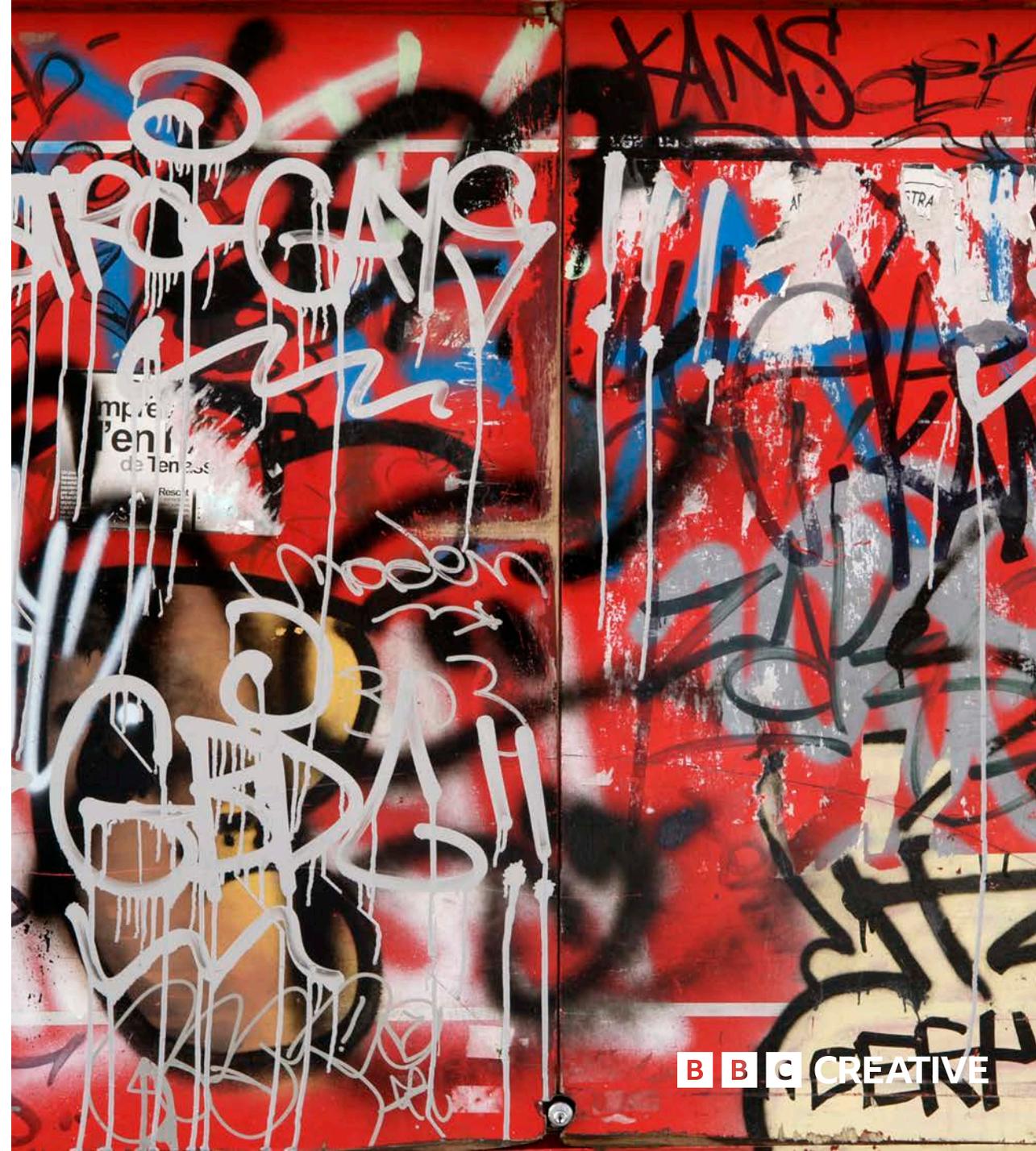
# HARM & OFFENCE - MINORS

As a rule of thumb we should not show minors in inappropriate situations or engaging in activities that are illegal.

You must have written parental or guardian approval for contributors aged sixteen and under, unless unidentifiable. Ensure your images do not reveal clues to the location of the child.

# THINGS THAT CAUSE HARM OR OFFENCE MAY NOT ALWAYS BE OBVIOUS:

Graffiti in the background may be small or written in a foreign language but does it say anything that may cause harm or offence?





# THINGS THAT CAUSE HARM OR OFFENCE MAY NOT ALWAYS BE OBVIOUS:

Nudity must be treated with more care than in programmes. It is rarely, if ever, appropriate to show nudity, even if it accurately reflects the nature of the programme. To show any nudity in a stills image would need very strong editorial justification.

Remember: THERE IS NO WATERSHED



# THE BBC CANNOT BE SEEN TO ENDORSE A PARTICULAR BRAND OR PRODUCT:

Posed publicity photographs must avoid undue prominence of brands or products. Blurring or obscuring logos is not an option, instead the photographer should reframe to avoid the logo, or it should be cropped out in post production.





# THE BBC CANNOT BE SEEN TO ENDORSE A PARTICULAR BRAND OR PRODUCT:

However we live in a world where brands surround us and a photograph could be accepted if there's no alternative because of what a contributor happened to be wearing in an actuality sequence.

Likewise, if many different brands are on show this is acceptable.

# PUBLICITY IMAGES MUST NOT DEPICT:

Any subject who is at risk. The reasons for this could vary from a vulnerable individual, to avoiding contempt of court/pending court case.

Care must be taken if an image can identify someone e.g. a car number plate or the inside/ outside of a person's home or a school uniform.





# PUBLICITY IMAGES MUST NOT DEPICT:

Hangings or other forms of execution.

Overt emphasis on guns, knives or other weapons.  
Guns should not be shown pointing directly at a person or at the camera.

Activities or stunts that could cause children or young people to imitate dangerous behaviour.

# PUBLICITY IMAGES MUST NOT DEPICT:

Images of sex offenders who have served their sentences unless the police have decided to release this information to the general public.

Any proposal to release images of paedophiles or sex offenders who have not been publicly named by the police must be referred to the BBC's Director of Editorial Policy and Standards.





# **PUBLICITY IMAGES MUST NOT DEPICT:**

Graphic violence, gore, torture or any extreme violent behaviour.

Graphic sexual acts.

Children (under the age of sixteen) in a sexual context.

Explicit images of violence against women can only be used where editorially justifiable and should be avoided where possible.

# PUBLICITY IMAGES MUST NOT DEPICT:

Explicit drug use including identifying drug users or showing people with drugs paraphernalia.

Endorsement of dangerous/antisocial behaviours





# COPYRIGHT & ARCHIVE MATERIAL

Who is the copyright holder of the image? More often than not it will be the photographer unless you agree that the photographer signs all rights over to production.

Take care when featuring works of Art as there is a danger of secondary copyright issues, depiction of the work must be cleared with the copyright owner.

# COPYRIGHT & ARCHIVE MATERIAL

Great care should be taken with images from an archive or those being re-used to ensure they are still accurate and editorially appropriate for use in a new context.





# STEREOTYPES & MINORITY GROUPS

Images should be mindful of the sensibilities of political, regional, ethnic, disabled and other minority groups.

Sensitivity surrounding the use of an image should be taken into account in particular in relation to religion and minority groups.

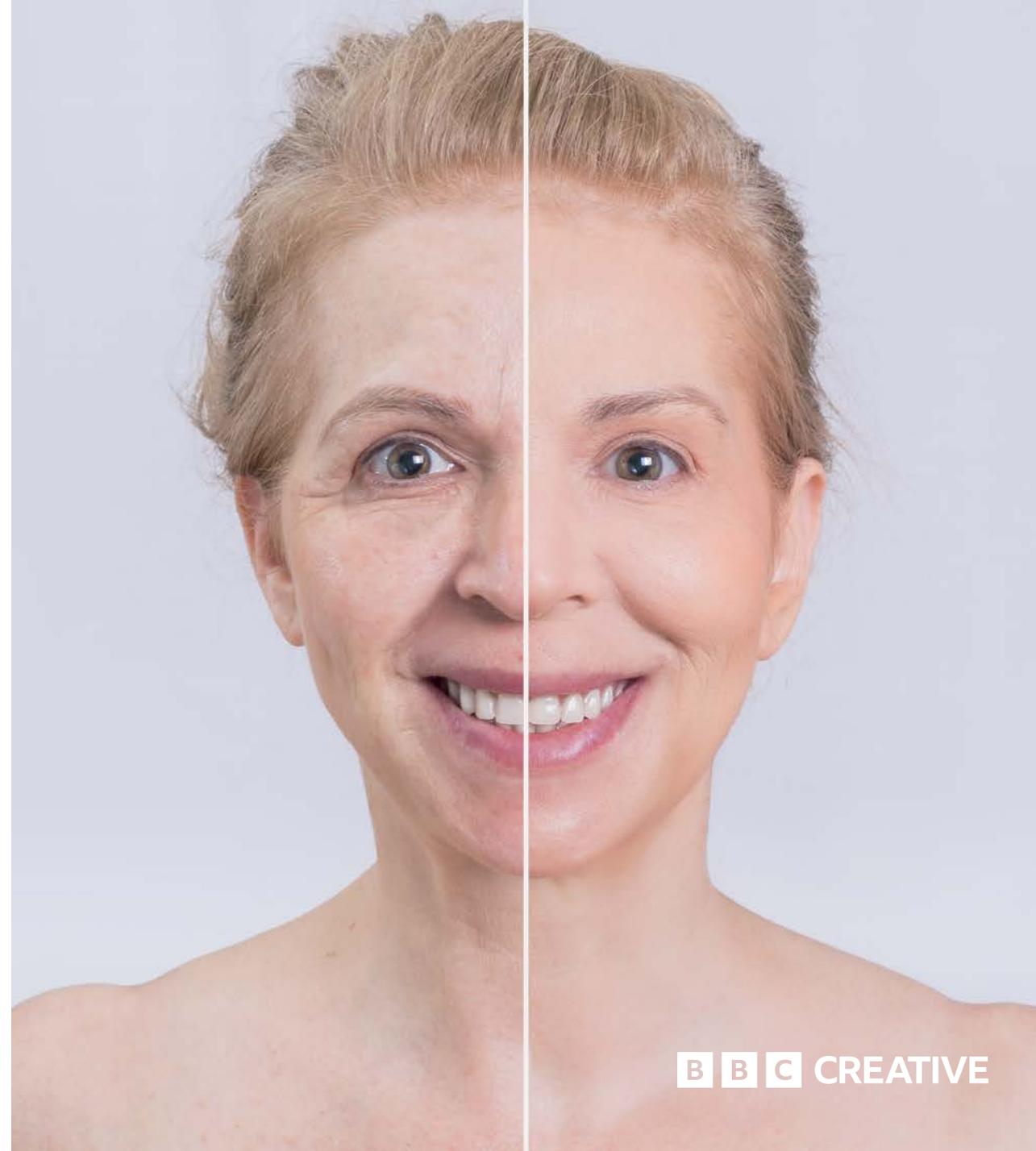
Care should be taken not to reinforce stereotypes and cause unjustifiable offence.

# ACCURATE REPRESENTATION

Photoshop must not be used for substantial cosmetic alteration e.g. changing body shape or altering facial features.

Post Production techniques should not distort the meaning of events, alter the impact of genuine material or otherwise seriously mislead our audiences.

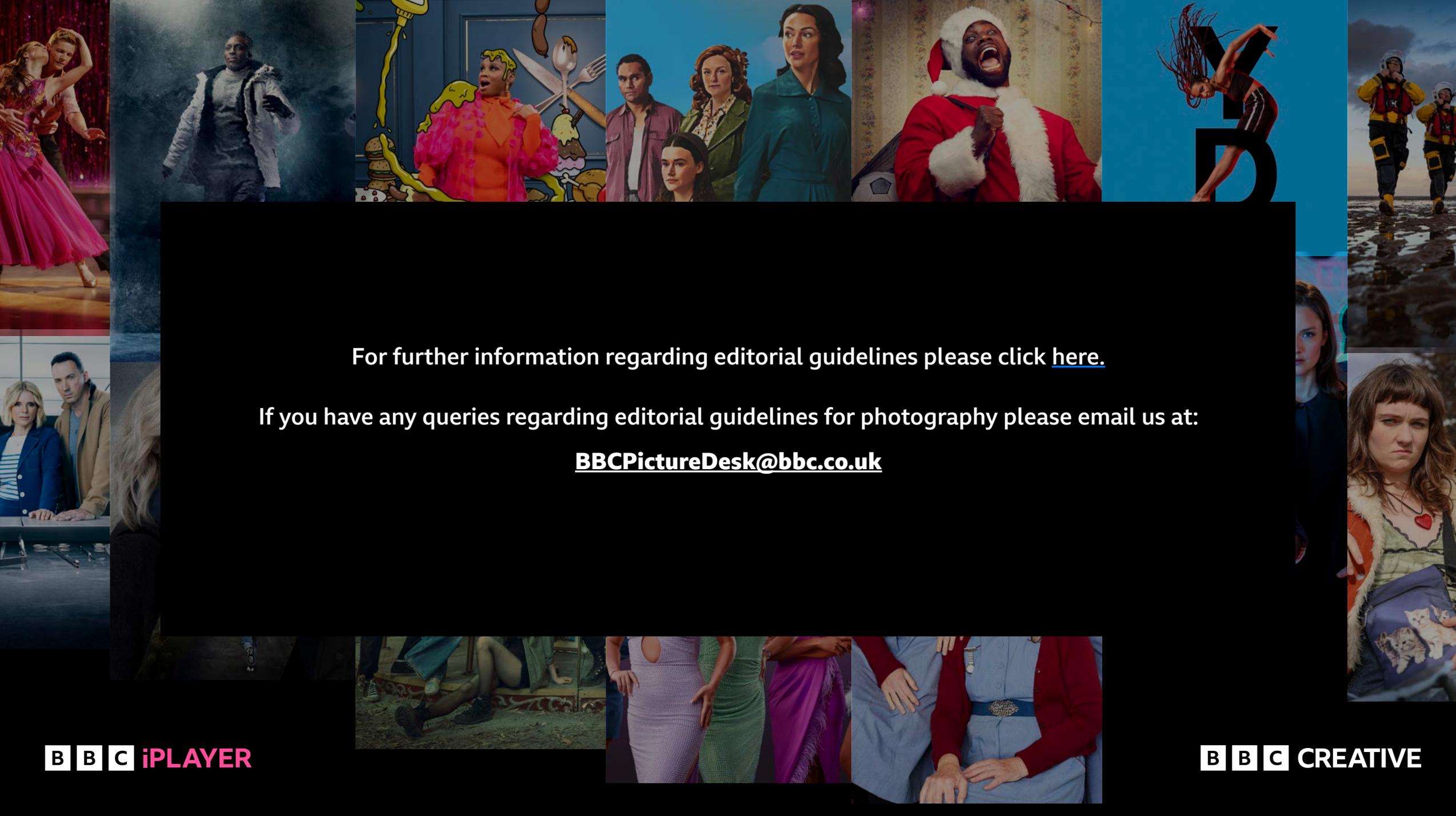
Care should be taken to ensure that images of an event reflect that event accurately.





# FAIRNESS

Audience Voting - Sets of images that represent a programme which requires the audience to vote should include every eligible contestant or none at all.



For further information regarding editorial guidelines please click [here](#).

If you have any queries regarding editorial guidelines for photography please email us at:

**[BBCPictureDesk@bbc.co.uk](mailto:BBCPictureDesk@bbc.co.uk)**