



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

**Privacy**

Secret Recording Made by Third Parties

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**Purpose of this document**

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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_t20_002		
Skippable	Y/N		
Next Screen ID		Last Screen In Branch	Y/N
Layout	TR		
Title	Introduction		
Initial Audio Transcript			
Initial Text			
BodyText	<p>It's the BBC's responsibility to respect privacy and not infringe it without good reason.</p> <p>Deciding when, or if, to use secretly recorded footage is always difficult. It's made especially so when using material that has been recorded by a third party.</p>		
BodyText Properties	Body Text Size	404,372	Body Text Coords 488,94
Graphic Description	An Image of Fran Unsworth.	Filename	m35_s05_t20_002
Alt Text	A TV screen displaying an image of Fran Unsworth.	Graphic Coords	0,94
Label			
Label Properties	Label Size	150,26	Label Coords 12,123
Flash Final Instruction	Select <b>NEXT</b> to continue.	siz e	coord s
Text-Only Final Instruction	Select Next Page to continue.		
Related Learning			
Screen Resources	Res0		
Expert Text		Audi o	Y/N
Expert Type			
Additional Data	<p><b>BBC Editorial Guidelines</b></p> <p><b>1.2.8 Privacy</b></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_t20_005		
Skippable	N		
Next Screen ID		Last Screen In Branch	Y/N
Layout	TL		
Title	Your Mission		
Initial Audio Transcript			
Initial Text	<p>From time to time, secret recordings made by third parties make the national headlines. Whether or not to use the material requires some very careful judgement. A number of factors will be taken into account.</p>		
BodyText	<p>In this module, you won't undertake a task, but will instead have the opportunity to watch a masterclass with Fran Unsworth, Head of BBC Newsgathering, about secret recordings made by third parties.</p>		
BodyText Properties	Body Text Size	404,372	Body Text Coords 488,94
Graphic Description	The Mission Chair.	Filename	m35_s05_t20_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 <b>NEXT</b> to view some examples.	siz e	Cords
Text-Only Final Instruction	Select Next Page to view some examples.		
Related Learning			
Screen Resources	Res0		
Expert Text		Audi o	Y/N
Expert Type			
Additional Data	<p><b>BBC Editorial Guidelines</b></p> <p><b>1.2.8 Privacy</b></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			

<b>Video Audio Tabbed</b>			
Screen ID	m35_s05_t20_010		
Skippable	N		
Next Screen ID		Last Screen In Branch	n
Title	Behind the scenes		
Media Type	Video		
Initial Text	Take some time to view specific examples when the BBC had to make decisions about whether to broadcast material secretly recorded by third parties.		
Initial Flash Instruction	Select both headings to view the available clips, choose each thumbnail to play the clips.		
Initial Text-Only Instruction	Video clip thumbnails are shown with each heading. Select each thumbnail to reveal a flash video player then select the play button to start the video. A transcript of the dialogue can be accessed by selecting the Show transcript link.		
Screenreader Instruction			
Initial Graphic Description	Filename	m35_s05_t20_010	
Initial Graphic Alt Text	The BBC Academy logo.		
Tab One Title	The Policy		
Tab One Video 1 Title	Decision making		
Tab One Video 1 Thumbnail Description	How do you treat third party secret recordings?	Filename	m35_s05_t20_010_1
Tab One Video 1 Thumbnail Graphic Alt Text	Still of Fran about to respond to a question.		
Tab One Video 1 Video Description	How do you treat third party secret recordings?	Filename	m35_s05_t20_010_1.flv
Tab One Video 1 Video Text-Only Scene Setter	Fran Unsworth discusses decision making in relation to secret recordings made by third parties.		
Tab One Video 1 Video Transcript	<p><b>Fran Unsworth:</b>                  One of the issues that you do have to deal with when you are offered material recorded secretly by a third party is, 'What are the principles by which they gathered this material?', because our principles say that there has to be prima facie evidence of wrongdoing. So we would be quite uncomfortable about somebody who had recorded something on the basis of being an Agent Provocateur and that they didn't have any evidence of wrongdoing before they actually set out on their secret filming expedition. Now sometimes that's quite difficult to establish because they're not necessarily going to tell us that, but in any case, we still under those circumstances would apply, 'Is this material in the public interest?' and, 'Has it already been put into the public domain anyway?'. And those are the things we would consider before deciding whether to run material or not.</p>		
Tab One Video 2 Title			
Tab One Video 2		Filename	

Thumbnail Description			
Tab One Video 2 Thumbnail Graphic Alt Text			
Tab One Video 2 Video Description		Filename	
Tab One Video 2 Video Text-Only Scene Setter			
Tab One Video 2 Video Transcript			
Tab One Video 3 Title			
Tab One Video 3 Thumbnail Description		Filename	
Tab One Video 3 Thumbnail Graphic Alt Text			
Tab One Video 3 Video Description		Filename	
Tab One Video 3 Video Text-Only Scene Setter			
Tab One Video 3 Video Transcript			
Tab One Video 4 Title			
Tab One Video 4 Thumbnail Description		Filename	
Tab One Video 4 Thumbnail Graphic Alt Text			
Tab One Video 4 Video Description		Filename	
Tab One Video 4 Video Text-Only Scene Setter			
Tab One Video 4 Video Transcript			
Tab One Video 5 Title			
Tab One Video 5 Thumbnail Description		Filename	
Tab One Video 5 Thumbnail Graphic Alt Text			
Tab One Video 5 Video Description		Filename	
Tab One Video 5 Video Text-Only Scene Setter			
Tab One Video 5 Video Transcript			
Tab One Video 6 Title			

Tab One Video 6 Thumbnail Description		Filename	
Tab One Video 6 Thumbnail Graphic Alt Text			
Tab One Video 6 Video Description		Filename	
Tab One Video 6 Video Text-Only Scene Setter			
Tab One Video 6 Video Transcript			
Tab Two Title	The Recordings		
Tab Two Video 1 Title	Sarah Ferguson / Lord Triesman		
Tab Two Video 1 Thumbnail Description	The Sarah Ferguson and Lord Triesman exposés discussed.	Filename	m35_s05_t20_0 10_2
Tab Two Video 1 Thumbnail Graphic Alt Text	Still of a BBC newsreader.		
Tab Two Video 1 Video Description	The Sarah Ferguson and Lord Triesman exposés discussed.	Filename	m35_s05_t20_0 10_2.flv
Tab Two Video 1 Video Text-Only Scene Setter	The Sarah Ferguson and Lord Triesman exposés discussed.		
Tab Two Video 1 Video Transcript	<p><b>BBC News reporter:</b> Good evening. The Duchess of York is said to be devastated after being caught on camera asking for half a million pounds to arrange an introduction to her ex-husband, Prince Andrew. The Duchess was secretly filmed meeting a News of The World reporter who was posing as a businessman. This report from our royal correspondent June Kelly contains flash photography.</p> <p><b>BBC News reporter June Kelly:</b> The Duchess and, on the table, the dollar bills. The evidence of Sarah Ferguson's latest money making venture, according to the News of The World. And, says the paper, this is where she collects. In the bag, \$40,000, and that's just a down payment.</p> <p><b>The Duchess of York:</b> Five hundred thousand pounds, when you can, to me... open doors.</p> <p><b>Undercover reporter:</b> It would be Prince Andrew?</p> <p><b>The Duchess of York:</b> Yeah.</p> <p><b>Undercover reporter:</b> Is that a deal?</p> <p><b>The Duchess of York:</b> Yeah.</p>		

**BBC News reporter June Kelly:**

'Give me the money' seems to be the gesture. According to the paper, this was the Duchess last Tuesday evening cutting the deal.

**The Duchess of York:**

You send it to the bank account that I tell you to send it to.

**Undercover reporter:**

If you give me the bank account details I'll arrange that no problem at all.

**The Duchess of York:**

Then that, is then like then you open up all the channels, whatever you need, whatever you want, and then that's what and then you meet Andrew and that's fine.

**BBC News reporter June Kelly:**

The News of the World stresses Prince Andrew is not involved. From his ex-wife, there's this.

**The Duchess of York:**

He never does accept a penny for anything.

**Undercover reporter:**

No, of course not, no.

**The Duchess of York:**

No, no, he does not.

**Undercover reporter:**

I know.

**The Duchess of York:**

He does not and will not and he is completely whiter than white.

**BBC News reporter:**

Now the football association chairman, Lord Triesman, has quit after a Sunday newspaper recorded him saying that rivals to England's 2018 World Cup bid were prepared to bribe officials at this year's tournament in South Africa. Just 48 hours ago, Lord Triesman led the group presenting England's bid to FIFA in Zurich. The new sports minister says the revelations are a PR disaster. David Bond reports.

**BBC News reporter David Bond:**

Just two days ago, England's World Cup bid looked to be going so smoothly. Full of confidence, FA and 2018 bid Chairman, Lord David Triesman, led the presentation at FIFA House in Zurich.

**Clip audio:**

The England bid committee, Lord Triesman, Chairman.

**BBC News reporter David Bond:**

Today, he has been forced to resign from both positions. His resignation came after a Sunday newspaper reported details of a private conversation with a former civil service colleague. Lord Triesman was secretly recorded claiming that the Spanish and Russian FAs were colluding to bribe referees and influence the outcome of the 2018 vote.

**Triesman Tape:**

My assumption is that the Latin Americans, although they've not said so, will vote for Spain and if Spain drop out, because Spain are looking for help from the Russians to help bribe the referees in the World Cup, their votes may then switch to Russia.

**BBC News reporter David Bond:**

In a statement tonight, Lord Triesman said, 'Entrapment, especially by a friend, is an unpleasant experience both for my family and me ...but it leaves me with no alternative but to resign.'

**Fran Unsworth:**

To the case of the Sarah Ferguson tapes and the Lord Triesman tapes, you would apply the public interest argument. 'Is it in the public interest that we should know that actually Sarah Ferguson had had this meeting in a hotel when it appeared that she was taking money in order to introduce a member of the royal family to businesspeople?' And I think that the judgement we would make would be that, yes it would be in the public interest that people should know that that was happening. So on that basis we would be prepared to show that footage. And I think the same would apply with Lord Triesman which was that he was making a serious allegations about other countries and their football authorities so there's the central allegation which needs testing. There was also his own position with the FA at the time and later in the day he was forced to resign over it, so in order to tell that story we do need to actually show something of the original material that led to that. So under those circumstances I would argue there was a public interest argument in showing somebody else's secret recording.

Tab Two Video 2 Title	Alan Duncan on Expenses		
Tab Two Video 2 Thumbnail Description	A video discussing the Alan Duncan Expenses recording.	Filename	m35_s05_t20_010_3
Tab Two Video 2 Thumbnail Graphic:Alt Text	Still of a BBC newsreader.		
Tab Two Video 2 Video Description	A video discussing the Alan Duncan Expenses recording.	Filename	m35_s05_t20_010_3.flv
Tab Two Video 2 Video Text-Only Scene Setter	A video discussing the Alan Duncan Expenses recording.		
Tab Two Video 2 Video Transcript	<p><b>BBC News reporter:</b> Alan Duncan, the shadow leader of the House of Commons has apologised for remarks he made about MPs pay and expenses. Remarks were secretly recorded by a campaigning group. Mr Duncan,</p>		

a senior Conservative, complains that MPs have to live on rations and are treated badly. Mr Duncan later said that the remarks were made in jest, but they were, he said, completely uncalled for. Our political correspondent Jo Coburn has the details.

**BBC News reporter Jo Coburn:**

Caught on camera. Secret filming on the House of Commons terrace recorded senior Tory Alan Duncan complaining in strong language that MPs are treated badly and the job they do now is too regimented.

**Alan Duncan:**

Basically, it's been nationalised. We have to live on rations, and they are treated like shit.

**BBC News reporter Jo Coburn:**

For many people, an MP's salary of 64 thousand pounds a year plus allowances may not seem such small beer, but Alan Duncan said the recent expenses scandal would put off anyone outside politics entering parliament.

**Alan Duncan:**

No one who has done anything in the outside world, or is capable of doing such a thing, will ever come into this place ever again, the way we are going.

**BBC News reporter Jo Coburn:**

The undercover filming was recorded and edited by a campaigner Alan Duncan had invited to the commons for a drink. The same campaigner who, just a few months ago, dug up the MP's lawn to plant flowers in the shape of a pound sign in protest at the gardening maintenance bills Mr. Duncan had claimed on expenses. He believes MPs should be more honest.

**Campaigner Heydon Prowse:**

If MPs feel hard done by and feel that they, you know, deserve the expenses that, you know, and deserve these second incomes, and deserve these expenses, they should say it, as oppose to saying one thing in the press and one thing to each other.

**BBC News reporter Jo Coburn:** Today, Mr Duncan has apologised unreservedly, saying, 'It is a huge honour to be an MP and my remarks, although meant in jest, were completely uncalled for.'

**Fran Unsworth:**

I think in the case of Alan Duncan, we would want to look at whether we were being entirely fair to him, if we were going to run this audio which had been collected by somebody who had been invited in by Alan Duncan. Alan Duncan didn't know he was being recorded, and it's something that we ourselves would not have done under such circumstances. But I think that what changed this story was Alan Duncan himself reacting to it and apologising for it. And under such circumstances, we would have wanted to run the apology. The

	<p>material was already in the public domain, it had been put there by others. So therefore, we couldn't really tell the story itself without using some of the original recording.</p> <p>I think that what I would also say about the Alan Duncan case is that there really was a clear public interest argument for running the material, because here we have a politician and several politicians – it was illustrative of the way that many of them were behaving in public, which was extremely contrite about the whole expenses scandal, but in private they had a completely different view. And I think that did justify why this material needed to be got out.</p>		
Tab Two Video 3 Title	Gordon Brown meets Gillian Duffy		
Tab Two Video 3 Thumbnail Description	A video discussing the Gordon Brown meets Gillian Duffy secret recording.	Filename	m35_s05_t20_010_4
Tab Two Video 3 Thumbnail Graphic Alt Text	Still of a BBC news reporter.		
Tab Two Video 3 Video Description	A video discussing the Gordon Brown meets Gillian Duffy secret recording.	Filename	m35_s05_t20_010_4.flv
Tab Two Video 3 Video Text-Only Scene Setter	A video discussing the Gordon Brown meets Gillian Duffy secret recording.		
Tab Two Video 3 Video Transcript	<p><b>BBC News reporter:</b> Dramatic developments on the election trail this morning. Gordon Brown has been caught on a microphone calling a voter who confronted him in Rochdale "a bigot". The unguarded remarks were made after a campaign stop in Rochdale, and afterwards, Mr Brown described the encounter as a disaster. There's been pressure on the Prime Minister in the past few days to get out and about on the campaign trail talking to real people. Well that seems to have backfired on him today. I'm joined here in Westminster today by our political correspondent, Laura Kuennsberg. First of all, how did this all come about.</p> <p><b>BBC News reporter Laura Kuennsberg:</b> Well, Gordon Brown was following a deliberate strategy which the Labour Party had changed to in the last few days which was to see more of Gordon Brown out and about meeting ordinary voters. Not just in micromanaged, stage managed party events. So, today he was in Rochdale, a seat that Labour hopes to take from Liberal Democrats, and he got chatting to a woman, Gillian Duffy, a 66 year old widower. She started a conversation with him about all sorts of topics. She started talking about immigration from Eastern Europe, she talked about pensions and the national debt. Now, after the conversation which, from Gordon Brown's view point, had ended relatively amicably – she said she was still going to vote Labour – but just as he got into his car, when he was having a conversation with his aide, once they were leaving the event, he was caught making these remarks about what Mrs Duffy had said:</p> <p><b>Gordon Brown:</b> Thanks very much.</p>		

	<p>That was a disaster.</p> <p><b>Gordon Brown's aide:</b> What did they say?</p> <p><b>Gordon Brown:</b> They should never have put me with that woman. Whose idea was that?</p> <p><b>Gordon Brown's aide:</b> I don't know. I didn't see.</p> <p><b>Gordon Brown:</b> [...] Sue's I think. It was ridiculous.</p> <p><b>Gordon Brown's aide:</b> ...I'm not sure they'll go with that one.</p> <p><b>Gordon Brown:</b> They will. They will go with that.</p> <p><b>Gordon Brown's aide:</b> What did she say?</p> <p><b>Gordon Brown:</b> Everything. She was just a sort of bigoted woman.</p> <p><b>Fran Unsworth:</b> The recording of the Gordon Brown exchange with his aide in the car over Gillian Duffy was actually a pool recording by Sky News. It wasn't actually our recording at all, but because it was pool, we automatically have access to it under the terms of trade. This was already running on Sky News when we became aware of it and then we had the decision about whether to use it or not. And we had a discussion at quite a senior level as to whether we thought that it was in the public interest that we should put a recording of somebody who didn't know that he was being recorded into the public domain or not. Now, it wasn't secret recording in the sense that some secret recording takes place, because we had already agreed that he would wear the microphone. He had simply forgotten that it was on, so it becomes a public interest argument about, "Well why should we, is it being unfair to him or not?" And I think that we took the view that we ought to show this material because of what it said about Gordon Brown's character and it was in the middle of the election campaign when his character is, of course, of interest to voters.</p>		
Tab Two Video 4 Title		Filename	
Tab Two Video 4 Thumbnail Description			
Tab Two Video 4 Thumbnail Graphic Alt Text			

Tab Two Video 4 Video Description		Filename	
Tab Two Video 4 Video Text-Only Scene Setter			
Tab Two Video 4 Video Transcript			
Tab Two Video 2 Title			
Tab Two Video 5 Thumbnail Description		Filename	
Tab Two Video 5 Thumbnail Graphic Alt Text			
Tab Two Video 5 Video Description		Filename	
Tab Two Video 5 Video Text-Only Scene Setter			
Tab Two Video 5 Video Transcript			
Tab Two Video 6 Title			
Tab Two Video 6 Thumbnail Description		Filename	
Tab Two Video 6 Thumbnail Graphic Alt Text			
Tab Two Video 6 Video Description		Filename	
Tab Two Video 6 Video Text-Only Scene Setter			
Tab Two Video 6 Video Transcript			
Tab Three Title			
Tab Three Video 1 Title			
Tab Three Video 1 Thumbnail Description		Filename	
Tab Three Video 1 Thumbnail Graphic Alt Text			
Tab Three Video 1 Video Description		Filename	
Tab Three Video 1 Video Text-Only Scene Setter			
Tab Three Video 1 Video Transcript			
Tab Three Video 2 Title			
Tab Three Video 2		Filename	

Thumbnail Description			
Tab Three Video 2 Thumbnail Graphic Alt Text			
Tab Three Video 2 Video Description		Filename	
Tab Three Video 2 Video Text-Only Scene Setter			
Tab Three Video 2 Video Transcript			
Tab Three Video 3 Title			
Tab Three Video 3 Thumbnail Description		Filename	
Tab Three Video 3 Thumbnail Graphic Alt Text			
Tab Three Video 3 Video Description		Filename	
Tab Three Video 3 Video Text-Only Scene Setter			
Tab Three Video 3 Video Transcript			
Tab Three Video 4 Title			
Tab Three Video 4 Thumbnail Description		Filename	
Tab Three Video 4 Thumbnail Graphic Alt Text			
Tab Three Video 4 Video Description		Filename	
Tab Three Video 4 Video Text-Only Scene Setter			
Tab Three Video 4 Video Transcript			
Tab Three Video 2 Title			
Tab Three Video 5 Thumbnail Description		Filename	
Tab Three Video 5 Thumbnail Graphic Alt Text			
Tab Three Video 5 Video Description		Filename	
Tab Three Video 5 Video Text-Only Scene Setter			

Tab Three Video 5 Video Transcript			
Tab Three Video 6 Title			
Tab Three Video 6 Thumbnail Description		Filename	
Tab Three Video 6 Thumbnail Graphic Alt Text			
Tab Three Video 6 Video Description		Filename	
Tab Three Video 6 Video Text-Only Scene Setter			
Tab Three Video 6 Video Transcript			
Flash Final Instruction Text-Only Final Instruction	Select <b>NEXT</b> to continue. Select <b>Next Page</b> to see the final page and send your completion email.		
Related Learning			
Screen Resources	Res0,Res26,Res27,Res28		
Expert Text		Audi o	Y/N
Expert Type			
Additional Data	<b>BBC Editorial Guidelines</b> <b>1.2.8 Privacy</b> 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			

third-party material has been gathered before deciding to broadcast, for example was there prima facie evidence of wrongdoing before a recording was made?			
<ul style="list-style-type: none"> <li>In addition to determining the third party's guiding principles, the BBC also considers if the material is in the public interest and if it has already been put into the public domain.</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.			
BodyText Properties Graphic Description	Body Text Size 498,451 The red mission chair.	Body Text Coords Filename	0,65 m35_s05_t 20_015
Alt Text Label	The Mission Chair.	Graphic Coords	476,-48
Label Properties	Label Size 150,26	Label Coords	12,123
Flash Final Instruction	Select <b>EXIT</b> to return to the learning menu and choose another task.	siz e	coord s
Text-Only Final Instruction	Select <b>Home</b> to return to the menu and choose another task.		
Related Learning			
Screen Resources	Res0		
Expert Text		Audi o	Y/N
Expert Type	Email/Voicemail		
Additional Data	<b>BBC Editorial Guidelines</b> <b>1.2.8 Privacy</b> 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			

<b>Text and Graphic</b>			
Screen ID	m35_s05_t20_015		
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 masterclass on <b>secret recordings made by third parties.</b>		
BodyText	These are the main points to remember: <ul style="list-style-type: none"> <li>All third party recordings require a mandatory referral to Editorial Policy.</li> <li>The BBC endeavours to establish the principles by which</li> </ul>		