

BBC

Editorial Policy Course

Beginnings:

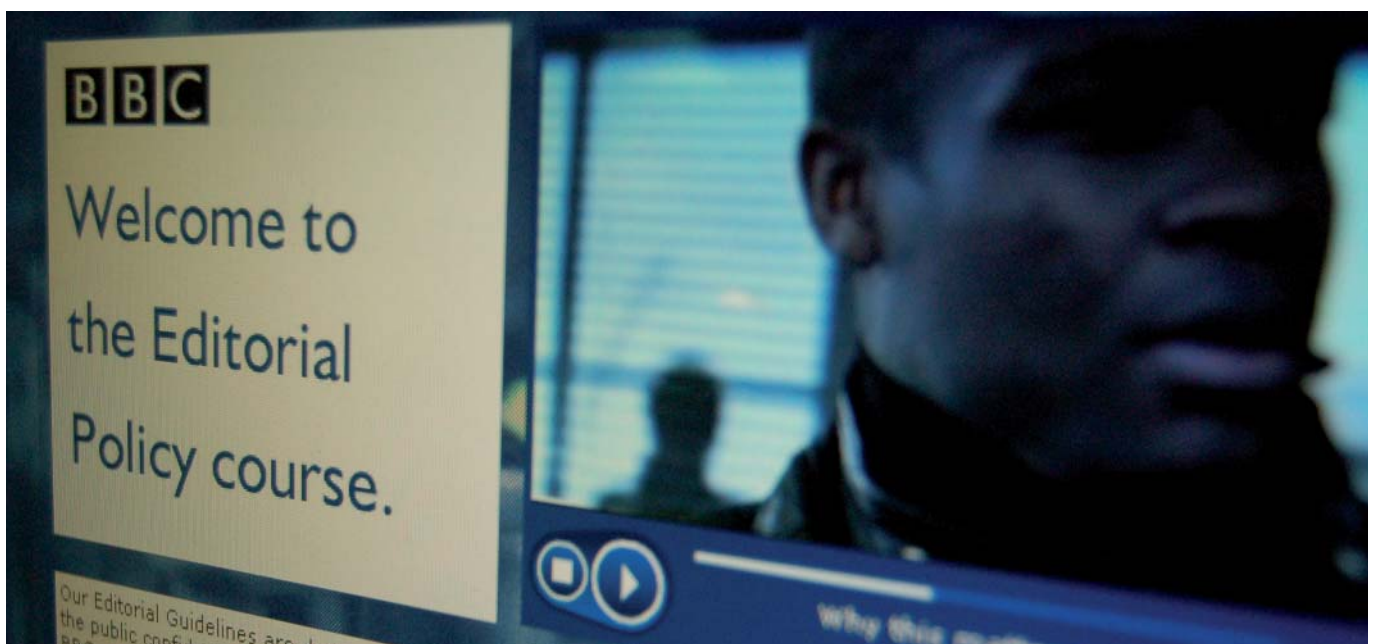
The award-winning BBC Editorial Policy Course was seen as the corporation's response to the Hutton Report, yet ironically, it was former Director-General Greg Dyke who sponsored the original initiative. Before this course was created, BBC Editorial Policy was communicated via a large and imposing handbook – the 'producers' bible'. All the information was there, but not in a form that could easily be accessed or assimilated. The book was great for specific reference on the guidelines – less good at creating advance awareness of where pitfalls lay in the path of the unwary. Further, the BBC wanted to make production staff understand that Editorial Policy was not a 'programme prevention department' but was there to enable programme makers to venture into dangerous and controversial areas.

The opportunity:

LINE understood that this course needed to be something very special indeed to communicate with a very demanding audience of more than 15,000 TV, radio and multimedia professionals. These users included many who were sceptical about what e-learning could teach them.

It was clear that the course needed to cover the whole spectrum of the BBC's output, and also had to be highly engrossing – providing surprises and challenges to even the most experienced professionals at every turn.

However, there was also a huge opportunity here – to use the rich resources of the world's leading broadcaster to create a course that would set new standards in e-learning.



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Solution:

LINE worked in close partnership with the BBC's L&D and Editorial Policy teams to define a series of stringent learning objectives that covered a wide range of the most urgent policy areas, including secret recording and undercover investigations, impartiality, accuracy, taste and decency, as well as how to deal with the commercial world.

The course was designed to offer a basic level for those simply following policy and an advanced level for those who need to interpret or shape it. The course presents engaging and immersive real-life scenarios in order to get across its message and also includes video footage of existing BBC programmes as examples.

'Masterclass' videos of senior BBC people provide in-depth background and explanation that support key points. At any point during the course the user can refer to online copies of the BBC 'Values' and the 'Producers Guidelines', made constantly accessible via two buttons at the bottom of the screen or by links within the text.

What happened next:

The Editorial Policy course was rolled out across the whole BBC. The results were spectacular. Not only did the course receive overwhelming acclaim for its design and content, but – more to the point – it had been used by the complete target audience within three months.

The BBC is now collaborating with LINE on a further major online course, on Legal Compliance.

"This takes us into territory that no other online course has been anywhere near."

Alex Gerlis, Head of Training,
BBC College of Journalism

"This programme is engaging, thought-provoking and enlightening."

Michael Grade, BBC Chairman

What do you want to do?

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