

BBC

BBC Legal Online

Beginnings:

BBC journalists and production staff are required to have a clear understanding of the corporation's legal obligations and commitments in order to protect its integrity and impartiality.

To ensure these ideals were maintained, the BBC wanted to raise staff awareness of when content could potentially "cross the line". As such, it wanted all journalists and production staff to be trained in the presentation of contentious issues, how Scottish Law impacts on their work and the effects their mistakes have on the corporation.

The success of the Editorial Policy online course showed the BBC that notoriously dry and difficult to

interpret subject matter can be presented in a rich and engaging way, so they decided to follow a similar path with their legal training.

The opportunity:

LINE understood that this course needed to present complicated content in a relevant, motivational and captivating way. It needed to have pan-departmental appeal; to be pertinent to radio, television and online staff alike. The audience was media-savvy and already aware of some legal risks; our role was to help the BBC teams to shape content that would ensure legal understanding was evenly disseminated across all production departments.



BBC

BBC Legal Online

The solution:

LINE worked in partnership with the BBC's legal and design teams to create challenging and context-specific scenarios around four key legal areas: contract, contempt, copyright and defamation.

What happened next...

The first two modules – Defamation, and Contempt and Court Reporting – were rolled out across the BBC in September 2006. Initial responses to the course have been overwhelmingly positive. The next phase of the course – Copyright and Contract – is due to be rolled out in mid 2007. These modules present scenarios around contracting staff and facilities in the Middle East and the correct use of images and text in broadcast and web environments.

What do you want to do?

call London: + 44 (0)207 243 5110
call Sheffield: +44 (0)114 250 2700
call Zurich: +41 (0)44 278 2990
email us at: info@line.co.uk
visit our website: www.line.co.uk
newsletter: www.line.co.uk/newsletter
 twitter.com/LINEComms



Sample quotes from BBC Journalists who have taken the BBC Legal Online.

“The examples used were a great help in applying the laws.”

“I learned a lot about the legal system in the UK. I also got in-depth insight about the judicial system. It will really help us to deal with complex issues. Whenever we deal with reports that need legal assistance, this is really useful.”

“I’m at World Service News and we could have done with much more on this.”

“It was very useful to try out the scenarios. I’m really pleased the BBC is taking this seriously. People are often embarrassed about their lack of legal knowledge and this feels like a very safe way to learn with no risk of making yourself look stupid.”

