



Programme Standards & Guidelines 2019

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Introduction

TG4 is the national Irish language television service established by statute in 1996 and funded by Government to deliver a full range of high quality Irish language content to audiences at home and abroad. It is a Public Service Broadcaster.

TG4's mission is: "We deliver entertaining and innovative media services that celebrate Irish language creativity and connect with audiences at home and worldwide. Through partnership with the Irish language audiovisual sector, we enable the creation of world-class content and support economic growth in Ireland."

TG4's statutory mandate is set down in the Broadcasting Act 2009 with its objects specified in Section 118 of the Act. The Act also sets out the broadcasting codes and duties framework for all broadcasters. Fundamental to everything TG4 does is a commitment to adhering to its statutory mandate and to these broadcasting rules, codes and duties.

TG4 has set down principles for the organisation, through which it delivers on its public service objects. These principles are presented in its Public Service Statement (<https://tg4.ie/en/corporate/corporate-governance/>). The principles also reflect broadcasting codes and rules and overall, reflect our broadcasting standards and principles. A summary of their key themes is presented below and in further detail later in this document. TG4 will:

- Deliver primarily Irish language programming.
- Reflect the varied elements which make up the culture of the people of the island of Ireland and have special regard for the Gaeltachtaí.
- Reflect the highest standards of editorial integrity including objectivity, impartiality, fairness and accuracy.
- Not broadcast anything which might cause harm, offence, incite crime or undermine the authority of the State.
- Respect children and those with disabilities.
- Respect the privacy of individuals.
- Reflect the democratic and social values of Irish society.
- Be mindful of the need for understanding and peace within the whole island of Ireland.
- Uphold the democratic values enshrined in the Constitution, especially those relating to rightful liberty of expression.
- Be accountable.
- Deliver value-for-money.

TG4's Programme Standards & Guidelines outline its legal obligations and responsibilities, its editorial principles and overall, demonstrate TG4's objective and commitment to achieving the highest standards of programming and content.

These Programme Standards & Guidelines apply to both TG4 internal productions and to the independent production sector in the production of TG4 programming.

TG4's Statutory Mandate & Responsibilities

TG4's statutory mandate is set-down in the Broadcasting Act 2009. Under this legislation, TG4 is required to provide a national television broadcasting service as a free-to-air public service which is made available to the whole community on the island of Ireland. This is for the purposes of promotion and development of the Irish language and the preservation of Irish culture.

The key Sections of the Act which are of relevance for programme makers (both internal and external) are Sections 118 (provisions specific to TG4) and Part 3 which sets out the duties, codes and rules pertaining to broadcasters, to which TG4 must adhere.

TG4's objects are specified in Section 118(1) of the Broadcasting Act 2009 and include the following:

1. To establish and maintain and operate a public service free-to-air national television broadcasting service;
2. To establish and maintain a website and teletext services;
3. To establish and maintain archives and libraries;
4. To establish and maintain a public service television broadcasting service to be made available to Irish communities outside of the island of Ireland;
5. To establish and maintain public service non-broadcast, non-linear audio-visual media services;
6. To make the service available on all platforms; and,
7. To exploit such commercial opportunities as may arise in the pursuit of its other statutory objects.

In the fulfilment of its objects, Section 118(3) states that TG4 is specifically mandated to provide a comprehensive range of programmes:

- primarily in the Irish language;
- that reflect the cultural diversity of the whole island of Ireland;
- that entertain, inform and educate;
- that provide coverage of sporting, religious and cultural activities;
- of news and current affairs, primarily in the Irish language;
- for children; and,
- that provide coverage of proceedings in the Houses of the Oireachtas and the European Parliament.

TG4 is also mandated to facilitate or assist contemporary cultural expression and encourage or promote innovation and experimentation in broadcasting.

Section 118(2) also states that in pursuit of TG4's objects, it shall

"(a) be responsive to the interests and concerns of the whole community, be mindful of the need for understanding and peace within the whole island of Ireland, ensure that the programmes reflect the

varied elements which make up the culture of the people of the whole island of Ireland, and have special regard for the elements which distinguish that culture and in particular for the Gaeltachtaí;

(b) uphold the democratic values enshrined in the Constitution, especially those relating to rightful liberty of expression;

(c) have regard to the need for the formation of public awareness and understanding of the values and traditions of countries other than the State, including in particular those of other Member States".

Part 3 of the Broadcasting Act 2009 sets out the duties, codes and rules pertaining to broadcasters and to which TG4 must adhere.

Section 39(1) states that every broadcaster shall ensure that:

"(a) all news broadcast by the broadcaster is reported and presented in an objective and impartial manner and without any expression of the broadcaster's own views;

(b) the broadcast treatment of current affairs, including matters which are either of public controversy or the subject of current public debate, is fair to all interests concerned and that the broadcast matter is presented in an objective and impartial manner and without any expression of his or her own views;

(d) anything which may reasonably be regarded as causing harm or offence, or as being likely to promote, or incite to, crime or as tending to undermine the authority of the State, is not broadcast by the broadcaster;

(e) in programmes broadcast by the broadcaster, and in the means employed to make such programmes, the privacy of any individual is not unreasonably encroached upon".

Section 39(5) states that a broadcaster shall ensure that the broadcast treatment of any proposal, being a proposal concerning policy as regards broadcasting, which is of public controversy or the subject of current public debate, which is being considered by the Government or the Minister, shall be reported and presented in an objective and impartial manner. It should be noted that paragraphs (a) and (b) of subsection (1), in so far as they require the broadcaster not to express his or her own views, do not apply to any broadcast made under this subsection.

Quite apart from the statutory obligations in relation to programme content imposed by the Broadcasting Act 2009 and obligations imposed by the Broadcasting Authority of Ireland (BAI) Code as detailed below, other considerations must be borne in mind. Programme makers must ensure that material is not included in the programme which will infringe third parties copyright. Programme makers must further ensure that the content is not defamatory or in contempt of court.

Section 42(1) and (2) describes what will be included in the Codes to be prepared and updated from time to time by the BAI.

The BAI Codes governing broadcasting standards and practice (see next section) must be observed by broadcasters.

BAI Code of Programme Standards

The BAI has developed a Code of Programme Standards to which TG4 must adhere. Compliance with the Code is assessed with reference to the statutory provisions, the provisions of the Code and the procedures, practices and policies of the BAI. Complaints in respect of any alleged breach of the BAI code are adjudicated upon by the BAI.

The seven key principles of the BAI Code, to which TG4 must adhere in its programme standards are reproduced below. All programme makers (both internal and external) must be fully familiar with, and take cognisance of, the BAI Code of Programme Standards as updated from time to time, which is available on its website (<https://www.bai.ie/en/codes-standards/#al-block-4>). The Principles from the BAI Code of Programme Standards are set out in the attached Schedule.

Principles in Fulfilment of TG4's Public Service Objects

TG4's **Public Service Statement** (<https://tg4.ie/en/corporate/corporate-governance/>) sets out the principles to which it adheres in fulfilling its public service objects which are set out in the Broadcasting Act 2009. These principles are as follows:

- Deliver programming primarily in the Irish language and provide a daily link for the Irish language to every household in the island of Ireland.
- Ensure that our programming reflects the varied elements which make up the culture of the people of the island of Ireland and have special regard for the elements which distinguish that culture and in particular, for the Gaeltachtaí.
- Ensure that our services reflect the requirements of the Gaeltacht communities and households whose daily language is Irish.
- Ensure that our programming reflects the democratic and social values of Irish society.
- Feature programming across all genres that informs, entertains and educates audiences of all age groups within Irish society.
- Always strive to deliver and maintain the highest standards of editorial integrity and to deliver a diverse range of high quality programming.
- Show no editorial or programming bias in terms of gender, age, disability, race, sexual orientation, religion or membership of a minority community.
- Show no editorial bias in news and current affairs reporting being fair, impartial and objective.

- Ensure that our broadcasts do not cause harm or offence, do not incite crime or undermine the authority of the State.
- Respect children in its programming and advertising broadcasts.
- Take into account, the needs of those with physical, sensory or intellectual disability.
- Respect individuals and ensure that the privacy of any individual is not unreasonably encroached upon.
- Play a leading role in the development of Irish language television by encouraging high standards of programme quality in addition to supporting the talents and creative resources of the independent production sector in Ireland.
- Be mindful of the need for understanding and peace within the whole island of Ireland.
- Uphold the democratic values enshrined in the Constitution, especially those relating to rightful liberty of expression.
- Have regard to the need for the formation of public awareness and understanding of the values and traditions of countries other than the State, including in particular, those of other Member States.
- Deliver audiences and stakeholders real value-for-money by successfully promoting the Irish language and culture through high quality broadcast and content services and by operating a business model which works as efficiently as possible.

TG4 Accountability

As a Public Service Broadcaster, TG4 is accountable to a broad range of stakeholders, primary amongst which is our audience, the Department of Communications, Climate Action and Environment and the Broadcasting Authority of Ireland. TG4 is accountable for all that it does, including the programmes and content it produces, commissions, acquires and broadcasts, and the way in which it spends its funding in doing this. In this regard, TG4 is governed through a range of supervisory mechanisms which are described in detail in our Public Service Statement (<https://tg4.ie/en/corporate/corporate-governance/>).

TG4 welcomes feedback from the audience in Irish or in English. We are committed to responding fully to all complaints we receive about programme standards and other aspects of our output. All programme makers with whom TG4 works, are obliged to participate in this process. TG4's **Code of Practice for the Handling of Complaints** (<https://tg4.ie/en/corporate/corporate-governance/>) describes this process and describes the procedures to be followed in the event of a complaint, the relevant contact in TG4 and the time period in which the complaints shall be responded to.

Amendments to TG4 Programme Standards & Guidelines

TG4 may from time to time, revise and publish amendments to these Programme Standards & Guidelines. The most up to date version will be published on TG4's website

(<https://tg4.ie/en/corporate/corporate-governance/>).

It should be noted that the reviews of our Programme Standards & Guidelines are informed by best practice, by our colleague Public Service Broadcasters in Ireland, by other Celtic broadcasters and other broadcasters in Europe.

Communications with TG4

All feedback and communications are welcomed. They will be handled by:

Deirdre Ni Choistín
Communications Manager / Bainisteoir Cumarsáide
TG4, Baile na hAbhann, Co na Gaillimhe
deirdre.ni.choistin@tg4.ie
phone: 091 505050

You can also contact us directly through our website <https://www.tg4.ie/en/corporate/tg4-team/> or <https://www.tg4.ie/en/information/contact-us/>. Any one of TG4's managers or staff will be glad to receive your feedback / enquiries and you can connect directly to their email addresses via our website.

SCHEDULE

BAI CODE OF PROGRAMME STANDARDS: PRINCIPLES

There are seven guiding principles underpinning the Code of Programme Standards and against which all complaints will be assessed. These principles are:

1. Respect for Community Standards
2. Importance of Context
3. Protection from Harm
4. Protection of Children
5. Respect for Persons and Groups in Society
6. Protection of the Public Interest
7. Respect for Privacy

THE DISTINCTION BETWEEN HARM AND OFFENCE

In requiring the BAI to draw up this Code, the Act talks about harm and offence. There is an important distinction to be made between both. Those matters which cause offence can, and frequently do, differ from person to person and are largely subjective in their nature. Acknowledging this, there can be no guarantee that programme material will be free from offence. There is no right not to be offended and, for broadcasters, it is to be expected that, in fulfilling their duty to provide a diverse range of programming that caters to a diverse audience, there will be programming that causes offence to some members of the audience. The Code responds to offence in two ways. First, it aims to ensure that the viewer and listener are equipped with sufficient information to make an informed choice as to what they listen to or view. Broadcasters guide viewers and listeners by providing pre-warnings and by scheduling programming according to audience expectations of that type of content or of a particular channel or service. Second, the Code also guards against undue offence which is programme material that, taking into account contextual factors such as editorial justification and public interest, could still be regarded as having crossed a line that has resulted in the viewer or listener being unduly offended. Harm is less subjective. It is something that is not as dependent on the subjective views that each person brings to programmes that they listen to or view. Harmful material is material that has an 'effect' - content that causes mental, psychological or physical harm. Individuals should not be harmed by programme material and the Code aims to prevent harm to viewers and listeners. While acknowledging that these are two distinct concepts, the Code also accepts that offence can become harmful in certain circumstances.

Principle 1

RESPECT FOR COMMUNITY STANDARDS

There are general community standards that broadcasters must take into account when making programmes. These standards relate to a range of issues covered in programme material, including attitudes to specific language terms, the use of violent imagery and sexual content. Broadcasters are required to consider these standards with reference to the other principles of this Code. This principle recognises that such standards are ever evolving and broadcasting must be facilitated in representing the rich diversity, plurality and realities of contemporary Irish society. This may sometimes involve making programmes that may cause offence to viewers and listeners but are justified for creative, editorial or other reasons. This principle acknowledges the

importance of editorial independence and freedom and the entitlement of audiences to a diverse range of programming.

In fulfilment of Principle 1, broadcasters shall:

- Take due care in broadcasting depictions and/or descriptions of violence in programme material. Broadcasters shall have due regard to the appropriateness of and/or justification for, the inclusion of violent content in programme material having regard to all of the principles of the Code.
- Take due care in broadcasting depictions and/or descriptions of sexual content in programme material. Broadcasters shall have due regard to the appropriateness of, and/or justification for, the inclusion of sexual content in programme material having regard to all of the principles of the Code.
- Have due regard to the appropriateness of, and/or justification for, the inclusion of coarse and/or offensive language in programming.
- Be alert to, and guard against, the use of coarse and/or offensive language in live programming and, where such incidents occur, take timely steps to minimise any offence caused, such as, acknowledging, clarifying and/or apologising for the language used.

Principle 2

IMPORTANCE OF CONTEXT

Harm or offence may be caused solely by the programme material itself or by virtue of the context in which programme material is viewed or heard or because the material is not in line with the audience's expectations. Broadcasters show due care for their audiences by taking into account a range of contextual factors which can influence the viewer or listener's perception of programme material and, hence, the degree of harm or offence that can occur. Such factors include:

- **The time at which a programme is broadcast;**
- **The type of programme (i.e. content, genre, live, pre-recorded or repeat);**
- **The likely expectations of the audience as to the nature of the particular programme or broadcast service;**
- **The use of audience information and guidance and the degree to which the nature of the content was brought to the attention of the audience in advance (by means of an acoustic or other warning or through the inclusion of a visual symbol in the case of television programming) to allow a viewer or listener to make an informed choice;**
- **The likelihood of persons who are unaware of the nature of the content being unintentionally exposed, by their own actions, to that content;**
- **The type of channel or service on which the programme material was broadcast;**
- **Whether the inclusion of the programme material complained of was editorially justified; and**
- **The likely size and composition of the audience for that programme material.**

In fulfilment of Principle 2, broadcasters shall:

- Schedule appropriately, taking into account, amongst other things, the nature of the programme material, the likely age range of the audience, the nature of the broadcast service, the particular programme and the time of day when children are likely to be watching or listening to programme material and, on television services, the use of the watershed, which operates after 21.00.

- Have due regard to the established audience expectations of a broadcasting service and to the consequences of any intentional departure from the usual nature of the service.
- In live programming, take timely corrective action where unplanned content is likely to have caused offence. Such action may be to acknowledge, clarify and/or apologise for such content.
- Use prior warnings and/or include a visual symbol where programme material is likely to offend or cause distress to a significant number of viewers.
- Use an evaluative or descriptive classification system for programme material, where possible.
- Provide appropriate help line contact details for the viewer or listener, where relevant.
- Ensure all audience information and guidance mechanisms are provided in a manner which is clearly audible for radio audiences and clearly visible and audible for television audiences.
- Appropriately promote its audience information and guidance mechanisms.

Principle 3

PROTECTION FROM HARM

Broadcasting can be a force for public good. In enriching people’s lives through entertainment, information or other programming, broadcasters must be free to make programmes that may be provocative or deal with sensitive issues. However, broadcasters must take due care to ensure that audiences are not exposed to harmful content and must provide adequate information to audiences to allow them to make informed choices about what they listen to and watch.

This principle recognises that there are some viewers and listeners who, by virtue of their age, particular circumstances or vulnerability, may be in need of special consideration.

Individual viewers and listeners may require support mechanisms or further information/guidance where they are exposed to content with which they identify strongly by virtue of their own personal circumstances or experiences and that may cause them distress. Some people require protection from programme material that can cause a physical reaction, for example, material that affects those with photo sensitive epilepsy or those who are susceptible to hypnosis. Some viewers and listeners may require protection from content that purports to be one thing when it is another, for example, something seemingly factual that is actually fictional or controversial.

In fulfilment of Principle 3, broadcasters shall:

- Take due care when broadcasting programme material containing characters, actions and personal circumstances with which audiences may identify and which can cause distress, particularly in relation to content such as sexual violence, self harm or suicide, reconstructions of factual events and archive footage. Programme material of this nature shall be accompanied by some form of audience information or guidance, such as prior warnings and help line contact details.
- Not encourage or favourably present the abuse of drugs, alcohol, or solvents or the use of illegal drugs. Depictions and/or descriptions of detailed methods and techniques for administering illegal drugs must have strong editorial justification for their inclusion.
- Not broadcast material that encourages people to imitate acts which are damaging to the health and safety of themselves or others or grossly prejudicial to the protection of the environment.
- Take due care when broadcasting programme material that includes the simulation of news. Simulated news (for example in drama or in documentaries) must be broadcast in such a way that there is no reasonable possibility of the audience being misled into believing that they are listening to, or watching, actual news.

- Treat demonstrations of exorcism, the occult, the paranormal, divination (including fortune telling) or practices relating to any of these that purport, or may be thought to be real, with due care. When such demonstrations are for entertainment purposes, this must be made clear to the audience. Such demonstrations, whether purporting to be real or for entertainment purposes, must not contain life changing advice directed at an individual upon which they may reasonably be expected to act or rely. This does not apply to demonstrations which feature in films, drama or other fictional programming.
- Take due care with regard to the manner in which hypnosis is conducted during a programme.
- Provide prior warnings, as appropriate, for viewers with photo sensitive epilepsy in a manner which is clearly audible and visible.

Principle 4

PROTECTION OF CHILDREN

Children are viewers and listeners with particular needs and it is expected that broadcasters will respond to the specific needs of children as audience members and protect them from material that is unsuitable for them. This principle encourages broadcasters to respond to the diversity of children’s experience and to offer them programmes that have relevance for them. This principle further requires that children are not exposed to programming that would seriously impair their moral, mental and physical development, in particular, programmes involving pornography or gratuitous violence. Broadcasters share a responsibility with parents and guardians for what children listen to and watch and in protecting children from exposure to inappropriate and harmful programme material.

Under the Broadcasting Act 2009, children are defined as persons under the age of 18 years. For the purposes of regulation, the BAI defines children’s programmes as programmes that are commonly referred to as such and/or have an audience profile of which over 50% are under 18 years of age. This principle recognises that children of different ages require different levels of protection and broadcasters provide a range of programming for children, some of which may deal with more mature themes, appropriate to the lived reality and experience of older children.

In fulfilment of Principle 4, broadcasters shall:

- Ensure that programme material that might seriously impair the physical, mental or moral development of children is not broadcast when children are likely to be viewing, in particular, programmes that include pornography or gratuitous violence.
- Take particular care when broadcasting programme material to children or at times when children may be watching or listening. This will include, in particular, programme material broadcast before the watershed.
- Take particular care when scheduling programming material that is broadcast either side of programmes that are likely to be watched or listened to by children, such as after the watershed, during school runs, and during school holidays.
- Take particular care to ensure that trailers and promotions for programming not reasonably regarded as suitable for children shall not be shown immediately before, during or after children’s programming or before the watershed.

Principle 5

RESPECT FOR PERSONS AND GROUPS IN SOCIETY

The manner in which persons and groups in society are represented shall be appropriate and justifiable and shall not prejudice respect for human dignity. Robust debate is permissible as is the

challenging of assumptions but programme material shall not stigmatise, support or condone discrimination or incite hatred against persons or groups in society in particular on the basis of age, gender, marital status, membership of the Traveller community, family status, sexual orientation, disability, race, nationality, ethnicity or religion.

In fulfilment of Principle 5, broadcasters shall:

- Not broadcast material involving threatening, abusive or insulting visual images or sounds with the intent to stir up hatred or where it is likely that hatred will be stirred up as a result against persons or groups in society, including on the grounds of race, religion, sex, ethnicity, sexual orientation or nationality.
- Only emphasise age, colour, gender, national or ethnic origin, disability, race, religion or sexual orientation when such references are justified, having regard to the principles of this Code, in particular, the importance of context.
- Recognise that the use of terms, references and images that could be considered offensive to persons and groups in society and associated colloquial terms of abuse aimed at any group requires editorial justification for their inclusion in programming.
- Show due respect for religious views, images, practices and beliefs in programme material. This is not intended to prevent the critical scrutiny of religion by means of information, drama or other programming.

Principle 6

PROTECTION OF THE PUBLIC INTEREST

The BAI supports robust and responsible programme making that facilitates viewers and listeners in understanding subjects of public importance and informs them in the public interest. The public interest consideration should not be seen as a test used to limit broadcasting freedom but rather, it is a principle that animates broadcasting and serves a democratic society.

Public interest content may include programme material that:

- **Reveals or detects crime;**
- **Protects public health or safety;**
- **exposes false or misleading claims made by individuals or organisations;**
- **Discloses incompetence of individuals or organisations that affect the public;**
- **Exposes misuse of public funds;**
- **Exposes the breaking of the law;**
- **Encourages and facilitates debate and understanding of social and political topics;**
- **Informs the public, or raises a debate, on matters of public importance.**

However, broadcasters must have regard to other matters of importance to society. In particular, broadcasters shall protect the interests of the audience where the provision of the broadcasting service has, as one of its principal objectives, the promotion of the interests of any organisation. Broadcasters shall not broadcast anything likely to promote, or incite, to crime or as tending to undermine the authority of the State. This principle should not be interpreted to inhibit broadcasters from challenging public policy or having open debates about how government and society does or does not operate. This principle recognises that the public interest can also be adversely affected by the omission of material and/or the inadequate representation of information or viewpoints.

In fulfilment of Principle 6, broadcasters shall:

- Not broadcast material likely to promote, or incite to, crime or as tending to undermine the authority of the State.
- Protect the interests of the audience where the provision of a broadcasting service which has, as one of its principal objectives, the promotion of the interests of any organisation.
- Not encourage behaviour or views that are grossly prejudicial to the protection of the environment. Broadcasters are encouraged to inform audiences of current developments in respect of environmental matters in a manner that gives due weight to the balance of contemporary scientific knowledge.
- Ensure competitions and voting are conducted fairly under rules made known to the audience so as not to mislead the audience.

Principle 7

RESPECT FOR PRIVACY

This principle recognises that individuals have a right to privacy. Broadcasters shall respect the privacy of the individual and ensure that it is not unreasonably encroached upon either in the means employed to make the programme or in the programme material broadcast.

This principle also recognises that the right to privacy is not absolute. The privacy to which an individual is entitled is that which is reasonable in all of the circumstances. The right to privacy must be balanced against other rights and considerations, such as the public interest, freedom of expression, the rights of others, the requirements of public order and the common good. The privacy of a person may be unreasonably encroached upon where there is no good reason for the encroachment.

The casual or incidental broadcast of people in public settings in a programme shall not, normally, be considered an unwarranted or unreasonable encroachment of privacy.

Complaints regarding privacy must be made by the person whose privacy may have been unreasonably encroached upon. A parent, guardian or representative nominated by the person, may make a complaint on behalf of the person where appropriate.

In fulfilment of Principle 7, broadcasters shall:

- Ensure that any encroachment on the privacy of an individual in a programme or in the means of making a programme is not unwarranted, having regard to the principles of this Code, in particular, the protection of the public interest. Any such encroachment must be proportionate and limited to the degree that is required to inform the audience in the public interest.
- Have due regard to the concept of individual consent and ensure that participants in broadcast are generally aware of the subject matter, context and the nature and format of their contribution so that their agreement to participate constitutes informed consent.
- Have due regard to the particular considerations that apply in the case of a vulnerable person or a child under 16 years of age, to ensure that the privacy of such persons is never unreasonably encroached upon. Vulnerable people are individuals whose personal circumstances or well-being require that extra care be taken.
- Obtain consent where programme material, or the means of making programme material, directly involves a vulnerable person or a child less than 16 years of age. Consent should be sought from the vulnerable person or child, if possible, **and** from a parent, guardian, nominated

representative or person responsible for his/her primary care. It may not be necessary to obtain consent if the subject matter is trivial or the participation is minor or, based on other factors, it is warranted to proceed without consent, having regard to the principles of this Code.

- Give due consideration to requests for withdrawal of consent, having regard to the principles of the Code, in particular, the protection of the public interest and other circumstances that may arise such as contractual relationships.
- Ensure that the re-use of material, for use in different programme material or for another purpose, does not unreasonably encroach on the privacy of an individual.
- Have due regard to the impact that coverage and repeated coverage of death may have on the families and friends of the deceased.
- Have due regard for the particular considerations that apply when filming in situations of emergency or when filming victims of accidents or those suffering personal tragedy, in order to ensure that the privacy of such persons is not unreasonably encroached upon.
- Ensure that surreptitious filming or recording is only used where it is warranted.