

**Bradford Big Screen**

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**Introduction**

Bradford Big Screen is run by Bradford UNESCO City of Film for Bradford City Council. The Big Screen had previously been run in partnership with the BBC until September 2013, as part of a UK network of screens. The following information is a general roundup of issues that most commonly affect material submitted to the big screens. Despite the restrictions outlined below, it is screen policy to accept user generated material wherever possible. The below topics have been selected as the most common recurring issues based upon the first few years of submissions to the Big Screens. They are by no means comprehensive and intended as guidance only.

For specific queries please email David Wilson on [david.wilson@bradford.gov.uk](mailto:david.wilson@bradford.gov.uk)

***Please note content to be considered for the screen must be sent to us at least two weeks before the suggested schedule date. The more notice we have, particularly for events and advertising campaigns the better, as this helps us serve your needs more effectively.***

**Big Screen scheduling**

The Big Screen broadcasts a mix of national and regional news, culture and arts, sport, entertainment and features. Content is scheduled dynamically so that the same piece is not shown at the same time each day. However, there are occasions where there is a set time in place dependent on the agreement with the content provider. Content patterns can however be changed to accommodate events and specific pieces of filming which have been commissioned. Any film that exceeds 7 minutes 30 seconds will not be accepted, and we may ask you to re-edit the piece to fit in with our guidelines. However, as already stated above there will be occasions where the screens will be showing set film programmes on a weekend, or other occasions, and this will be an opportunity for longer pieces of content to be included within our schedule.   
  
**On a day to day basis local content is divided into four sections for the screen. These are:**

* **What’s on** - This is our guide to events and activities happening in and around Bradford. We use a mixture of slides and short clips, played in rotation. (For more details on slide formats please see [Technical Specification Guide](http://bradford-city-of-film.com/big-screen/contact/))
* **Active** -This section features films and interviews on sport and physical activity in and around Bradford.
* **Life** – This section features films and interviews on what’s happening culturally and creatively in and around Bradford. It covers everything from arts, theatre and fashion to community, health and the environment.
* **Film** - This section features what’s happening in Bradford, the world’s first UNESCO City of Film. It includes films and information on new Bradford City of Film projects.

**Format**

Work submitted to the big screen should ideally be a .mov or mp4 file submitted via Dropbox, WeTransfer or a similar web transfer site. The aspect ratio is 16:9 anamorphic and needs to be PAL format. A full screen image is delivered at 1024 x 576, whether this is video or a still. For stills the image needs to be landscape, at least 72dpi in either jpeg or png format. The less text the better in terms of readability, with the text no smaller than 18 points. Please also ensure your film does not contain any stroboscopic effects.

**Big Screen, the Watershed and Public Space Broadcasting**

Content scheduling decisions need to balance the protection of young people and particularly children, with the rights of all viewers, to receive a full range of subject matter throughout the day. They must also be judged against the requirements of the Watershed; a concept familiar to UK television viewers by which challenging, ‘adult’ content of a controversial nature is reserved for broadcast after 2100. However, unlike watching television at home where the viewer retains the option of switching off or to another channel, the Big Screen in Bradford broadcasts 16 hours a day, 7 days a week. Additional video material that has been submitted and accepted will be shown throughout the day and evening, so anything shown in the evening when children might be expected to be at home is also shown during daytime hours. For this reason the post-watershed, ‘anything-goes’ period does not apply. Another example might be that in the case of a gallery exhibition, a person makes a conscious decision to enter a building with some foreknowledge of the content; if not, they can always leave if offended. The Big Screen is in the outdoor public realm close to major transport exchanges and central shopping districts. Challenging content will be considered on its own merits – we strongly encourage you to submit material over which you feel unsure as to suitability so that we might view and advise.

In summary, contributors should remain aware that all types of people can be watching at all times and that a balance needs to be struck.

**Campaigns and advertising**

Bradford Big Screen does carry advertising and campaigns but the management reserve the right to reject requests if they do not fit our editorial guidelines in terms of their suitability and ethos. For example we do not take material which promotes alcohol, gambling or smoking.

Below are the three options:

* Slides or short films about cultural, sporting or social events to run in our What’s On listings guide. On average the slide should get play 6x a day for 30 seconds each time, between the hours of 7am and 11pm. However, the slide or film cannot contain ticket prices or sponsor logos. This is a free service but the timings are random and so we cannot guarantee which part of the day the slide/film will be seen. Should you wish to target a specific audience this might not be a suitable service for your organisation.
* You can use our peak time promotional slots where short promotional films or slides can be displayed to include ticket prices/sponsor logos. (see our Summary of Programming and Services Document for prices)
* If none of the above suits we can offer a more bespoke service specifically tailored to the client’s needs, whether it is to fit specific timings or dates.

For further information on all of the above please contact the Big Screen Manager, Julie Gatenby on julie@bradfordcityoffilm.com

**Editorial Values**

**Children & Dangerous Imitation**

Children can be influenced by what they see, hear and read. Very careful judgments are required about material which might lead to dangerous imitation, including the use of domestic objects in violent acts (e.g. knives, hammers and scissors).

**Violence**

We should take care to ensure that material does not condone or glamorise violence, dangerous or seriously anti-social behaviour and is likely to encourage others to copy such behaviour. These include violence in places normally regarded as safe such as the family home, hospitals and schools; suicide, attempted suicide or self harm; violence without showing the effect on the victim or the consequences for the perpetrator.

**Sex & Nudity**

Partial/full nudity cannot normally be justified and will not usually be accepted given the always-on nature of the screen; likewise material broadcast in the public realm must not portray inappropriate sexual behaviour or contain explicit sexual discussion unless clearly editorially justified.

**Language**

Offensive language is one of the most frequent causes of complaint for broadcasters. Judgments about its use are difficult because they depend on tone and context. There is no consensus about words that are acceptable, when, and by whom. Different words cause different degrees of offence in different parts of the world. So a person's age, sex, education, employment, belief, nationality, and where they live, all impact on whether or not they might be offended. Please avoid insulting terms or curses that may fall into the above categories.

**Portrayal**

We aim to reflect fully and fairly all of the United Kingdom's people and cultures in our output. Content may reflect the prejudice and disadvantage which exist in our society but we should not perpetuate it. We should avoid offensive or stereotypical assumptions and people should only be described in terms of their disability, age, sexual orientation and so on when clearly editorially justified.

**Alcohol, smoking, solvent/drug abuse, illegal drugs**

We must balance the need to reflect the range of public attitudes and behaviour realistically, with the danger of encouraging potentially damaging or illegal behaviour, particularly amongst children. For the purposes of the Big Screen, unless editorially justified we should not encourage, glamorise or condone the use of illegal drugs, the abuse of drugs, smoking, solvent abuse and the misuse of alcohol. It is understood that concert clips, musical productions, dramatisations of social activities and such contain images of some of the above. This is not in itself problematic. It only becomes an issue of debate if stylised to appear unduly appealing.

**Suicide, attempted suicide & self-harm**

Suicide, attempted suicide and self-harm should not normally portrayed, if it is then it should do so with great sensitivity whether in drama or in factual programmes. Care must be taken to avoid describing or showing methods in any great detail and content producers should be alerted to the dangers of making such behaviour attractive to the vulnerable.

**Children & Consent**

You should obtain written consent of parents or legal guardians before interviewing children or young people, or otherwise involving them in video projects. You should make it clear that content will be shown on the Big Screen and will be repeated possibly several times in a day/week. Please use the [Contributor Consent form](http://bradford-city-of-film.com/big-screen/contact/) to obtain parental or guardian appearance permissions from those under the age of 18. In the case of large groups (school classes, short films, clubs, choirs and such), it is enough that a single form completed and signed by an adult in charge (teacher, project leader, director), providing they accept responsibility for having sought and received approval from the parents/guardians of all those taking part. In law, Local Education Authorities license all child performances during school hours.

**Music copyright**

All work submitted must have full clearances for rights including music and other talent rights covered. Completion of the Contributor Consent form is usually sufficient evidence to this end. Occasionally we may require further assurance (e.g. emails, written communication) to irrefutably confirm that copyright has been sought and cleared, and that that there will be no liability for payments to artists/ contributors/ authors/ directors etc. by showing them on the screen. If the work includes a soundtrack you MUST obtain clearance for use in the work. This may incur a fee and details on how to do this are available from the MCPS (Mechanical Copyright Protection Society), telephone: +44 (0) 207 580 5544 or log on to www.mcps.co.uk Music clearance is required as standard across all professional broadcast platforms; be it film, television, radio, internet and wireless, including transmission in the public realm like the Big Screens. Galleries, museums and places of exhibition also register music use in 5 artworks. News stories increasingly refer to copyright infringement in the field of digital music downloads. Anyone wishing to pursue artistic goals beyond the home or educational environment must address this need – please visit the MCPS website for further information. Local bands or musicians are a good source of soundtrack material and whose consent can be sought/verified with the use of the standard Big Screen consent form. This explains that any material used – be it music or the film clip itself – remains the ownership of the creator(s) at all times and will not be used elsewhere except upon the Big Screen within the dates agreed. Companies sell CDs in stores and online of copyright free material that can be used indefinitely and without restriction. There are also websites (try a general search for audio libraries online), where music and sound effects can be purchased or downloaded for free.

**Links to third party websites**

On screen web links are permitted as long as these are justified within the context of the screening, for example, to provide additional information or describe the project background. Any sites must be clearly relevant to the content of the video material, suitable for the likely audience (including children), be regularly updated and refreshed, free to access and normally factually accurate. No web links to commercial sites will be accepted unless part of a commercial package agreed with us in advance.

**Changing Your Mind**

Any contributors are free to change their mind part-way through agreed play out and request that the clip be removed.