



SCREEN GUIDELINES

www.leedsbigscreen.com/submit
hello@leedsbigscreen.com



Opening minds
Opening doors

INTRODUCTION

The Leeds Big Screen is part of the cultural infrastructure of Leeds. It engages people in Millennium Square with national and local news, current affairs and local and community content. It is more than just a television. It aims to enhance life in the city by providing a city-centre focus for local groups and communities to showcase their activities while meeting the public demand for an opportunity to celebrate significant national and international events. The ethos for the screen is to be a 'public space broadcasting' channel. It should broadcast content that engages with the broad range of people in Leeds, with those who pass across Millennium Square on a daily basis and with visitors to the city centre.

The Leeds Big Screen is operated through a partnership between Leeds City Council and Leeds Beckett University. The city council owns the screen and our University is responsible for managing it on a day-to-day basis. This involves sourcing, creating and scheduling content for the screen. Content can be sourced from our University, our students and partners, from the city council and from members of the local community, who are invited to submit content for broadcast. The Big Screen will also broadcast TV and live events. These Screen Guidelines have been written to help content providers understand their obligations and the standards expected of the material they submit for broadcast.

Language

Offensive language is one of the most frequent causes of complaint for broadcasters. Judgements about its use are difficult because they depend on tone and context. There is often no consensus about what words are acceptable – it can depend on when they are said and by who. As a guideline, any content submitted for broadcast should not contain what is generally accepted to be offensive language. If it does, it will only be considered for broadcast in a late evening slot.

Children and dangerous imitation

Children can be influenced by what they see, hear and read. Careful judgement is required for content which might lead to dangerous imitation, including content which shows the use of domestic objects in violent acts (e.g. knives, hammers and scissors).

Violence

Content that appears to condone or glamorise violence and dangerous or antisocial behaviour and could encourage others to copy such behaviour will not be acceptable. This includes violence that is depicted in places normally regarded as safe, such as the family home, hospitals and schools.

Sex and nudity

Partial/full nudity will not usually be accepted. Likewise, material that portrays sexual behaviour or contains explicit sexual discussion will not be accepted unless it can be clearly editorially justified and then it will only be considered for a late evening broadcast slot.

Alcohol, smoking, solvent/drug abuse, illegal drugs

There must be a balance between reflecting public attitudes and realism and the danger of encouraging potentially damaging or illegal behaviour, particularly among children. For broadcast on the Big Screen, content should not encourage, glamorise or condone the use of illegal drugs, smoking, solvent abuse or the misuse of alcohol. It is understood that concert clips, musical productions and dramatisations of social activities may contain images of some of the above. This only becomes an issue of debate if the images are stylised to appear unduly appealing.

Suicide, attempted suicide and self-harm

Suicide, attempted suicide and self-harm should not normally be portrayed. If it is, it should be done with great sensitivity. Care must be taken to avoid describing or showing methods in any great detail, and content producers should be alert to the dangers of making such behaviour attractive to the vulnerable.

Portrayal

Content must avoid offensive or stereotypical assumptions and people should only be described in terms of their disability, age, and sexual orientation when there is clear editorial justification.

Campaigns

The Big Screen can be used to promote factual information but it is not specifically intended to change people's behaviour. The screen will particularly support campaigns that are directly linked to Leeds City Council's priorities – health and wellbeing, children and young people, and communities.

EDITORIAL GUIDELINES

A mix of national and regional news, culture and arts, sport, entertainment and features can be broadcast on the Big Screen. While Leeds City Council retain editorial control of the screen, day-to-day decisions about content to be broadcast will be made by Leeds Beckett University. All those wishing to submit content for the Big Screen are asked to follow these editorial guidelines. In the right context and at the right time, more challenging content will be considered for broadcast at the discretion of the Big Screen partnership team.

What is 'public space broadcasting'?

The Big Screen is a 'public space broadcasting' channel. It provides information and entertainment for those viewing it but does not provide the viewer with choice. Any content should minimise the potential for causing offence and must not infringe legal rights.

Links to third-party websites

On-screen web links will be permitted as long as these are justified within the context of the screening; for example, to provide additional information or background. Any sites must be clearly relevant to the content of the video, suitable for the likely audience (including children), be regularly updated and refreshed, free to access and factually accurate.

Product Placement

Product placement and sponsorship logos are not allowed in any explicit manner. Video content containing logos relating to key sponsors are permitted within the credits of the video. Work cannot serve any commercial purpose unless otherwise agreed in advance with the Big Screen partnership.



PERMISSIONS & LICENCES

All permissions and relevant licences must be in place for all material submitted for broadcasting on the Big Screen. When seeking such permissions, it must be made clear that content shown on the Big Screen could be repeated several times in a day/week and that content will also be available through the Big Screen website.

The types of permission you might need are as follows. This list is not comprehensive.

- **MUSIC** - you will need permission for any music used in your content that is subject to copyright. This permission is usually sought from the Mechanical Copyright Protection Society www.prsformusic.com/creators/memberresources/mcpsroyalties/pages/mcps.aspx
- **CHILDREN AND CONSENT** – you must obtain the written consent of parents or legal guardians before interviewing or involving children or young people in videos created for marketing and promotion purposes.
- **ARTISTS** – you will need to ensure you have the rights to use their performance in your film.
- **ADULTS** – ideally, you should have obtained written consent from anyone appearing on camera. If this consent has not been obtained, you will need to consider whether using the material breaches privacy, data protection and defamation laws.
- **LOCATIONS** – you will need to consider whether you need to obtain permission for filming in a particular location.

You will be required to confirm that you have the relevant permissions. Further information can be found on page 6, see **SUBMITTING CONTENT**.

Licences

Leeds City Council has a TV licence for the Big Screen and PRS for Music and PPL licences. However, it will not in any way be liable for any PRS for Music or PPL payments relating to content provided by anyone other than the council. It is the responsibility of the content provider to ensure the required licences are in place.

It is the responsibility of the content provider to ensure and declare that the required permissions and licences are in place. The content provider must be aware that they may be requested to provide evidence on request that the required permissions and licences are in place.

TECHNICAL GUIDELINES

This section specifies the format in which content should be submitted for potential broadcast on the Big Screen.

Content format

Submitted content can be in the form of, although not limited to, video, stills, text, graphics, animation and games.

Content requirements

- Work submitted to the Big Screen should be in digital file format (HD or SD MPEG2/MP4/MOV), playable DVD or Flash.
- The aspect ratio is 16:9 anamorphic and needs to be PAL format.
- A full screen image is delivered at 1024 x 576 (still jpeg, bmp, tga, tif, psd, eps, cpt), or 720p video.
- For films, the audio settings need to be PCM 48 kHz, stereo or 244kbps.
Please ensure your film does not contain any stroboscopic effects.
- For stills, the image needs to be landscape and at least 72dpi in either jpeg or png format.
- For text, the fewer words the better in terms of readability, with the text no smaller than 18 point.

For advice on how to pre-set your editing equipment to produce footage for the Big Screen, please email hello@leedsbigscreen.com



CONTENT LENGTH AND AIRTIME

→ Stills / graphics / text: 30 seconds, repeated hourly.

→ Videos: Generally 30 seconds to 10 minutes.

→ Animations: 15 seconds to 10 minutes.

→ Games: Contact us to discuss your proposal.

→ Art installations: Contact us to discuss your proposal.

The Screen Editorial Team may consider video content longer than 10 minutes and this will be decided on a case-by-case basis. Contributors are welcome to submit several episodes from one video. If content requires minor edits, the screen manager will contact the contributor detailing the changes and will seek permission from the contributor before making any edits. We reserve the right to edit your content into shorter episodes if the content is longer than 10 minutes. We will aim to broadcast all the episodes in one day. We will endeavour to notify content providers of the slots in which their content will broadcast. We will endeavour to notify content providers of the time slots their content will be broadcast. However, we cannot guarantee to do this in all instances.

Scheduling may be subject to change when the screen is required for live events, communication of a local or national emergency, or significant local, regional, national or international news. In such circumstances, no notice of a change in the schedule can be given to the content provider.

Occasionally, the Big Screen equipment may fail and the screen will either be off or will show its default title page. The Leeds Big Screen partnership will endeavour to fix the screen and resume scheduling as soon as possible in these rare instances.

THE WATERSHED

Scheduling decisions will balance the protection of young people and children with the rights of all viewers to receive a full range of subject matter throughout the day. Decisions will also be made in the context of the 'watershed', whereby content of a controversial nature is reserved for possible broadcast after 21:00. However, unlike watching television at home where the viewer retains the option of switching off or to another channel, it is likely the 'anything goes' policy which relates to television's 'watershed' will not apply to the Big Screen. Broadcasting of challenging content post the watershed will be considered on a case-by-case basis.

COMMERCIALISATION

The Leeds Big Screen partnership intends to develop the use of the screen for advertising purposes and in relation to sponsored events. However, as yet, the required permissions are not in place to do this, nor have any related guidelines been developed. Once these permissions and commercial guidelines are in place they will be made available on the Leeds Big Screen website.

WEBSITE

Leeds Beckett University has developed and manages a website for the Leeds Big Screen that provides information and news about the Leeds Big Screen partnership and details of what is scheduled to be broadcast:

www.leedsbigscreen.com

It is intended that content which has already been broadcast on the Big Screen will be made available for catch-up viewing on the website for a limited period. In addition, the website will be developed so that content for broadcast can be submitted online, subject to the appropriate checks.

SUBMITTING CONTENT

Content can be submitted for consideration for broadcast by one of the following options:

- **Option 1:** Post your DVD with a signed copy of the contributor consent form which can be downloaded here www.leedsbigscreen.com/submit

Please send DVDs to:

Miss Gemma Povey
Leeds Big Screen
C/o Leeds Beckett University
Brontë Hall BR104
Headingley Campus
Leeds LS6 3QW

- **Option 2:** Submit your work through the website www.leedsbigscreen.com/submit and complete the digital version of the contributor consent form. (The page is currently under construction.)
- **Option 3:** Email the screen manager at hello@leedsbigscreen.com with details of the content you wish to be broadcast. Include URL links and/or attachments for the team to view your content. If the content is time bound, specify the dates and times required. Attach these guidelines to the email and declare that you have read the guidelines fully and confirm that all the relevant permissions and licences are in place. This declaration will be kept on record.

Once content has been submitted it is reviewed in the following way:

- **Fit** – is the content appropriate for public space broadcasting and does it match Leeds City Council's priorities? These can be found at www.leedsbigscreen.com/about/#key-priorities
- **Quality** – does the content meet all the required technical guidelines?
- **Compliance** – has the content provider confirmed that all the required permissions and licences are in place for the content?
- **Risk** – does the content follow the required editorial guidelines?
- **Approval** – can the content be approved for broadcast by the Big Screen partnership or does it require any special approval? For example, is the content challenging?
- **Scheduling** – when should the content be broadcast (at what time of day, which week or year?)

Submitted content can be rejected at any point during the above process. Content providers will be informed as to the reason why their content has been rejected and, if appropriate, offered the opportunity to amend the content and resubmit. The decision to decline any content will be at the discretion of the editorial team and their decision will be final.

HOW WE USE YOUR CONTENT

Content approved for the Leeds Big Screen will be screened on a non-commercial basis, will be scheduled at the discretion of the editorial team and is likely to be broadcast on multiple occasions. By submitting your content, you agree to licence your content to the Leeds Big Screen and to the Leeds Big Screen website via the live-streaming media player and, subsequently, on the catch-up media player. However, some approved content may not be uploaded to the media player. This will be at the discretion of the editorial team.

LEEDS BECKETT INTELLECTUAL PROPERTY RIGHTS POLICY FOR STUDENTS AND STAFF

The Leeds Big Screen operates in line with the Leeds Beckett University's Intellectual Property Rights Policy (IP). Our University makes no claims on intellectual property generated by our undergraduates or our alumni community. Therefore, our University will not broadcast any work which has been produced as part of an academic course, unless it has been submitted by the creator(s) or with full consent of the creator(s).

Students of Leeds Beckett University are welcome to submit work which has been created outside of their academic studies. They must not submit work which is subject to moderation. We advise that our students seek advice from their tutor before submitting any work that has been created as part of their academic studies.

Employees of Leeds Beckett University must read our University's IP Policy, which can be found at enterpriseacademy.leedsbeckett.ac.uk/helpful-support-documents/. Advice should be sought from our University Secretary or our Enterprise & Innovation Academy to avoid premature disclosure of any work. Please forward any advice provided by the secretary or academy to hello@leedsbigscreen.com with any submission.

USEFUL SOURCES OF FURTHER INFORMATION

Leeds City Council's City Priority Plan

[www.leeds.gov.uk/docs/Leeds City Priority Plan.pdf](http://www.leeds.gov.uk/docs/Leeds%20City%20Priority%20Plan.pdf)

Leeds City Council's Vision for Leeds

www.rudi.net/files/2004422_29713076.pdf

PRS for Music licence

www.prsformusic.com

PPL licence

www.ppluk.com

Mechanical Copyright Protection Society

www.prsformusic.com/creators/memberresources/mcpsroyalties/pages/mcps.aspx

Music Publishers Association

www.mpaonline.org.uk



NORTHERN FILM SCHOOL STUDENTS

If you are a student of our University's Northern Film School, you must first contact your tutor before submitting any work to the Leeds Big Screen and seek advice on distribution rights. Students must not submit work without first getting guidance from their tutor and students must not submit any work which is still subject to moderation.

We do not wish to limit students' opportunities. Therefore, any work which is produced outside the remit of their course and is not subject to moderation can be submitted without consultation.

AND LASTLY...

This document will be reviewed annually and we reserve the option to review this document at any point.

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.

By completing and submitting this form you are consenting to Leeds Beckett processing your data for the purpose of delivering the Leeds Big Screen project. This data will only be shared with Leeds City Council. Your data **will not** be passed on to any other third party.

This Agreement shall be interpreted in accordance with English law and, in the event of any dispute, the Courts of England and Wales will have jurisdiction.

Under the **Freedom of Information Act 2000**, anyone has the right to request information from a public authority in the UK. More information can be found at Leeds Beckett University website and Leeds City Council website.

www.leedsbeckett.ac.uk/public-information/freedom-of-information

www.leeds.gov.uk/opendata/Pages/Freedom-of-Information-Act-2000.aspx

If you have any questions about this document please email Gemma Povey, Partnerships Manager, Leeds Beckett University: hello@leedsbigscreen.com



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