

Ulster Farmers' Union

Sent by email

Thank you for the opportunity to respond to the BBC draft Editorial Guidelines consultation.

The Ulster Farmers' Union has read through the draft document. Please see feedback below:

Section two:

Avoiding misleading audiences:

3.4.19 Omitting significant details may lead to inaccuracy. Audiences should be provided with the relevant facts, complete information, and context to enable them to have an accurate understanding of the content.

UFU feedback: BBC need to clearly specify how damaging it can be to omit significant details. Not only can it 'lead to inaccuracy', but it also has the potential to mislead the audience and generate public hate towards an industry, group etc. To state that it 'may lead to inaccuracy' significantly downplays the impact BBC has and the scale of its audience.

Section eleven:

Statistics, data, polls and surveys

UFU feedback: In this section, BBC need to make it clear that when producing content on 'controversial topics', BBC content creators must use up to date data, statistics, and scientific evidence to provide balance and due impartiality. The recent BBC documentary 'Brian May The Badgers, the Farmers and Me', failed to do this.

The UFU would be happy to meet with BBC to discuss their Editorial Guidelines further and the opportunity to cover agricultural topics going forward.