Style Guide

Last Updated: January 2025

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Introduction

This is a living document. It has been developed by the Radio 3 Presentation Team. It is for Suppliers who provide programmes for Radio 3, and it outlines Technical and Editorial considerations to consider when supplying their programmes.

It is available for download on the Radio 3 Commissioning Page.

Key Contacts

Presentation and Operations Team

David Ireland
Senior Planning Manager
Commissioning, Schedules and Presentation, Radio 3

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Email: david.ireland@bbc.co.uk

Helen Murray
Senior Scheduling Coordinator, Radio 3

Colin Bromelow
Scheduling Coordinator, Radio 3

Max Williams
Scheduling Coordinator, Radio 3

To contact the Scheduling Coordinators, please email in the first instance.

E-mail: Radio.3-Presentation@bbc.co.uk

Overview

When delivering programmes to be scheduled, the process includes:

- Ensuring Proteus is up to date;
- Sending Presentation Details (Pres Dets) to the Presentation Team;
- Delivering the audio file (within Dira! Highlander to the R3 Ingest store, or by Mediashuttle).

Proteus

Proteus must be up to date so we can operate efficiently.

- **Programme Descriptions** (short, medium, long) must be added one calendar month before TX. No matter how little you know about the programme, you must put something in each of these boxes.
- **Production Team** so we know who to contact.
- **Presenter** so we can bill and promote the programme correctly.

If anything is different from normal (e.g. TX type, OB, production supplier) or if your programme is a repeat, let David Ireland and Radio 3 Presentation team know straight away.

Presentation Details

Presentation Details ("Pres Dets") are the details supplied with audio recordings. They include the **file name**, **where** to find the delivered audio recording (MediaShuttle/Dira!), **cue** and back **anno** for the continuity announcer, and what we hear at the **in** and **out** points of the audio recording, the **programme duration**, and the **Producer's name** and **contact details** at time of TX.

Supplying Pres Dets

Pres dets for pre-recorded programmes can be supplied one of three ways:

1. Directly into Dira! Highlander in the script window;
2. An email to **Radio 3 Presentation** at the same time as the audio is delivered;
3. Added directly to Proteus.*

*In this instance, notify Radio 3 Presentation when the Pres Dets have been entered.

The Pres Dets template is available online internally at **this link** and externally on the **Radio 3 Commissioning site**.

Pres Dets for **weekday** programmes must be supplied no later than 1pm the previous business day before broadcast; Pres Dets for **weekend** programmes must be supplied no later than 1pm the Wednesday before broadcast.

For Live Broadcasts, any deviation from standard announcements must be supplied to Radio 3 Presentation at least two business days in advance.

When emailing Presentation Details, please include the programme title and transmission date in the email subject field.

Producers **must** provide a time of transmission contact number on the presentation details.

Any warnings (e.g. strong language, trigger warnings) should be agreed with the relevant Editor and the Head of Content Commissioning, Matthew Dodd.

Please ensure that you provide any relevant pronunciation guidance using ordinary English characters. These can be provided by the **Pronunciation Unit (Speakeasy)**.

Please use the Technical and Presentation Advice section on the form to alert us to anything in the programme which could cause concern at the time of broadcast. This includes long silences or exceptionally quiet music of over a minute in duration, the deliberate use of distortion, poor quality archive material and the use of either Big Ben or the GTS (pips).

Delivery

Producers are responsible for the safe delivery of pre-recorded programmes and for keeping the scheduling team informed of any changes that might affect delivery by the agreed date. You will be informed of the required delivery date when your programme is commissioned. If that date cannot be met, a late delivery request should be sent to the Presentation team (Radio.3-Presentation@bbc.co.uk).

Late delivery without prior notification may jeopardise transmission of your programme.

Delivery (BBC Internal)

Email Radio 3 Presentation to notify when the programme is ready for scheduling, confirming where it has been delivered to (Dira! Highlander R3 Ingest store, ideally).

Ensure the audio is on a General diga. This diga-type is to be used for all packaged programmes, including concerts with only one work (see p9 for more details).

Ensure the audio has the full name of the programme in title (not abbreviations), together with the planned-for date and time on the Take Data Card.

Please do not deliver to RFTX store. This store is only for programmes that are compliant and have been checked by Radio 3 Presentation.

Delivery (Independent Production Companies)

You will need a MediaShuttle account to access the BBC's service. To request an account, please contact Helen Murray (see start of this doc for contacts) with the following details:

- Company name
- Key contact name
- Key contact email address

Once your account has been set up you will receive some e-mails from MediaShuttle with links by which you can choose your password and access the system.

The MediaShuttle address is http://bbcradiodelivery.mediashuttle.com

MediaShuttle works in all web browsers but users of Chrome will need to install a plugin. There is an app for iOS.

Programmes should be sent as .wav or .flac files.

The file name must include the Programme Title and TX Date – e.g. "New Programme 201224.wav"

Next, email the presentation details (or notification of them being in Proteus) to the Radio 3 Presentation team, notifying them that the audio has been delivered. THIS IS CRUCIAL as there will be no automated notification of delivery. They will listen to the in and out of the programme to check that they match the in and out words quoted on the Presentation Details (Pres Dets), and that the durations match. They will also spot check the audio for obvious technical faults. If there are no problems, they will schedule it. They will then contact you to advise once the programme has been scheduled or to discuss any issues.

Failure to inform Radio 3 Presentation within 14 working days of delivering your programme will result in your programme being automatically deleted.

Technical Requirements

Radio 3 should be available to all its potential and existing listeners on all platforms and in many differing environments. Radio 3 must be audible as well as distinctive. Despite the wide range of programme styles and musical content, it must be a consistent listening experience with every element audible and balanced at all times. The guidelines below aim to ensure that Radio 3 achieves this objective:

- BBC Radio delivery format is linear .wav at 48kHz, 16 bit. FLAC encoding is acceptable.
- Lossy audio file formats such as .mp3 are not accepted on Radio 3.
- Stereo programmes must be fully mono-compatible.
- R3 Network sound: scheduled surrounding programmes and junctions should always inform the style, loudness and pacing of your programme.
- The balance of the network should not require frequent volume adjustments by the listener.
- While relative speech & music levels should be proportionate, speech must always be clearly intelligible.
- Excessively close speech balances should be avoided at all times.
- Compression, if any, should be minimally applied to speech if necessary to aid audibility.
- Music should not have compression applied. Where the dynamic range needs to be reduced, this should be done manually and sympathetically to preserve dynamic contrast.
- Commercial non-classical recordings are often compressed hard at source. In that case, when mixed into a compiled programme, the overall level of the track should be reduced to yield appropriate relative loudness in context.

Programmes produced to R128:

- Integrated loudness should be -23LUFS for broadcast.
- Min. LRA is 15 LU; 20 LU is more appropriate for dynamic content like Classical Music.
- Automatic R128 processing does not replace balancing by ear.

Programmes produced using PPMs:

- Programme should peak between min PPM 1 and max PPM 6, except for short periods when a lower level may be dictated by artistic content.
- Speech should frequently peak around PPM5 – PPM5½

Detailed technical requirements are available on the Commissioning website:

https://downloads.bbc.co.uk/radio/commissioning/TechnicalSpecificationRadio.pdf

DIRA!

Dira! is the programming software that we use to schedule the audio. Producers supply the audio to Dira! Highlander.

Important: use the correct DIGA-type

Compiled programmes use a **GENERAL DIGA**.

This allows genealogy to be attached to it generating Now Playing information, Website Playlist, Music Reporting via BCP and automatic archiving.

Single, standalone classical music items ONLY go in **CLASSIC DIGAS**

This allows now playing information, Website playlist and music reporting via BCP to take place, and will show the composer name with appropriate prominence.

Single, standalone non-classical music items ONLY go in **MUSIC DIGAS**

This allows now playing information, Website playlist and music reporting via BCP to take place, and will show the performer name with appropriate prominence.

If you are unsure please contact Radio 3 Presentation.

Metadata for standalone music items

The official Proteus title for the work should go in the title box as well as 'Cartplayer title' and 'studio display title'. (You may need to shorten the title for the 'Cartplayer Title' box to ensure it makes sense.)

Make sure that if that if the Proteus title isn't suitable for public display, please turn it into something usable in the yellow public title box on the take data card.

The Proteus title:

"Poulenc - Suite francaise [after Gervaise] vers. for cello and piano, [complete]"

For Now Playing information and online listing we don't need to know it's after Gervaise, we don't necessarily need to know it's the version for cello and piano, and we don't need to know that it's complete. Keep the Proteus title in the title box, but change the public title box to look more like this:

"Poulenc – Suite francaise"

Make sure that the 'Send data to public display?' box is ticked. And choose the 'ready to report' option from the drop-down menus on the top right.

Working along the tabs at the top, enter the composer and (if there are any) arrangers in 'Persons'. Under 'Performers' put in all the performers plus their role (e.g. soprano, clarinet, ensemble...) If there is anything interesting or relevant (like a particular organ or interesting archive live performance) put the details on the 'Performance' tab.

Then in the MRU tab write whatever is on the album spine in the 'Product Title' box if the disc has a particular title. Only put a number in 'Side' if there's more than one CD in the album. Track number and label are self-explanatory. We also add classifications for 'era' and 'instrumentation' to help with future searches but this is not mandatory for music reporting.

Genealogy

Genealogy must be completed on all pre-recorded music programmes (excluding Opera and Words and Music). See Appendix 1 for a Quick Guide to Genealogy.

Durations

Programmes need to be delivered at the durations outlined below. All durations listed include the duration of the audio AND the time it takes to read opening and closing announcements. Keep any announcements brief, preferably no longer than 15"

For any variation in programme duration, please contact Radio 3 Presentation well in advance of delivery.

*** Should a programme be short for the slot, suitable fill material needs to be provided on VCS with completed metadata by programme team to bring it up to the required duration. ***

Standard durations for specific slots

Programme	Live / Prerec	Billed Duration	Required duration of audio & ANNOS COMBINED
Between the Ears	Pre-rec	30m	29m
Breakfast (weekday)	Live	3h	3h
Breakfast (weekend)	Live	2h30m	2h30m
Choral Evensong	Live/Pre-rec	1h	59m
Classical Live	Live	3h	2h57m30s
Classical Mixtape	Pre-rec	30m	29m
Composer of the Week	Pre-rec	1h	59m
Drama on 3	Pre-rec	Agree with commissioner	Agree with commissioner
Earlier…with Jools Holland	Pre-rec	1h	59m

The Early Music Show	Pre-rec	1h	59m
The Essay	Pre-rec	15m	14m
Essential Classics	Live	3h30m	3h30m
Friday Night is Music Night	Live/Pre-rec	2h15m	2h14m
In Tune	Live	2h	2h
Jazz Record Requests	Pre-rec	1h	59m
Late Junction	Pre-rec	1h30m	1h29m
Music Map	Pre-rec	1h30m	1h29m
Music Matters	Pre-rec	1h	56m30s
Music Planet	Pre-rec	1h	59m
New Music Show	Pre-rec	2h	2h
Night Tracks	Pre-rec	1h30m	1h29m
Opera on 3	Live/pre-rec	3h30m	3h28m
Private Passions	Pre-rec	1h30m	1h26m30s
Radio 3 In Concert	Live/Pre-rec	2h15m	2h14m
Record Review	Live	2h	1h59m
'Round Midnight	Pre-rec	1h	1h
Saturday Morning	Live	3h	3h
Sound of Cinema	Pre-rec	1h	59m
Sunday Feature	Pre-rec	45m	44m
Sunday Feature (NGA shorts)	Pre-rec	15m	14m
Sunday Morning	Live	3h	3h
This Classical Life	Pre-rec	1h	1h
Through the Night	Pre-rec	6h	6h
Unclassified	Pre-rec	1h	1h
Words and Music	Pre-rec	1h15m	1h14m

Announcements

Most programmes will have an opening announcement (cue) and a closing announcement (back anno). These are included in the Presentation Details (Pres Dets) when the programme is supplied. The Presenter or Continuity Announcer will read them on-air. Certain programmes have different requirements for announcements.

Opening and closing announcements

Announcements should be brief, preferably no longer than 15" in total, except when absolutely necessary.

Radio 3 Presentation will amend or cut back announcements and/or programmes if required. If you need further information or advice about durations, contact Radio 3 Presentation.

Please do not make references to other programmes within series which might be repeated on an ad hoc basis. This is because episodes may be repeated out of order or as standalone programmes. Other programmes in a series should be referred to only in the Presentation announcements.

Please keep in mind how your audio starts and finishes in order that your continuity announcements do not immediately duplicate your audio; for example, the continuity announcement "Now time for the Music Programme with John Presenter." will not sound good if your audio begins "Hello, I'm John Presenter and this is the Music Programme"!

Credits

Pre-recorded programmes should have only two credits read out by the Continuity Announcer. They are normally the Presenter and Producer. But, if preferred, it can be the Producer and Researcher, or Producer and Assistant Producer, or Producer and Editor.

Exceptions are drama and some readings, and independent productions where the name of the company may be credited.

We do not credit technical contributions including sound design, recording, mixing, engineering or production 'teams' which include Broadcast Assistants or Production Coordinators.

This applies both to pre-recorded credits and credits read by Continuity.

n.b. Any pre-recorded announcements must be mixed over music or sound effects - if it is not appropriate to mix these as part of the programme, please include them in the written Presentation Details.

Requests for any additional Producer credits for significant contribution should go to David Ireland.

Drama and Readings Credits

Actors' credits

Please remember to put the fictional character first, then the actor, not the other way round. And please ensure that the fictional name in the credits is the one the character is always called. For example, a character may be Mrs Jones, but if in the play everyone calls her Maggie then please call her Maggie in the cast credits and in programme descriptions.

Credits for programmes within a series should include only actors appearing in that episode.

Where original music has been used, the composer and performers may be credited. For a series, this should be done only after the first and last episode.

Authors, writers, abridgers/adapters and dramatists may be credited. If they belong to the Writers' Guild, they should be credited in accordance with the BBC's agreement with the Guild. Readers should also be credited where there is a contractual agreement to do so.

Serials should always include a recap. This should be included in the overall duration.

Drama Documentaries

For drama documentaries, where interviews with live people are an integral part of the programme and are heard on air, we will permit an additional credit of "interviewer" to the person who conducts the interviews, whether that person is heard on air or not. Like all requests for extra credits, the request for the additional credit should be referred to David Ireland.

Phone numbers, addresses and website information

This should be kept to a minimum. Choose the single most important piece of information you want to get across. Please use standard addresses which identify the programme and the network only - e.g., In Tune, BBC Radio 3, London W1A 1AA.

Do not give out individual room numbers or internal BBC phone numbers.

Fills from Continuity

When there are live concerts, an allocated Fills Producer will supply suitable additional pieces of music to fill the billed slot.

The Fills Producer will need to know the expected duration of a live concert and the actual duration of a prerecorded concert. To find the allocated Fills Producer for a specific concert, please contact the Radio 3 In Concert team.

The Fills Producer will supply additional information on the selected pieces to Radio 3 Presentation. This will be distributed to the Con Announcer so they can announce the pieces.

In the event an announcer plays fills that are not selected by the Fills Producer, the announcer must email the Fills Producer with full details of what was played, within 12 hours, so the material can be music reported.

Live Programmes from Outside Broadcast Venues

Outside broadcast producers must provide their contact numbers for Continuity. Production teams are responsible for booking lines from OBs to London, these must include reserve lines. Lines should be booked all the way through to Radio 3 Continuity.

Lines should be booked through the Network Bookings Unit, who can also offer advice on the type of lines required for the broadcast. Contact: network.bookings@bbc.co.uk

Back-up Recordings

Single pieces

If a concert features one single work, a backup recording of the work should be provided by producers on Dira! with completed metadata.

Programmes with higher likelihood of disruption

If a programme or concert is coming from abroad, there are potential line problems or the likelihood of disruption:

Backup recordings of all works included in the programme/concert should also be provided by producers on VCS with completed metadata for live progs/concerts from abroad.

Proms

Backup recordings should be provided for all the concerts of the first weekend of the proms (Fri, Sat & Sun) and subsequently if any of the criteria above apply.

Guidelines for On-Air Digital Language

The most effective way to raise awareness and tell listeners what's available is by talking about it in a comfortable way during your programme. Often.

Additional details read by the presentation team in junctions are useful but shouldn't be relied upon. Some listeners might have 'tuned out' to what your programme is about by then so Pres Dets should not be relied upon to push digital content. If you use Pres Dets announcements, they must be attention grabbing and highly specific with only **one call to action**.

BBC Sounds

BBC Sounds is the app and website where listeners can hear programmes live and on demand. Radio 3 programmes are generally available for up to 30 days after TX.

Everybody's experience of BBC Sounds is unique – it is designed to learn from listening habits, providing one-tap access to the latest episodes of listeners' favourite podcasts and radio shows and introduce them to new audio they might not otherwise discover.

Key On-Air Messages

- On Radio 3, on BBC Sounds, On your smart speaker - you can tell audiences how to listen - "Just say to your Smart Speaker *ask BBC Sounds to play Radio 3/prog title*"

Language around web pages

For all on-demand radio audio and podcasts refer listeners to BBC Sounds:

If you'd like to hear Katie Derham talking to xxxxx on last week's In Tune head to BBC Sounds to listen

For NON AUDIO items refer to the network homepage eg. Radio 3 online

Watch outs

Please avoid driving audiences to programme specific social media pages

Music tracks are not searchable, the music offer is 100+ mixes plus on demand or live music on radio.

Please avoid saying "wherever you get your podcasts" instead please point to BBC Sounds.

On Air Promotion

Four weeks before transmission, programmes are selected as Promotional Priorities for the whole of Radio 3. If you have not submitted a Programme Description a calendar month advance, your programme will not be selected for press or on-air promotion.

If your programme has been selected, a member of the Promotions Team will contact you.

To produce the on-air promotion, for pre-recorded programmes, a broadcast-quality copy of the programme will be required. Please also bear in mind that programmes which have a complicated music mix under the speech are almost impossible to clip. In these circumstances trails makers will often need a clean speech mix of your programme as well.

Occasionally we may ask you to make a trail with your presenter. If you are recording a trail for us, your trail should be self-contained, ending with the day and time of TX and shouldn't be any longer than 40". The promotions producer involved in your campaign will advise you on the wording of the various endings.

Trails must tell the listener clearly and precisely the name and TX details of the programme.

Weekly Priorities Noticeboard

The Radio 3 Weekly Priorities Noticeboard is distributed by Sean Smith each week.

It is a tool to help plan on-air messaging.

You can access the **Radio 3 Priorities Calendar** here.

The Feedback Form for comments is available here.

Genealogy

Genealogy is the list of tracks in a specific programme. The track name appears on smart speakers and BBC Sounds.

The genealogy must be connected to the programme at least one working day before the programme broadcasts; music programmes cannot be recorded as 'Ready for Transmission' (RFTX) until the genealogy is complete.

Note you can deliver the programme to Radio 3 Presentation and *then* add the genealogy. Let the Presentation team know once the genealogy is added.

Repeated transmissions may already have genealogy attached; this will need to be checked if there is a versioned repeat.

How to add genealogy

Your compiled programme or package MUST be saved as a **General** DIGA

You need to have the Genealogy viewing pane open - View > Add-Ins and ensure Genealogy is ticked

Ensure you have a Take Data Card filled-in correctly for each music item in your programme. If they don't already exist, do File > New Classic-EXTA for each music item. Save the EXTAs to the R3 Meta only store (you can include "Planned For" dates for subsequent easy retrieval*)
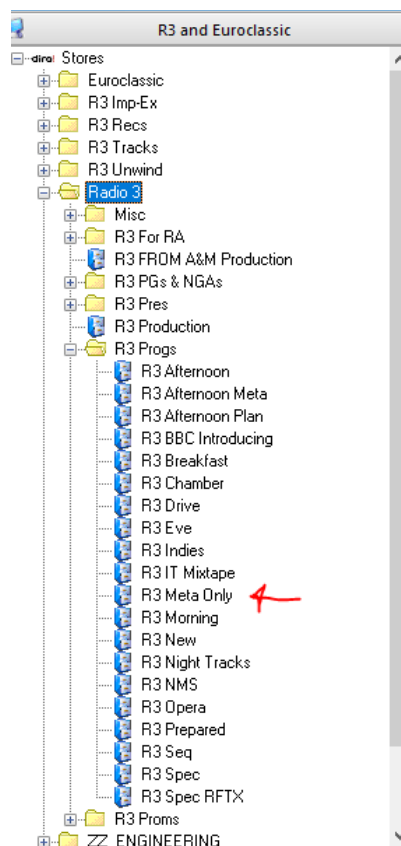
Make sure that the Send data to public display? box is ticked for each EXTA in the Genealogy as well as for the compilation General DIGA.
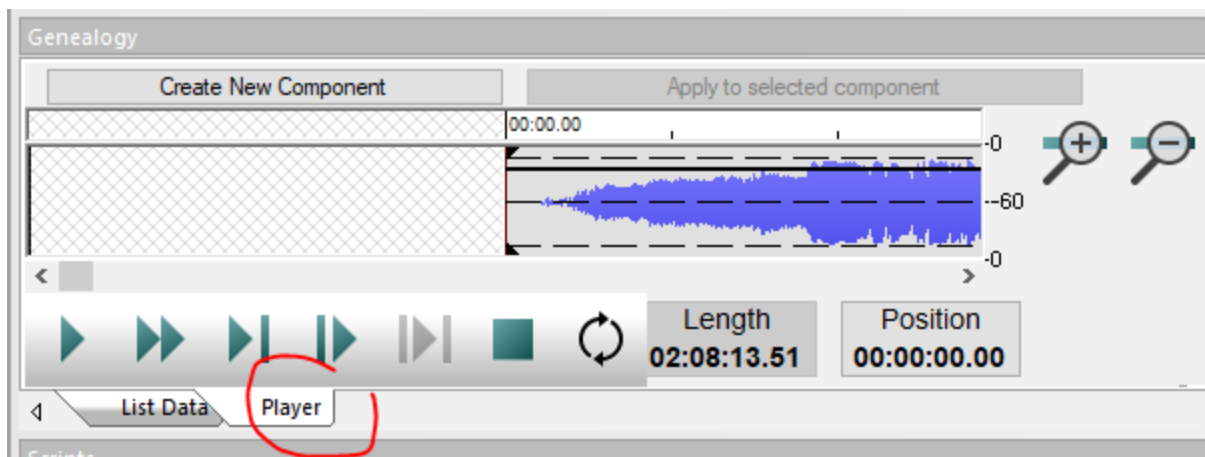
Save as you go using Save changes floppy disc icon in Highlander toolbar
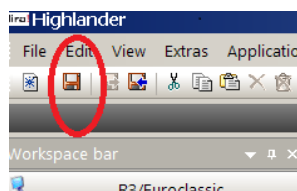
With the compiled programme highlighted in the list view of the store, click on the Genealogy button
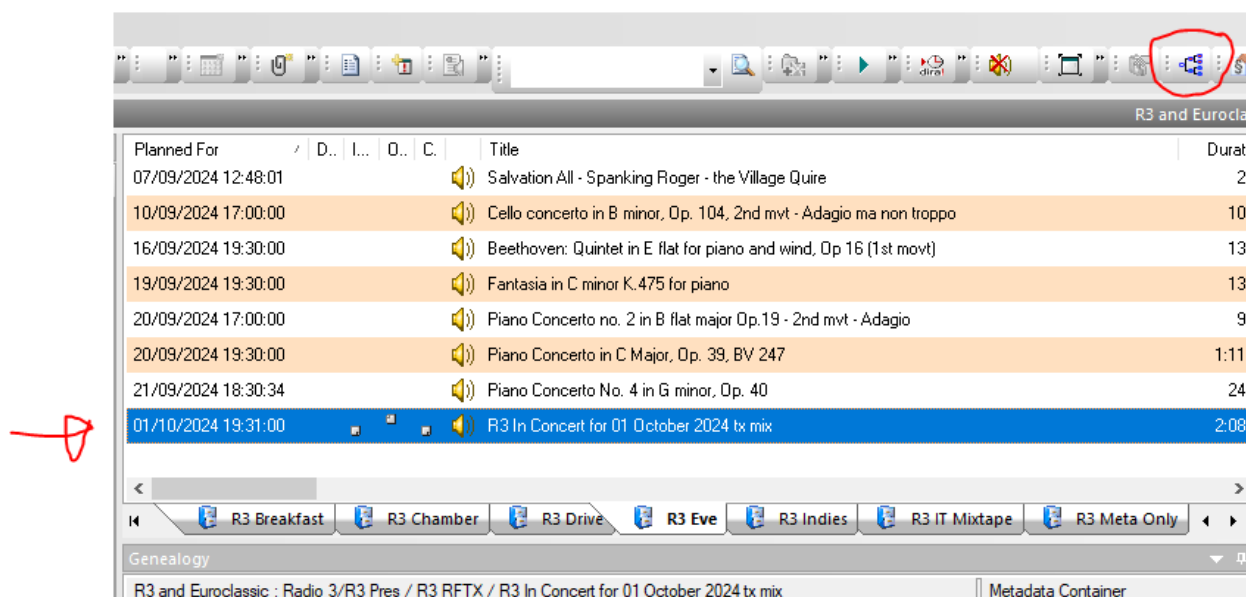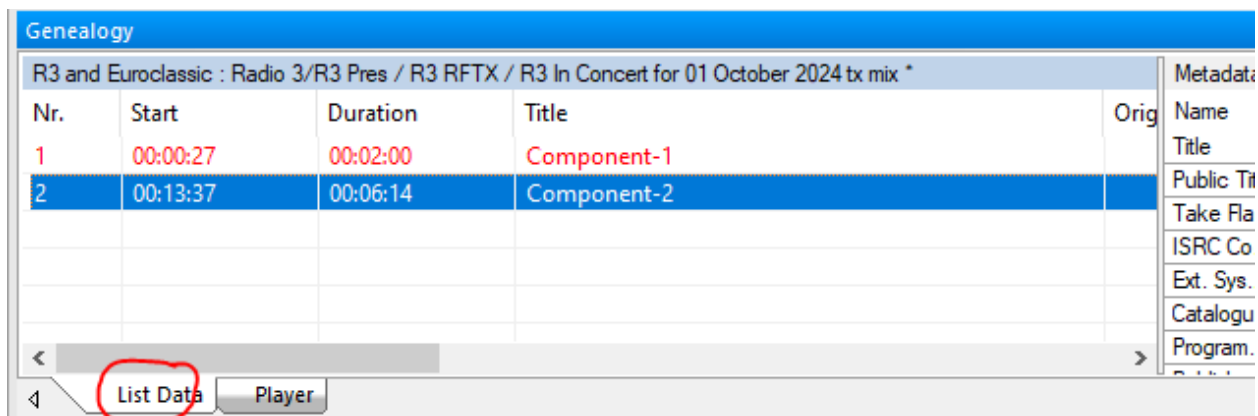

Click on the Player tab in the Genealogy window

Navigate through your programme. Highlight the audio that contains your first track. Click

Create New Component

Repeat this process for every music item in your programme

Now click on the List Data tab and you will see each component you created in red.

Next, *return to the EXTAs previously created in the R3 Meta only store

Drag & drop the appropriate Take Data Card from the list view in R3 Meta only store on to the relevant Component in the Genealogy List Data tab. Say 'Yes' when you are told the metadata will be replaced

When you have done this for all the music items, open the compiled programme's General Take Data Card, check Send data to public display? box, and 'OK'

You will be asked if you wish to save changes to Genealogy. Click 'Yes', to confirm & close Take Data Card

To double-check your Genealogy magic has worked, select any other programme in the store and load its Genealogy, even if none exists. Then re-select your programme and re-load its Genealogy. Assuming all the items re-appear in the list, then...

Your programme is now ready for playout. You should not have any red items left in your list. If you do, either drag the correct Take Data Card in, or delete the component.