

Programme Introduction

- ‘**This is/ (or) welcome to The Documentary**’
- **If** it isn’t a traditional ‘documentary’, we need to add a brief description (see examples). This applies to Heart and Soul, OS Conversations, Assignment, Business Daily, People Fixing the World and The Global Jigsaw.
- Include ‘...**from** the BBC World Service’

Presenter Introduction

- ‘**I’m ***/(or) ‘with me *****’ and work into the intro information, however it flows best editorially

Introduction examples

- Welcome to The Documentary from the BBC World Service. I’m Josephine Casserly and on **Assignment**, where we report on the stories shaping our world, I’m following the Kenyans taking on multinational chemical companies.
- Welcome to The Documentary from the BBC World Service. I’m Silas Gray and in this episode of **Heart and Soul**, where we bring you stories of faith and spirituality, I travel to Ethiopia to trace my father’s Rastafarian roots.
- Welcome to The Documentary from the BBC World Service. This is **OS Conversations**, where we hear voices from behind the headlines. In this episode we speak to people caught up in the wildfires sweeping Europe – from the tourists forced to evacuate to the volunteers helping the displaced.
- Welcome to The Documentary from the BBC World Service. How did one of Europe’s most wanted drug smugglers, Jos Leijdekkers, end up in Sierra Leone while evading justice? I’m Ed Butler and I’ll be investigating in this episode of **Business Daily**, where we examine the impact of work and money.
- Welcome to The Documentary from the BBC World Service. I’m Myra Anubi and this is **People Fixing the World**. Our mission is finding solutions to our problems and in this episode we are in Argentina looking at how people are looking at new ways to keep old things in use.
- Welcome to The Documentary from the BBC World Service. This is **The Global Jigsaw** from BBC Monitoring where we look at the world through the lens of its media. I’m Krassi Ivanova Twigg. In this episode, we examine how Russia has shifted its vitriol from the US to Britain – the new villain.

- So, you can change the words around for flow. Just make sure you include **‘The Documentary’** and **‘from the BBC World Service’**, in addition to your info about the content and host

Mid-point

- Find a mid-point which is editorially suitable – it doesn’t have to be exactly in the middle.
- Say ‘This is The Documentary **from** the BBC World Service’.
- Leave half a second gap and save the time code at the end of the gap. Give the time code to Channel Management when you file. Or, if your team is publishing the episode, you will need to include this exact time marker when you publish in iBroadcast2 (this is how Acast places adverts)
- Pick up with ‘I’m XXX and this is (title)’ or similar.
- **Mid-point/Hour Docs only** - For the podcast ep say ‘you are listening to The Documentary **from** the BBC World Service’ and pick up with part 2. NB, in this instance, we DO need a separate radio version throwing to the news.

Please speak to the schedulers if you need advice on this.

End of Episode

- Say ‘you’ve been listening to The Documentary **from** the BBC World Service’. (This doesn’t have to be the very last words, just make sure it is included near the end)

What to avoid in scripting

- Radio references, eg ‘you are listening **to** the BBC World Service’, ‘you are listening to this **on** the BBC World Service’.
- Time references like ‘this week’. Instead say ‘in this episode’.

Descriptions

- Remember that the short, medium and long versions aren’t seen at the same time, so you can repeat the first line.
- Make the start strong and direct for SEO and to pull your listeners in.
- As part of the long description, say your strand name e.g. ‘This is an episode of Assignment, where we explore the stories shaping our world’.

This is guidance, if you need advice, please email paul.blythe@bbc.co.uk or Anne Dixey anne.dixey@bbc.co.uk