



# ITV Appeals and Social Action Guidelines

## Introduction

ITV's ability to leverage its reach to millions of viewers for the benefit of specific, targeted communities and causes is a fundamental part of our Corporate Responsibility programme.

Our channel and programme brands can tell amazing stories and raise awareness, donations and support on a regional, national and international level. ITV believes exposure to mass audiences is one of the most valuable contributions we can make as a Broadcaster.

It is therefore essential to have a framework in place around our charitable giving activities to ensure that all campaigns, causes or charities we endorse under the ITV brand are credible, align with our brand values and that any charitable giving is lawful and that anyone who has a vested interest in ITV can understand the value of our commitment.

These guidelines are intended to provide clarity on ITV's expectations relating to any activity that promotes a social matter where viewers are invited to engage, participate or contribute. To find out more about ITV's previous and existing campaigns visit [www.itvresponsibility.com](http://www.itvresponsibility.com).

## Activity Classification

Social action and highlighting the work of charities and causes is a fundamental part of certain programme content – for example, Daytime, Factual and News. ITV therefore recognises the need for a tier system when it comes to on-air philanthropic activity to create a balance between editorial independence and governance in this area.

The tier system has been designed to give our stakeholders clarity on how ITV classifies and prioritises its activities, what can be conducted independently and what requires approval of the Corporate Responsibility Governance Board. The following classification applies to editorial activity across all platforms including online, promotions and social media.

## ITV Appeals

An ITV Appeal is a flagship interactive social action campaign typically supported across multiple programmes in the ITV schedule and targeting mass audiences.

Criteria defining an ITV Appeal are:

- They are governed as an appeal, with purpose and objectives (including editorial remit) approved by the Corporate Responsibility Governance Board and managed by the Corporate Responsibility team;
- They will include an interactive element - typically a call to action to donate, volunteer or participate in a social action initiative;
- Examples of ITV Appeals: Text Santa, Soccer Aid, From the Heart and ITV Local Heroes.

ITV Appeals will:

- Take priority over all other social action activity in the ITV schedule;
- Be limited to a maximum of 3 appeal campaigns per year;
- Always follow the ITV Social Action Editorial Guidelines;
- Make way only for an Emergency Appeal, as described below;



What this means in practice is that the Corporate Responsibility Governance Board will identify those campaigns designated as an ITV Appeal, having the best fit with ITV's overall objectives for social action and the ITV brand values. They will be agreed in advance for the full year ahead to allow the necessary focus to be applied to maximise the return for all parties.

## **Social Action Campaign**

A Social Action Campaign is targeted towards specific audiences through a particular channel brand, programme or regional activity and is distinct from an ITV Appeal through its reduced reach and more limited inclusion in the ITV schedule.

Criteria defining a Social Action Campaign are:

- They are managed by the particular channel brand, programme or region, but their purpose and objectives must be agreed by the Corporate Responsibility Governance Board;
- They will include an interactive element, typically a call to action to donate, volunteer or participate in a social action initiative;
- Examples of Social Action Campaigns: People's Millions, Fixers, Pride of Britain Nominations, Flood Heroes and Take a Moment.

An ITV Social Action Campaign will:

- Not overlap with an ITV Appeal campaign across the ITV schedule, unless editorially related;
- Take priority over all Social Action Editorial activity;

Any Social Action Campaign must be approved by the Corporate Responsibility Governance Board according to the approval process described below. Conflicts with other Social Action Campaigns will be managed by the Corporate Responsibility team.

## **Approval Process for ITV Appeals and Social Action Campaigns**

ITV has introduced a governance framework for the approval of all social action that includes a direct call to action and interactive element. If you are planning to support a charity or cause that would classify as an ITV Appeal or Social Action Campaign, the following approval process must be adhered to. Any application to the Corporate Responsibility Governance Board must be received a minimum of 12 weeks before the proposed launch date. All activity, regardless of approval process, must also follow the ITV Social Action Editorial Guidelines outlined below.

**Step 1:** Once considered against the ITV Social Action Editorial Guidelines, an initial idea or treatment is submitted to the Corporate Responsibility team at [Responsibility@itv.com](mailto:Responsibility@itv.com);

**Step 2:** The idea or treatment is reviewed by the Corporate Responsibility Team against the existing schedule, current priorities and commitments – Stage 1 Campaign Approval;

**Step 3:** If Stage 1 Approval is gained, further discussion with Editorial, Corporate Responsibility and Interactive to document the interactive elements, impact, budgets and potential third party requirements;

**Step 4:** Campaign Proposal submitted by Corporate Responsibility team to the Corporate Responsibility Governance Board for approval;

**Step 5:** Campaign approved by the Corporate Responsibility Governance Board, Stage 2 Campaign Approval achieved. Corporate Responsibility team gives project go ahead and arranges Campaign



Kick Off Meeting.

This review cycle takes place quarterly, although ITV Appeals are generally identified and established on an annual basis. For programmes that routinely incorporate a social action campaign, a bespoke review cycle will be agreed between Commissioning, Corporate Responsibility and the programme team.

For further information on how to apply for Corporate Responsibility Governance Board approval of an interactive social action campaign, please contact the ITV Corporate Responsibility team.

## **Social Action Editorial**

This is defined as non-interactive social action related editorial content that is targeted towards audiences through a particular channel brand, programme or regional activity.

Criteria defining Social Action Editorial are:

- They are managed by the particular channel brand, programme or region;
- They will NOT include an interactive element. Their primary purpose is to inform and/or educate the viewer;
- They can include an on-air charitable donation, where cash, resources or in-kind support is pledged in support of a cause or specific charity. For example, prize money donated during a celebrity special game show;
- Examples of Social Action Editorial: Stranger Danger, Missing People, Poppy Day, MacMillan's Coffee Morning, Dementia Friends and Changing Faces. These items generally appear in Good Morning Britain, Lorraine and This Morning where social action issues are frequently included.

Social Action Editorial items will:

- Not be subject to approval by the Corporate Responsibility Governance Board but they must comply with the ITV Social Action Editorial Guidelines and ITV Programme Compliance Guidelines for on-air content;
- Be mindful of ITV Appeal and other Social Action Campaigns and not conflict in messaging;
- Be required to inform the Corporate Responsibility team of the proposed content a minimum of one week in advance of transmission;
- Be required to complete a Social Specification Form for any activity that extends beyond one feature, mention or episode a minimum of four weeks in advance of transmission.

This gives programme producers and editors freedom to support causes in editorial without formal approval of the Board, however the Corporate Responsibility team must be informed of all examples so that we can manage conflicts, particularly in relation to an ITV Appeal. All ITV social action activity must comply with the following additional guidelines.

## **ITV Social Action Editorial Guidelines**

We have a significant duty of care with our on screen messaging, how we influence viewer behaviour on these topics and our transparency to viewers in relation to links with charities and causes.

The following Guidelines are mandatory and relate to any editorial activity that promotes social matters where a viewer is invited to engage, participate or contribute. If there is a conflict of interest due to an existing agreement, Producers must contact our Corporate Responsibility team at



[responsibility@itv.com](mailto:responsibility@itv.com) to discuss and determine suitability before filming commences or any formal agreement is made or renewed with a charity or partner organisation.

Whether the cause is championed by ITV, the programme maker or onscreen talent, any editorial activity that promotes a charity or cause on an ITV platform must fulfil our expectations:

This may include editorial items such as:

- Increasing awareness of a charity or cause through a mention or feature;
- Promotion of an activity such as a research study, new initiative or movement;
- The beneficiary of a celebrity fee, celebrity prize money or merchandise such as a music single;
- A call to action to get involved – donating time, items or money;
- Encouraging fundraising or donations through sponsorship.

For any of the above activities, the Producer must:

- Ensure that any social action activity does not conflict with existing social action campaigns;
- Ensure any charity chosen to feature as part of editorial content is registered and in date with annual accounts and other requirements in accordance with the Charities Commission: [www.charitycommission.gov.uk](http://www.charitycommission.gov.uk). If clarification on expectations is needed, please contact [responsibility@itv.com](mailto:responsibility@itv.com) who can provide guidance;
- Ensure the campaign does not support a religious, terrorist or a political agenda;
- Ensure any on-air donation to a charity such as a waived celebrity fee or prize money is agreed between the programme and donor 24 hours advance of the recording. It should be made clear to talent when booking, if a charity isn't nominated within the time period, their prize money will be allocated to an approved ITV chosen charity;
- Ensure any on-air donation is recorded and reported to ITV's Corporate Responsibility Team for auditing and annual reporting within 3 months of taking place;
- Ensure any on-air, online or social action activity proposed in December should be solely for the benefit of ITV's Text Santa or other designated ITV Appeal. Where there are multiple prize pots in one episode, at least one should benefit Text Santa;
- Ensure any reference to a third party in relation to a social issue or cause is agreed with the third party in advance;
- The use of an ITV owned name or brand in relation to any campaign must be agreed in advance of the activity with the relevant internal parties, including the Corporate responsibility Governance Board;
- Ensure any third party referenced or signposted to as part of the appeal or cause has platforms and resources sufficient to support the response from the audience;
- Where a charity partner is involved, there must be clearly defined criteria for selection, or transparent justification for why a particular charity is selected as the benefactor over others that work across a similar cause. The Corporate Responsibility team can help with criteria and selection framework if required;
- Where possible, all beneficiary partnering opportunities (e.g. such as the charities) are tendered for;
- An on-air campaign or cause must have follow up information available on a trusted ITV platform. Viewers should not be directed straight to a third party site.

The ITV Corporate Responsibility Governance Board reserves the right to decline any campaign, activity should it be deemed a conflict or interest with existing commitment or poses a risk to ITV's operational activity or brand reputation.



## Emergency Appeals

An Emergency Appeal is a Social Action Campaign that falls outside of the standard governance process due to the need for immediacy associated with the event.

Criteria defining an Emergency Appeal are:

- The issue must be recognised as an 'emergency' by the Disaster Emergency Committee (even when the event is not administered by them);
- They will include an interactive element, typically a call to action to donate, volunteer or participate in a social action initiative;

An Emergency Appeal will:

- Be approved by the Corporate Responsibility Governance Board, or, where under extreme time pressures by the Chairman of the Corporate Responsibility Governance Board;
- Be managed through the Corporate Responsibility team or the relevant programme team, depending on the nature and circumstances of the appeal;
- Have any clashes or conflicts of interest with existing campaigns resolved by the Corporate Responsibility Governance Board.

The nature of such events is that they are unpredictable and a clear process is required to ensure ITV responds with a single voice. The Board will determine whether it is appropriate for ITV to be involved with such an appeal and the Corporate Responsibility team will manage the conflicts with existing campaigns. Any Emergency Appeal will conform to the ITV guidelines for social action activity.

## ITV Donations

There is an additional policy that applies to ITV plc directly and indirectly to wholly owned subsidiaries specifically in relation to the use and donating of company assets - such as company cash, resources or ITV brands. Please refer to ITV's Charitable Giving Policy for further details. This includes any regional or community activity that involves colleagues or onscreen talent leveraging ITV's name, or a particular brand or channel name, to benefit a cause.

## Contacts and Further Information

For further information on ITV's expectations in respect of editorial content that includes social action, please refer to the ITV Social Partnership Guide at [itv.com/commissioning/guidelines](http://itv.com/commissioning/guidelines).

For further information on the ITV Corporate Responsibility Governance Board and the ITV Corporate Responsibility team please visit [itvresponsibility.com](http://itvresponsibility.com).

For further information on any aspect of the ITV Appeals and Social Action Guidelines please contact the ITV Corporate Responsibility team via email at [responsibility@itv.com](mailto:responsibility@itv.com).