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## **Guidelines for obituary tributes**

March 2016

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An obituary tribute is an exception rather than the rule. S4C's priority is our audience's viewing experience and, before making an application for a tribute to be included in a programme, the relevance of the tribute to the wider audience should always be considered.

Where possible S4C prefers to avoid obituary tributes in programmes and it is the responsibility of the Presentation Department to prepare and schedule obituary tributes either as an announcement over the ident into the programme or as a standalone item at the end of a programme. S4C reserves the right to refuse to accept delivery of, or to edit, any programmes that are delivered that contain obituary tributes before, during or at the end of a programme.

The Presentation Department will take into consideration the appropriateness of an obituary tribute within the context of the linear schedule. We aim to avoid, for example, obituary tributes in programmes that are scheduled consecutively and to avoid obituary references at the end of each programme in a series. From time to time obituary tributes may not be in keeping with the nature and style of an evening.

S4C will consider an obituary tribute to an individual where:

- The programme is transmitted or repeated as a tribute to the individual
- The individual appears in the programme and, preferable, here the individual has a significant role within the programme.
- The individual has recently died.
- The individual is a leading figure and is connected to the programme or series.

The production company should, in the first place, contact the programme or series commissioner in order to ask for his/her approval for the tribute.

Having received approval the production company should contact the Presentation Department by email to:

[Anwen.Thomas@s4c.cymru](mailto:Anwen.Thomas@s4c.cymru)  
and  
[trefnyddioncyfryngau@s4c.cymru](mailto:trefnyddioncyfryngau@s4c.cymru)

S4C Presentation Department staff will schedule the tribute for transmission and coordinate any requirements with the production company and internal S4C staff.

The production company will need to provide by email:

- The full name of the person who has died
- The name by which the individual is more popularly known where this is appropriate
- Date of birth and death
- A picture of the individual - .jpg or .tiff

It is the responsibility of the production company to ensure that all the above details are correct. Any pictures supplied should be free of copyright or cleared for transmission and use on the S4C website. The production company should take all necessary steps to ensure that the immediate family and relevant interested parties are aware of the intention to broadcast a tribute. It is important not to agree to any specific suggestions for the tribute e.g. a particular form of picture or wording that is not in keeping with these guidelines.

We suggest, in the first place, that a continuity announcement before the programme should be considered. In order to ensure consistent and fair treatment to all the following script will be used.

*"Ers ffilmio/recordio'r rhaglen hon mae..... sy'n ymddangos yn y rhaglen hon wedi marw. Mae S4C yn estyn/Dymuna S4C estyn cydymdeimlad tuag at ei d/theulu a'i ffrindiau." \*See below for English translation.*

*"Rydym yn darlledu'r rhaglen hon fel teyrnged i ..... fu farw yn ddiweddar/wythnos yma/ddoe/heddiw ..... Mae S4C yn estyn/Dymuna S4C estyn cydymdeimlad tuag at ei d/theulu a'i ffrindiau." (Rhaglen deyrnged)\*\* See below for English translation.*

An announcement before the programme can serve to warn people who may not have been aware of the individual's death or warn those who might choose to avoid watching the programme.

In some cases S4C will schedule a graphic item at the end of a programme or series. S4C's Graphics Department will prepare an item that consists of the individual's name, date of birth and death and, where possible, a picture of the individual.

The Presentation Department will be responsible for ensuring that suitable promotions and advertising follow this item in the schedule.

The usual practice is to limit the obituary tribute to the first transmission following the death. There are usually no tributes associated with subsequent transmissions.

Continuity script translation:

*\* Since filming/recording this programme ... who appears in the programme has died. S4C extends their/S4C wishes to offer their condolences to his/her family and friends..*

*\*\* We are transmitting this programme as a tribute to ... who died recently/this week/yesterday/today..... S4C extends their/S4C wishes to offer their condolences to his/her family and friends...*