

D - DISCUSSION AND PLANNING

What information is required? ... Spotting your area on the map ... The tools of the trade ... Planning, thinking and discussion ... Sharing out the work ... Field trips and research ... Sources of facts and figures.

O - OVER TO THE WRITING

Balancing general and local interest ... What goes on the twenty pages? ... Titles for pages ... Personal names and labels, etc. ... Drafting and redrafting ... Final checks and tidy-up ... Credits on the last page.

M - MAKING UP INDEXING KEYWORDS

What's a keyword, exactly? ... What's each page about? ... What will readers ask about? ... Detail vs. generalisation ... One keyword from our standard list ... No such thing as "miscellaneous".

E - ESTIMATING LAND-COVER

Land-cover, not land-use ... Our standard categories ... Spotting the kilometre-squares ... Surveying the square ... Primary, secondary and tertiary categories ... Recording the data.

S - STATISTICS AND COUNTS

Our standard list ... Easy reference sources ... Borderline cases ... Recording the data.

D - DIGGING UP PHOTOGRAPHS

What's needed? ... Slides, not prints ... Landscape, people and others ... Where do the slides come from? ... Do we need to take some new ones? ... Plastic mounts, please ... Labelling and insertion in our sleeve.

A - ADDING CAPTIONS

Short caption vs. long caption ... Indexing photographs.

Y - OUR FINAL TOUCHES

Copyright permissions ... Last checks ... Getting it all back to the BBC ... What about another block?

A PRIMARY LIST OF KEYWORDS FOR INDEXING THE TEXT AND PICTURES

Armed forces
Arts and crafts
Attitudes
Biography
Clubs
Communications
Customs
Ecology
Economics
Education
Employment
Energy
Entertainment
Events
Farming
Government
Health
Home life
Housing

Industry
Information systems
Landscape
Language
Law and order
Life styles
Local history
Media
Politics
Population
Recreation
Religion
Science and technology
Social concerns
Supernatural
Tourism
Trade
Transport

One of these keywords should be applied to each page of text and each photograph. More than one may be given, or if required, keywords of your choice. See the section MAKING UP INDEXING KEYWORDS in the Survey Guide. The keywords themselves are explained below.

