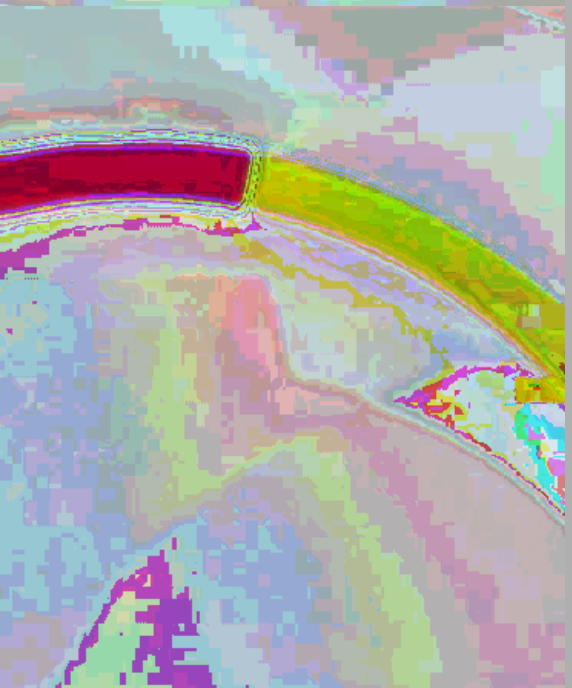
IMPACT
REPORT
2022

FOREWORD



** BBC Annual Plan 2022/23*

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Women contributors,
BBC News at One

Women contributors,
PM (Radio 4)

EXECUTIVE SUMMARY

50:50 The Equality Project uses diversity monitoring and data to drive cultural change across the BBC and in other organisations. The aim is to ensure that the content we all create and consume better refects the world around us.

Starting as a grassroots initiative in the BBC's London newsroom in 2017, 50:50 soon became the corporation's biggest ever collective action to increase women's representation on air. To date, 750 BBC teams and 145 partner organisations in 30 countries have adopted the simple, self-monitoring system to ensure gender-balanced content. More than 250 BBC teams have now also committed to monitoring the representation of disability and ethnicity in their content.

In March 2022 the BBC held its fourth annual 50:50 Challenge, set by the Director-General Tim Davie, to see how many teams could achieve fair representation of women, disabled and black, Asian and minority ethnic contributors.

Shortly before the start of Challenge Month, Russia invaded Ukraine. News and Factual programming were focused on one story. The majority were still able to achieve gender balance in their content. At the BBC, 61% of datasets* featured 50% women contributors in March, compared to 35% when they frst started.

For the frst time the BBC has also published its progress on disability and ethnicity representation, in support of the corporation's 50:20:12 aim – that is, to reach 50% women, 20% black, Asian and minority ethnic, and 12% disabled representation in its content and its workforce.

Of those monitoring since the project expanded beyond gender in October 2020, 65% of datasets achieved their targets for ethnicity representation. Some 53% achieved their targets for disability representation – up from 18% doing so when they frst started.

Whilst there is some way to go to achieve fair representation for all, this report evidences how 50:50 has embedded diversity monitoring at the BBC, and how this is changing the way teams think about who we see and hear from in our output.

Beyond the BBC, the 50:50 global partner network continues to grow. More than 70 external organisations took part in the 50:50 Challenge in March 2022, up from 41 in 2021. Of those who were below 50% women when they joined the project, 73% have seen an improvement. Overall, 47% of organisations featured at least 50% women in their content, up from 32% doing so in their frst month of monitoring.

50:50 The Equality Project supports the BBC in fulflling its responsibility to refect, represent and serve the diverse communities across the UK. Its continued expansion within the organisation and externally evidences the ongoing commitment of the BBC and 50:50 partner organisations worldwide to improve representation across the creative industries and beyond.

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JUNE SARPONG

Œć Ģħ Ęĩ Ęĥ Ĭħ ĕĜġĚ ħĕĚħ ĜĦ ęĚĖĘė ĖĚġ ĕĘ ĖĕĚġĚĘė# ĕĨħ ġĢħĕĜġĚ ĖĚġ ĕĘ ĖĕĚġĚĘė ĨġħĜğ Ĝħ ĜĦ ęĚĖĘė!œ The words of the late American novelist James Baldwin.

It's a simple concept that can be used to sum up 50:50 The Equality Project's philosophy. First understanding where we are in terms of on-screen representation and identifying what we can actually change. Then making that change, so we can better refect our world.

I remain struck by the success of 50:50 and how thousands of content-makers – inside and outside the BBC – continue to increase women's representation through something as simple as counting.

At the BBC, we are committed to establishing whether the same is possible for other groups that are underrepresented in media portrayal – starting with disabled and ethnic minority contributors. Eighteen months on from Tim Davie setting this challenge, hundreds of content teams have now pledged to see if they could move the dial. The improvement they're seeing is extremely encouraging.

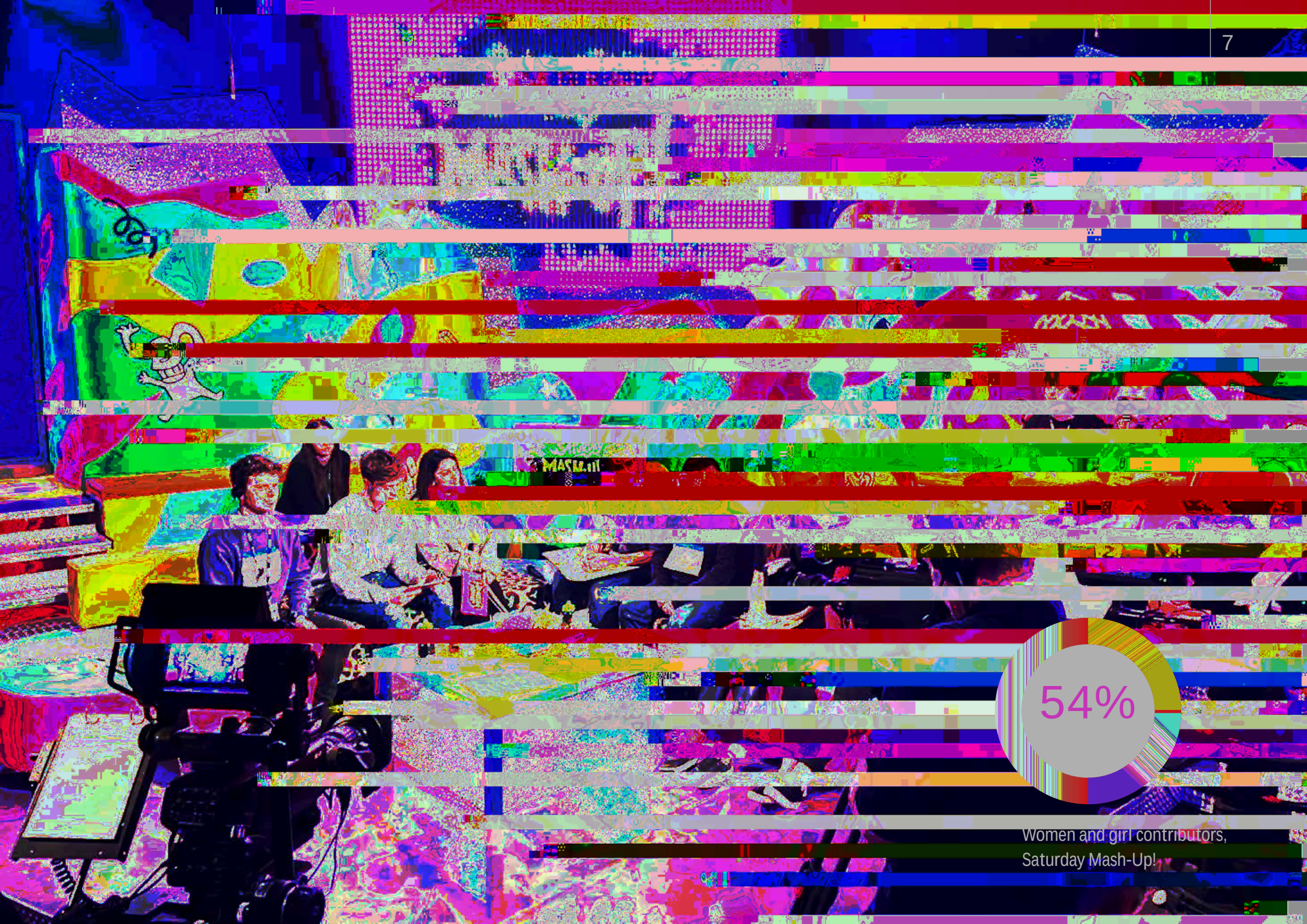
We need to recognise there is still a long way to go but, as the 50:50 team says time and again, collecting data is essential to creating change.

Having these benchmarks is a vital step in the right direction, and the need for progress should not stop innovation. 50:50's next steps will be to gather data on the representation of class within BBC content to see how well we refect socio-economic diversity and – crucially – where we need to improve. Can it be done? Well, as James Baldwin says ŒġĢħĕĜġĚ ĖĚġ ĕĘ ĖĕĚġĚĘė ĨġħĜğ Ĝħ ĜĦ ęĚĖĘėœ, so it is heartening that 50:50 is starting to face this.

Changing cultures within organisations is neither easy nor is there a quick fx. But 50:50's straightforward approach of benchmarking and monitoring progress over time has proved remarkably efective. It is undeniably why it has become a core part of the BBC's Creative Diversity strategy.

Every day, thousands of individuals undertake a small action – to count the 50:50 way. And sharing that data with others is a powerful tool for change. It reminds me of something I mention in Diversify about championing the cause: ŒüĢğğĘĖħĜĩĘ ĖĕĚġĚĘ ĕĘĚĜġĦ ĪĜħĕ ĜġėĜĩĜė ĨĚğĦ ĜġŮĨĘġĖĜġĚ ĢħĕĘĥ ĜġėĜĩĜė ĨĚğĦ!œ

Congratulations to everyone bringing that collective change through 50:50. If we continue to take these small actions and inspire others, together we will create a media landscape that represents us all.



Women and girl contributors, Saturday Mash-Up!

HOW IT WORKS

50:50 The Equality Project uses a voluntary, self-monitoring system designed to ft into existing workfows. It is simple and fexible, with three core principles underpinning the methodology.

Collect data to drive change

Data is at the heart of 50:50. Teams count the contributors they feature to understand the balance of representation in their content. They then use that data to set benchmarks and track progress. Crucially, monitoring is carried out at the time of publication – or very soon afer – so that it can be used to inform editorial decisions and improve representation in real time. Teams then share their monthly, quarterly or series percentage data with the rest of the BBC in a spirit of positive competition and collaboration.

Measure what you control

Teams only count the contributors that they control. News teams, for example, do not count people who are integral to the main stories of the day as we cannot tell these stories without them, and we have no control over who they are. For example, we do not count the Prime Minister when giving a speech or the only eyewitness to an event. Everyone else counts – reporters, analysts, academics, experts, case studies and anyone who appears in our original journalism and features. If a contributor appears multiple times in a single programme or piece, they are only counted once.

Never compromise on quality

The best contributor is always used, regardless of their impact on the gender balance of that content. Editorial excellence is always the priority. 50:50 The Equality Project enables teams to identify topic areas where women are under-represented. It also gives content makers encouragement to continually seek new voices and diferent perspectives to better refect the audiences they serve and strengthen the BBC's output.

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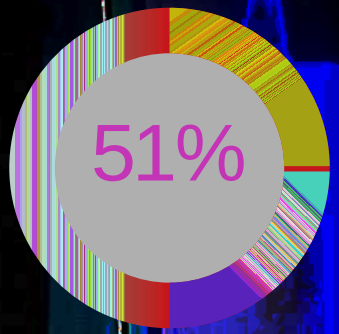
BBC 50:50 CHALLENGE RESULTS

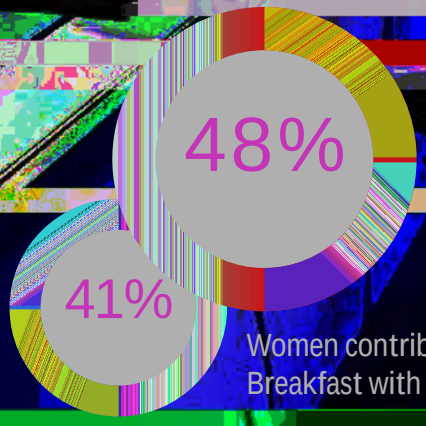
The BBC held its fourth 50:50 Gender Challenge in March 2022. In this month, global media coverage was dominated by a third year of the coronavirus pandemic and Russia's invasion of Ukraine. It was also the first time that BBC teams monitoring disability and ethnicity reported on their progress.

Teams in the 50:50 Challenge

In the last 12 months, 150 teams signed up to 50:50 The Equality Project for the first time. Now, 750 teams across all BBC divisions are monitoring their representation of women with 50:50.

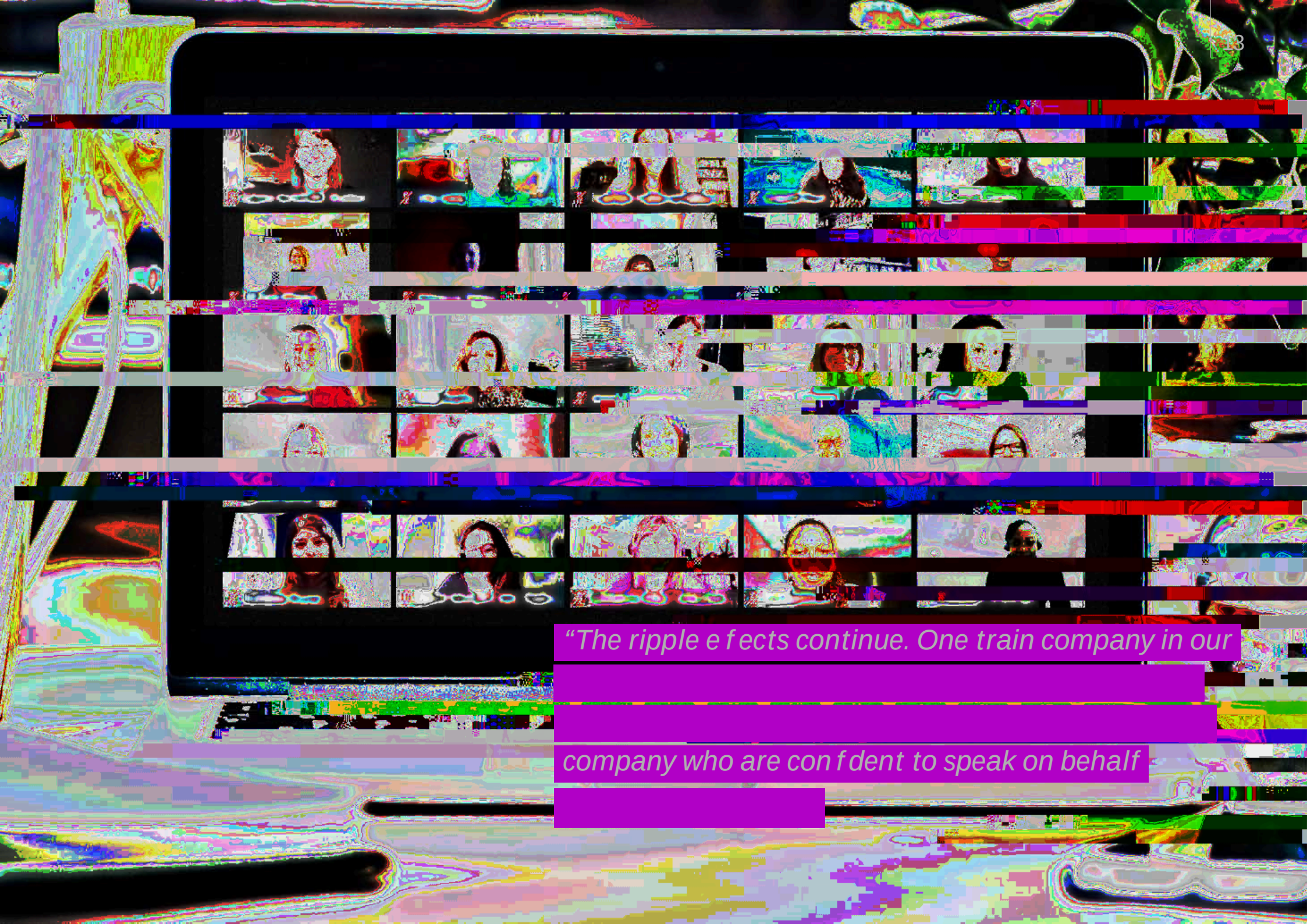


Women contributors,
Drivetime with Ankur Desai



Women contributors,
Breakfast with Harpz Kaur

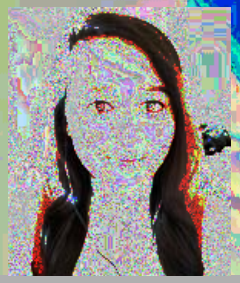
50:50



“The ripple e f ects continue. One train company in our

company who are con f dent to speak on behalf

REFRAMING DISABILITY



69%

noticed more women in content

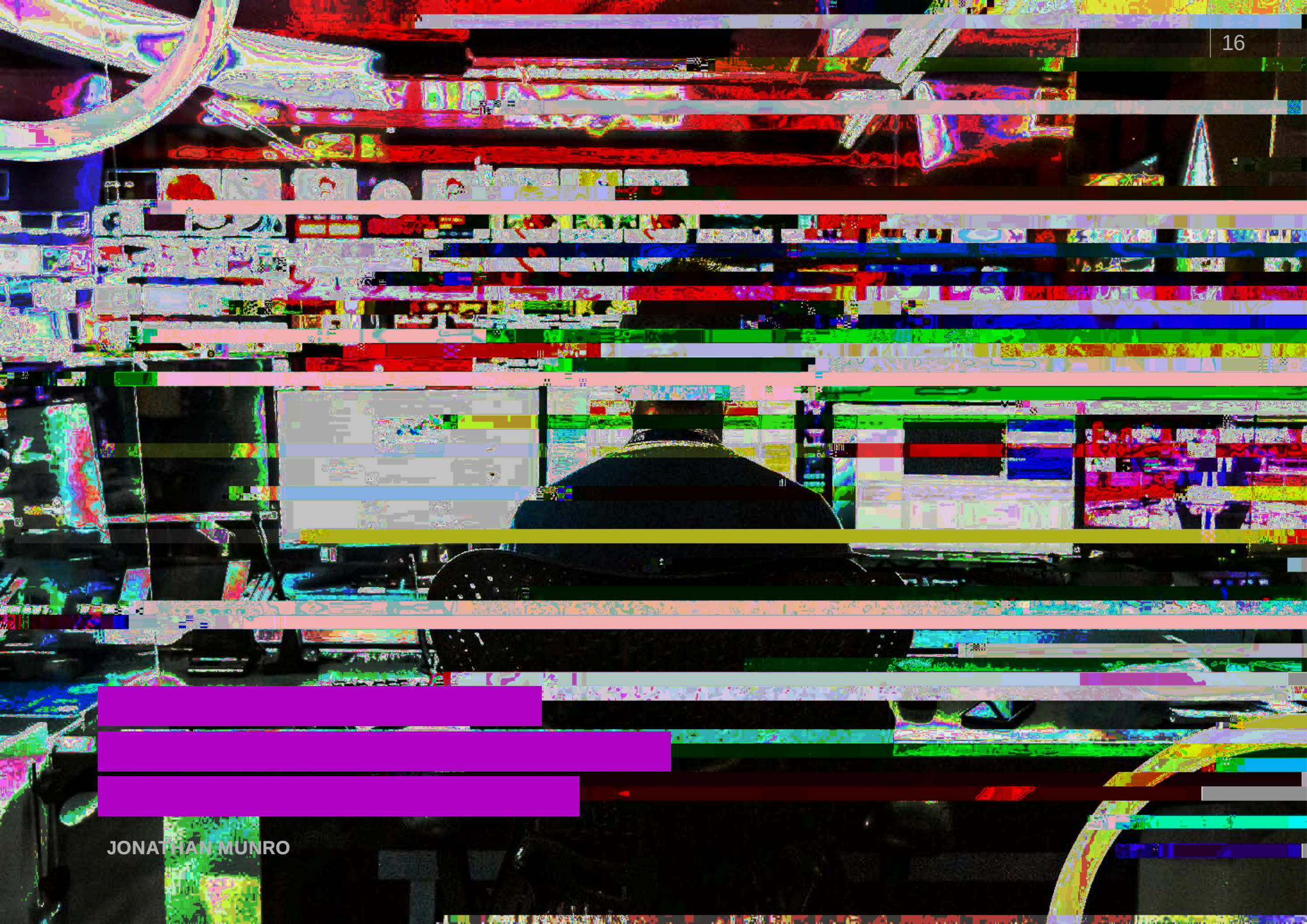
80%

of women aged 16 to 24 enjoy content more

68%

of women aged 16 to 34 consume more content

Respondents were asked if they had noticed a change in the balance of men and women in BBC online content over the last two years. Of those who did, 69%* felt there had been a shi f towards more women, up from 62% last



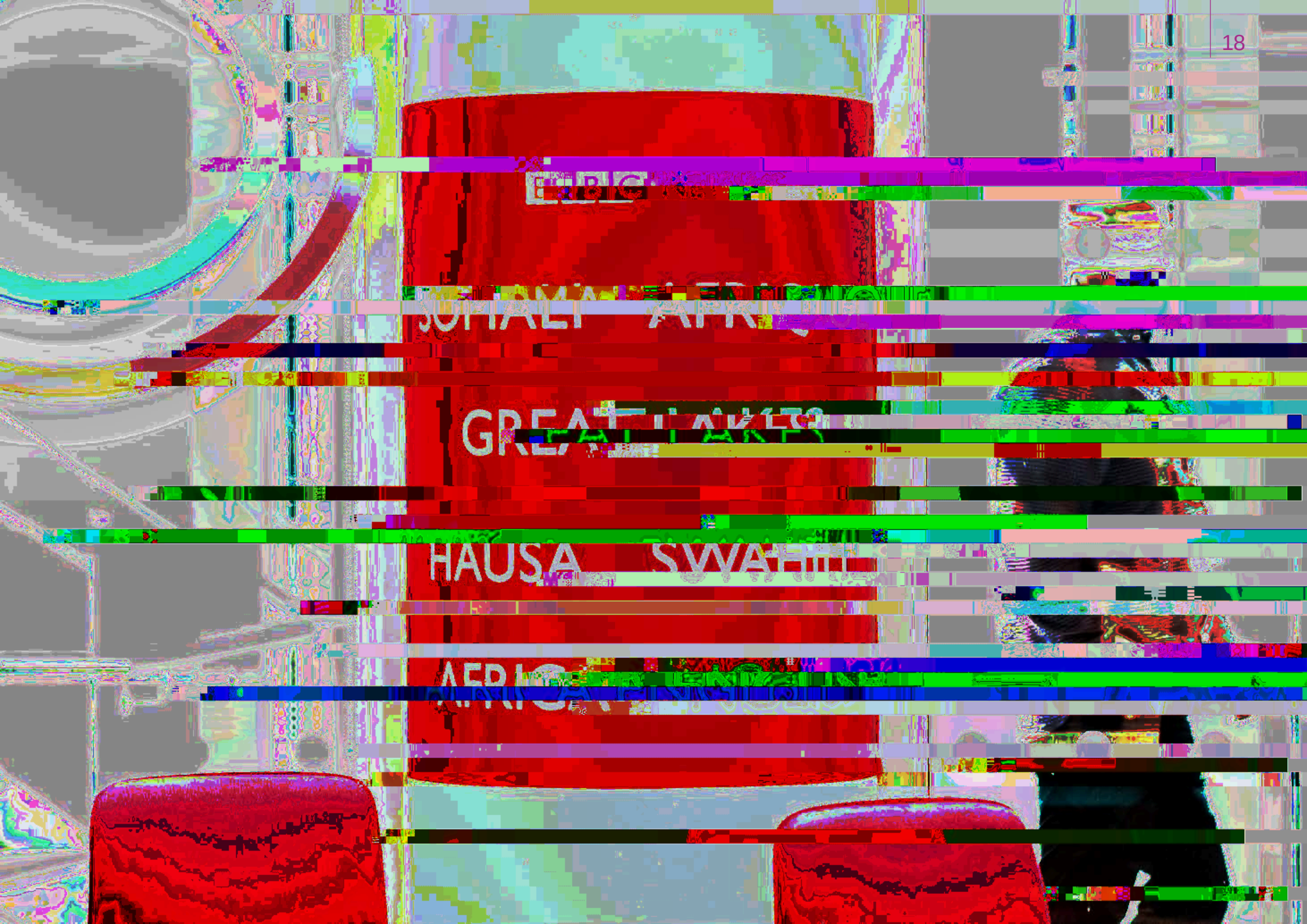
JONATHAN MUNRO

INSIDE THE BBC: NEWS

JONATHAN MUNRO
Interim Director of News and Current A f airs

BBC News delivers impartial and truthful accounts of global events to audiences around the world, reaching more than 450m people each week across all our services. It is therefore imperative that we re f ect that world fairly and accurately in our storytelling.

Through 50:50, our teams across the UK and all international services have continued to strive for gender-balanced content during extraordinary times. As we emerged from the second year of a global pandemic, with an uptick in covid cases leaving a number of teams under


BIG
GREAT LAKES
HAUSA SWAHILI

INSIDE THE BBC: WORLD SERVICE

LILIANE LANDOR

In 2019, 50:50 launched a pilot within World Service languages. The aim was to seek out diverse contributors so as to widen our database, adding hundreds of new voices to our programmes.

Since then 50:50 has become part and parcel of the production workflow for our teams, working hand in hand with other strands of our diversity and inclusion work. Today, 124 teams from every part of our international services – including Media Action, BBC Monitoring and all language services – are part of the project.

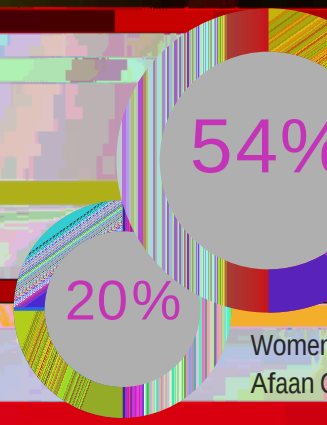
INSIDE THE BBC: WORLD SERVICE

WISSAM EL SAYEGH

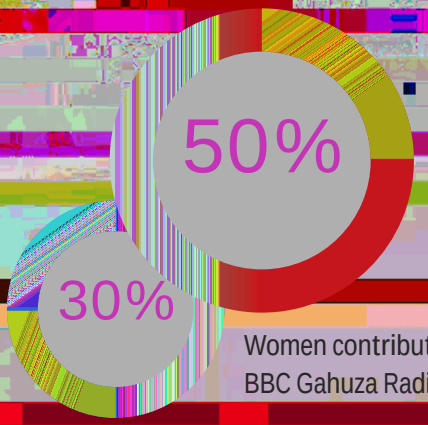
"I am so proud that most of our teams not only reached the goal of 50% women in our content, but also sustained it. They succeeded in introducing to our audiences a wider range of excellent expertise in politics, economics, sports and many other topics. Gender balance in our output is not only an objective for the 50:50 Project, but also a more complete way of telling the story and reaching more underserved audiences."

BELETU BULBULA SORSU

"For me, the 50:50 Project is something beyond gender. Diversifying our contributors is something that enables us to improve our storytelling. If our storytelling is improved, it connects us with our audiences in a more meaningful way, which helps us to reach more audiences in an equitable manner."



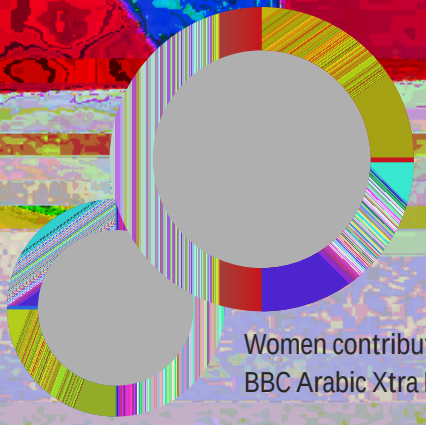
Women contributors, Afaan Oromo quotes



Women contributors, BBC Gahuza Radio

BBC Arabic Xtra TV aims to attract audiences who are less likely to engage with traditional news content.

Women contributors,
BBC Arabic W @ 12 Radio



Women contributors,
BBC Arabic Xtra Radio

INSIDE THE BBC: NATIONS

RHODRI TALFAN DAVIES

Nations has long set a high standard for gender representation through 50:50, and 66 of teams reaching 50% women in this year's Challenge month is an achievement we should all be proud of.

I'm particularly delighted that Nations has been leading the way in

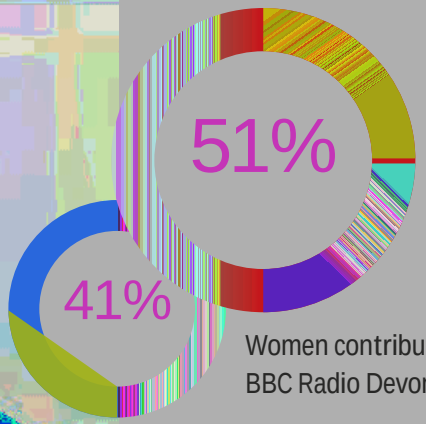
INSIDE THE BBC: NATIONS

DOMINIC JEWEL

"We began measuring ethnicity and disability for the first time on Radio Wales in November, and made the decision early on that we would monitor through actual data: we wanted the highest possible accuracy. This was especially important for us because so many of our on-air contributors are callers, real members of our audience, and monitoring their characteristics through perception would have been impossible. There was some concern about how engaged our contributors might be when asked diversity questions over the phone; but in fact, very few people objected to being asked a little more about themselves, or mind hearing the message that whoever they are, they matter. And the results of gathering actual data have been invaluable: we've learned so much about ourselves and about our audience, and discovered that we're already in some ways a more diverse group than we might have realised. Crucially, we've also highlighted areas where we need to do more work, in particular when it comes to ensuring we represent disability. As a result of the approach we've taken, we now have real concrete data that helps us focus our efforts and gives us a robust position from which to build."

JO LOOSEMORE

"Monitoring matters. At BBC Radio Devon, we've used it to benchmark how effectively we're connecting with our communities. Every day and in every programme, we try to ensure our contributors are genuinely representative of our demographic and the local people we serve. That's meant learning and listening, reaching out and welcoming in. As a station, we have now doubled the number of contributors from ethnically diverse backgrounds. It has taken over a year, and there's more to do of course, but we are making progress. That matters to us – and particularly here, in a rural area where people may feel much more visible and often more isolated. Their voices matter and we're working to ensure that everyone in our community hears them."



Women contributors,
BBC Radio Devon Breakfast

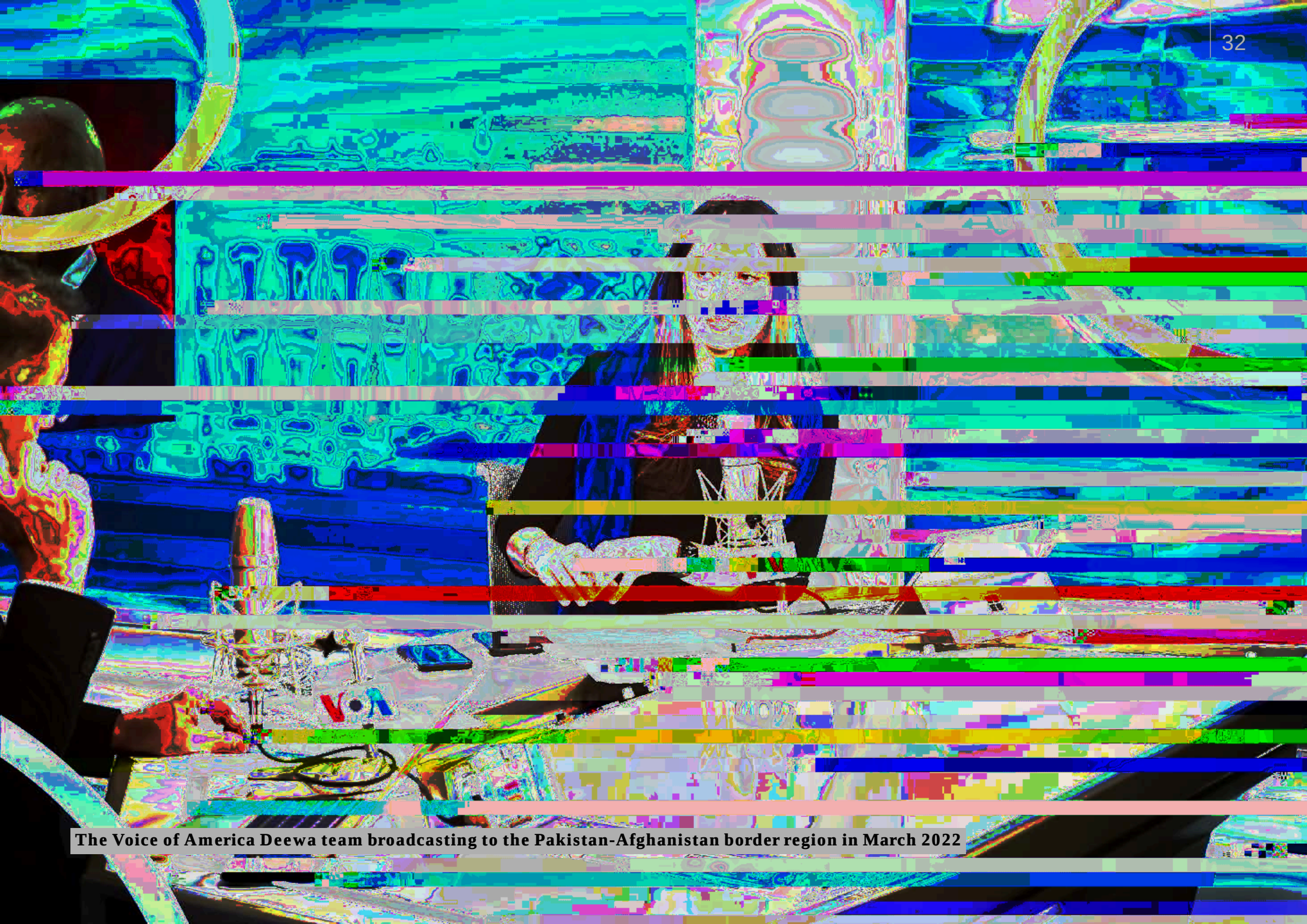
MIC LIVE
53%
Women contributors,
The Wynne Evans Programme
53%
39%
Women contributors,
Wales Today

INSIDE THE BBC: SPORT

BARBARA SLATER

When I joined BBC Sport in the early 1980s, our coverage looked very di f erent. It's no longer unusual for us to lead our program93.00EB10 00DA00E7>/P 8Jn-US's s I joi30(ts stI joiAR)-2yam93.00EB10

finance
academia
charities



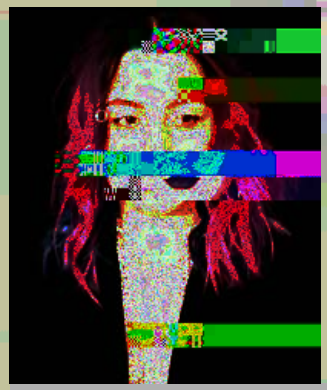
The Voice of America Deewa team broadcasting to the Pakistan-Afghanistan border region in March 2022

OUTSIDE THE BBC: BROADCASTING

VERONIKA WAGNER

“These words may sound familiar to editorial staff, especially to those working in male-dominated fields like science, sport and politics. At the Bayerischer Rundfunk something remarkable happened since becoming a 50:50 partner: You barely hear this phrase anymore within the 50:50 teams.

Building on this great BBC initiative, we were able to initiate profound change. All our teams are highly motivated and ambitious to get female voices on air. Of course it’s challenging, especially under time pressure. 50:50 has not only increased awareness but has also sparked enthusiasm within the teams, which is the best way for sustainable, positive change. And data proves that we are on the right track. Six months after joining the 50:50 Project, 73% of the teams increased female representation and 70% reached gender balance of their contributors in at least one month. It’s impressive how the 50:50 principles – simple and flexible – ignite change.”



ANA MORE

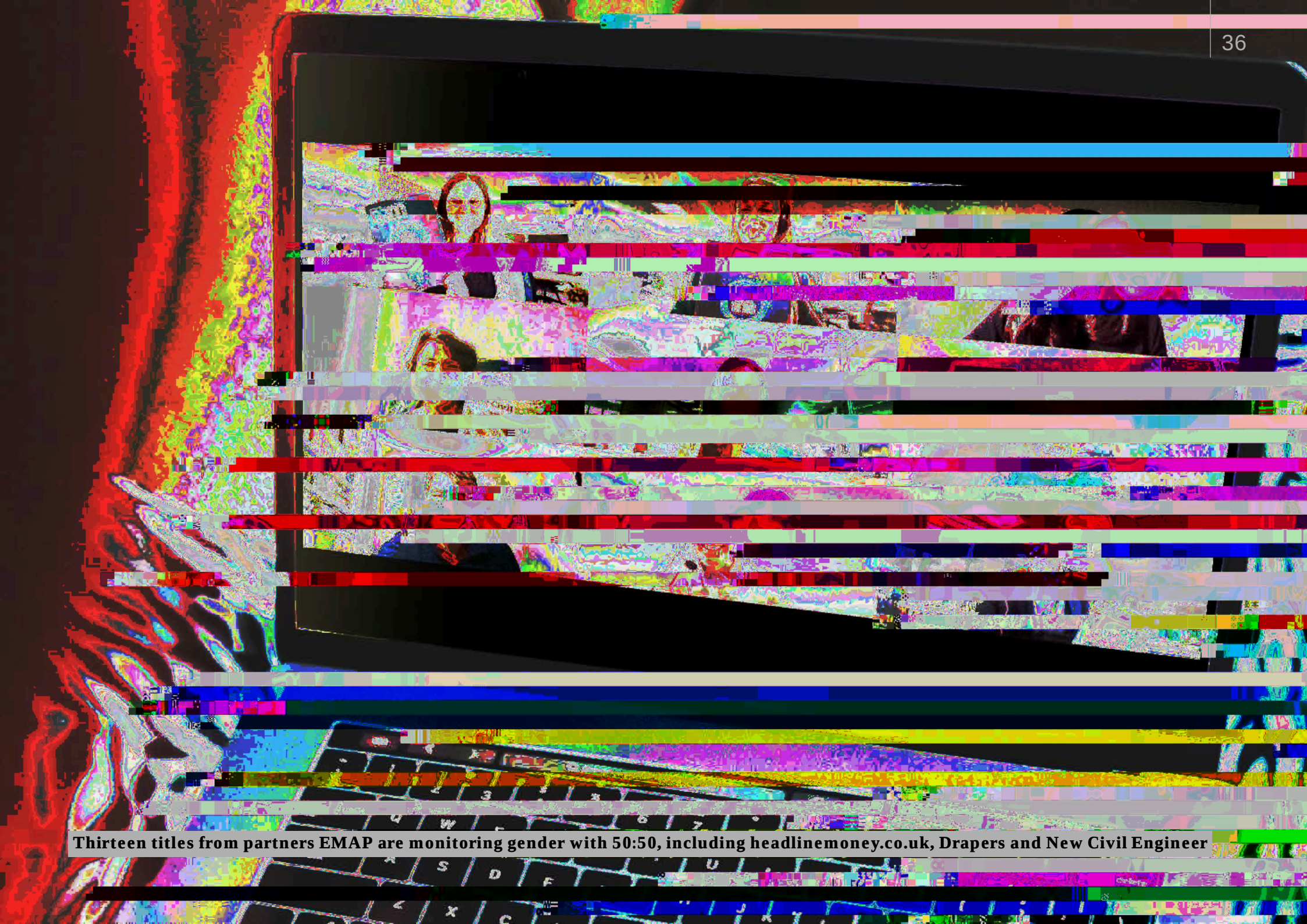
“We joined 50:50 in February. Sadly that month, Russia invaded our country and we have been working since day one of the war. The team is in different parts of Ukraine. We have a lot to take care of. The broadcast has changed too. But we still let women’s voices be heard in different spheres: defence, geopolitics and international law. We talk about women’s vulnerability in terms of war and about those who are fighting at the frontline.”

OUTSIDE THE BBC: ENERGY

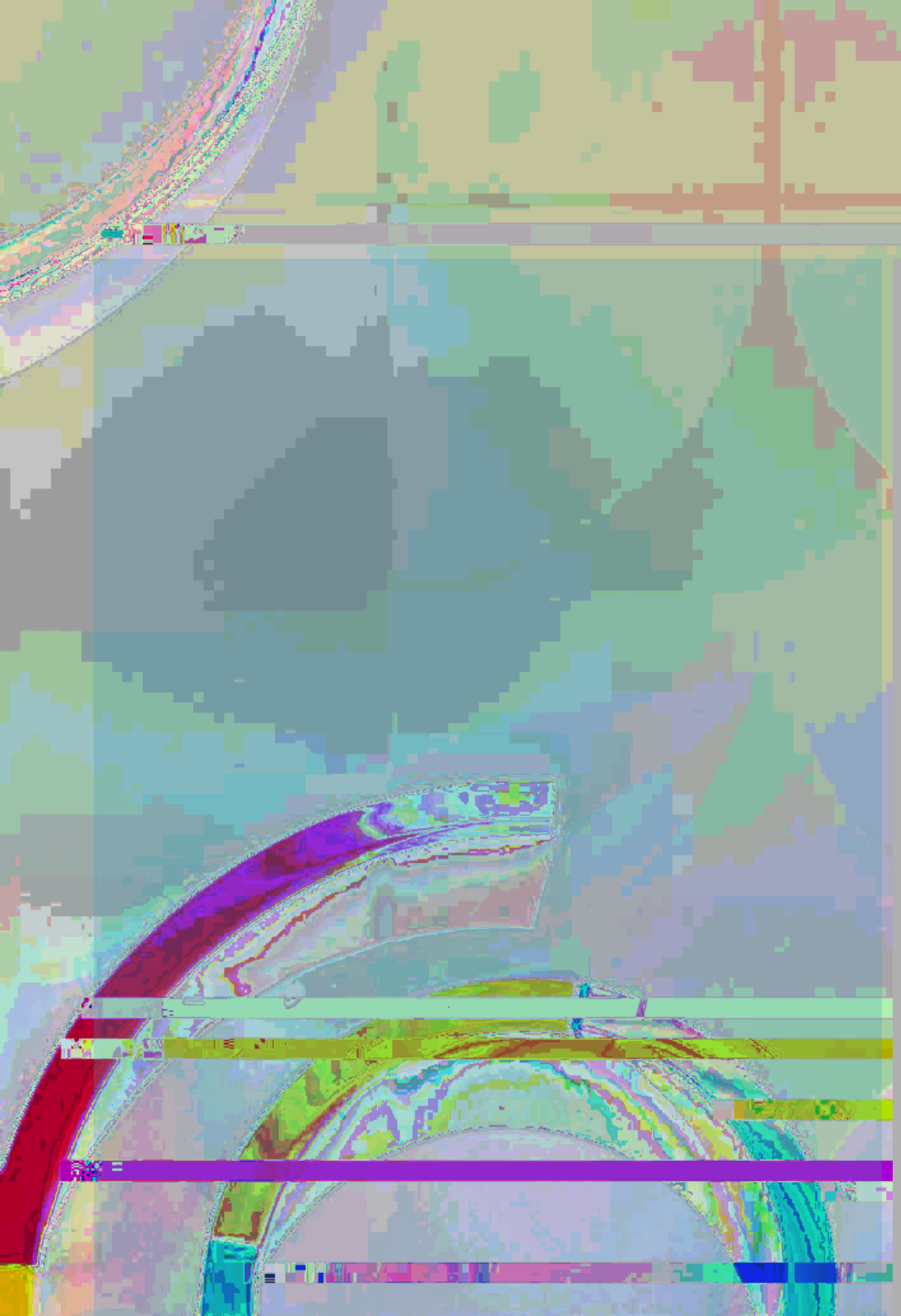
PRIYA BRAHMBHATT-PATEL

“After launching the 50:50 Project last year, I am pleased to see all the hard work paying off. We are seeing a real improvement in representation in our content and have received positive feedback from stakeholders. It has even led to some taking an interest in joining 50:50 themselves, and we hope that there will soon be a visible cultural shift across the energy sector and civil service.

As a senior female leader from an ethnic



Thirteen titles from partners EMAP are monitoring gender with 50:50, including headlinemoney.co.uk, Drapers and New Civil Engineer



QIANXIU ZHANG

In the process of participating in the 50:50 Pitch, we conducted many rounds of research. We determined which industries are traditionally male-dominated and which industries cover the least minority and disabled workers. Our video concept matured in this process. When the idea came to life, we got lots of professional help from our university and the BBC team.

It's exciting to be able to speak out for women, people with disabilities, and minorities as part of the 50:50 Project. While interviewing the 50:50 partners, such as EMAP, British Fashion Council, and New Civil Engineering, we felt their passion and e f ort to speak out for under-represented groups in their industry. The process of achieving equality is never easy. But the equality will become more possible

Exit

APPENDIX

Tailored approach

What teams count depends on their output. As a result, data from different teams is not always directly comparable and each team aims to improve upon its own performance.

Contributors

Teams count each contributor that features in their content. For the majority, this means anyone who speaks in video and audio content; who is quoted in written content; and who is visible in any images counted.

News teams exclude contributors who they do not control. That is, those who are an essential part of an on-the-day story and therefore not chosen by the editorial or production team.

Datasets

Some teams record multiple aspects of their output and submit separate figures for each measure. Each measure is one dataset.

Monitoring Gender Identity

Content-makers monitor the gender identity of their contributors with the aim of featuring at least 50% women. They do not monitor whether a contributor's gender differs from their sex registered at birth.

Where possible, teams also monitor the proportion of contributors who identify as non-binary or genderqueer in order to improve their representation of all genders. This data is not currently reported to 50:50 The Equality Project, but is used by these teams to improve their representation of all genders.

50:50 PARTNERS

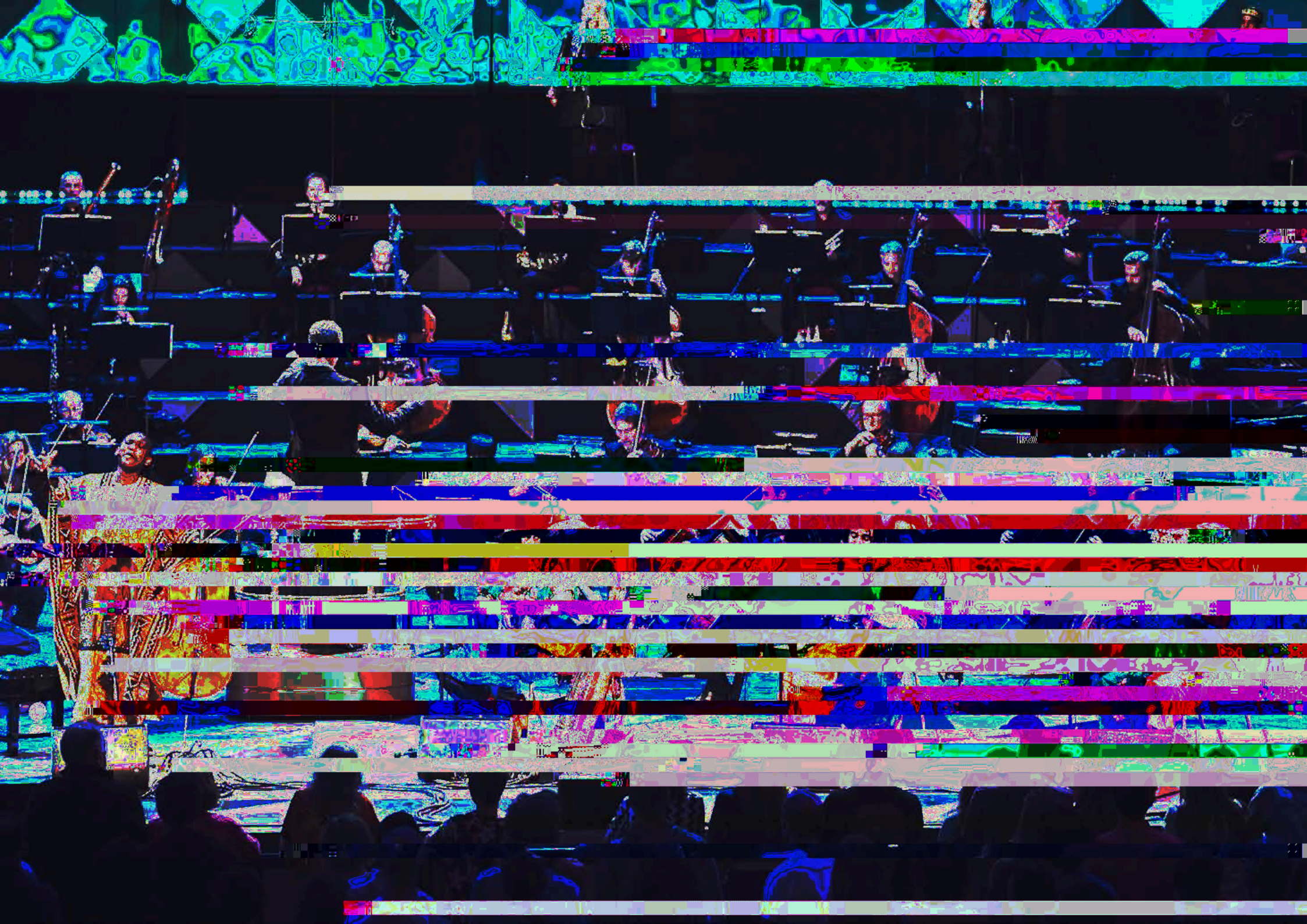
PUBLIC SERVICE BROADCASTERS

ABC News, Australia
AVROTROS, Netherlands
Bayerischer Rundfunk, Germany
DeutscheWelle, Germany
European Broadcasting Union
Georgia Public Broadcaster
Lithuanian National Radio and Television
Mitteldeutscher Rundfunk, Germany
NHK, Japan
Norddeutscher Rundfunk, Germany
ORF, Austria
Radio Bremen, Germany
Radio Free Asia
Radio Télévision Suisse, Switzerland
RAI, Italy
RTBF, Belgium
RTE, Ireland
RTVE, Spain
Rundfunk Berlin-Brandenberg, Germany
Schweizer Radio und Fernsehen, Switzerland
SWR, Germany
TVNZ, New Zealand
UA:PBC, Ukraine
Voice of America
VRT, Belgium
YLE, Finland

MEDIA GROUPS

American Asian Journalists Association
BBC Storyworks
BBC Studios
British Cinematographer
British Forces Broadcasting Service
Broadcast Magazine
Channel 31, Australia
Clara Media
El Diario, Spain
EMAP
Faversham House
FIPP
Folha de Sao Paolo, Brazil
Globelynx
Heidi News, Switzerland
Huf Post Japan
Immediate Media
La Nacion, Argentina
La Voz de Guanacaste, Costa Rica
Language Learning Market
Mark Allen Group
Moldova.org
Mongolia Media Council
North East Film Festival
Radio Hromadske, Ukraine
Rojc Radio, Croatia
Sierra Leone community radio stations
Standard Media Group, Kenya
STV
Tempo, Indonesia
The Canadian Press
The Caterer
The Financial Times
Times Radio
WFM, Nigeria

ACKNOWLEDGEMENTS



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