

The image features a central black rectangular box containing the text 'BBC CREATIVE DIVERSITY' in white, uppercase, sans-serif font. The 'B B C' part of the logo is stylized, with each letter in its own white square. The background is a vibrant, multi-colored composition of vertical and horizontal bars in yellow, cyan, magenta, red, blue, and black, with a diagonal black and white striped pattern. The overall aesthetic is modern and dynamic.

B B C CREATIVE DIVERSITY

On and off air representation



Ensuring that our content is reflective of our diverse audiences both on and off air is a priority for the BBC

Unlike TV, where visual representation is an indicator for diversity, we need have to rely on the subject matter, narrative, presenters and contributors to evidence our output is reflective of all.

On air representation



50:50 core principles

We collect data to effect change

Measure what you control

Never compromise on quality



39%

noticed shift towards

more women

40%

of 16 to 34 year-olds

enjoy content more

32%

of women aged 25 to 34

consume more content

We're now working with
75
partners in
22 countries



On and off air representation



£12 Million

Investment to increase
off-air representation

- Further commitment made to ask all parts of BBC Radio & Music to achieve a 15% workforce target for staff from a black, Asian or minority ethnic background.
- Radio & Music have also asked its suppliers in the independent sector to meet a 20% diversity target in their teams.

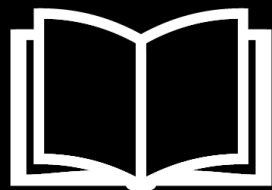
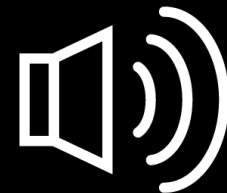
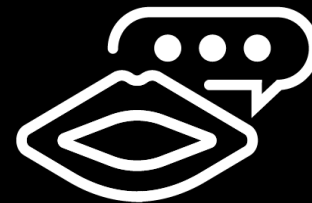
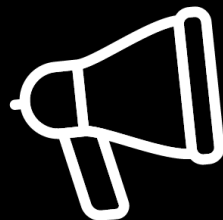


Driving change

- BBC Radio & Music also signed up to the Equality in Audio pact, an industry wide initiative to ensure better representation in the audio sector in all aspects of our output.
- Radio & Music is also investing in creating more opportunities for emerging, diverse audio talent by launching BBC Sounds Lab, a new initiative giving budding audio creators the support they need to turn a great idea of theirs into a podcast outside of the existing commissioning structure.

These initiatives will target the areas where there is most work to do when it comes to representation, including ethnicity, disability and social-economic background.

BBC CREATIVE ALLIES



THE ALLY TRACK

You're about to take part in a race, but it's not just any race. You'll probably be expecting everyone to line up together at the start so nobody has an advantage.

Well, that won't be the case, because this race is just like life. You're about to find out why...



Developed by

BBC ACADEMY

Additional support

USC Annenberg
Inclusion Initiative



THE PURPOSE



Pan-BBC language guidance for all content-makers



Serve “**all audiences through the provision of impartial, high-quality and distinctive output**”



Living document to be **updated for our times**





THANKS FOR LISTENING

bbc.com/creativitydiversity