

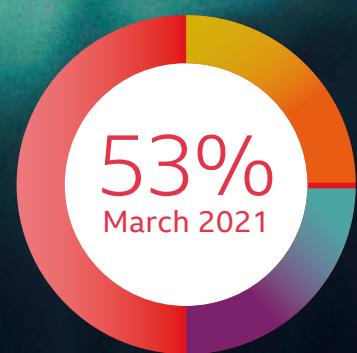


IMPACT REPORT 2021

50:50
THE EQUALITY PROJECT



Casualty (Writers)



FOREWORD



TIM DAVIE BBC Director-General

The BBC's role in national life could hardly have been clearer during the past twelve months. Our teams have worked tirelessly throughout the Covid-19 crisis to keep the country informed, educated and entertained. But to truly succeed in our mission, it is absolutely vital that the BBC reflects the public it serves.

This is the challenge at the heart of the 50:50 Project. It began four years ago as a simple idea to measure and increase representation of women on one BBC news programme. Since then it has been taken up right across the BBC, not just in our news output but by content teams on all our platforms.

50:50 gives us the opportunity to deliver real and sustained change. This report shows that 70% of teams submitting data in March reached at least 50% women in their output – an increase of 34% on where they began. And, for the first time, no team featured fewer than 40% women after three years of monitoring, pointing to a longer-term cultural shift.

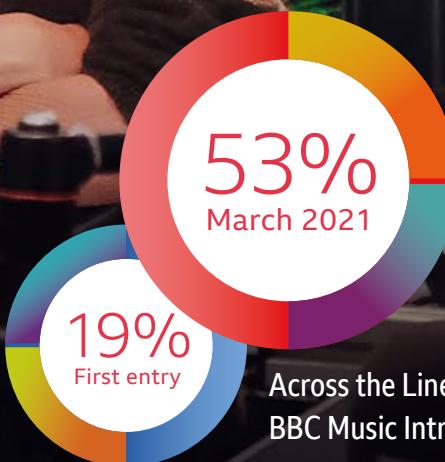
The 50:50 Project is not only helping to drive progress at the BBC, but also across a global network of more than 100 partners in 26 countries. In response to our challenge to feature 50% women contributors in their content in March, 50% succeeded – compared to 31% when they first joined.

Our ambition is to go further. This year BBC teams were invited to use 50:50's core principles to increase disability and ethnicity representation. More than 220 joined up, with half of those monitoring since October already seeing an improvement.

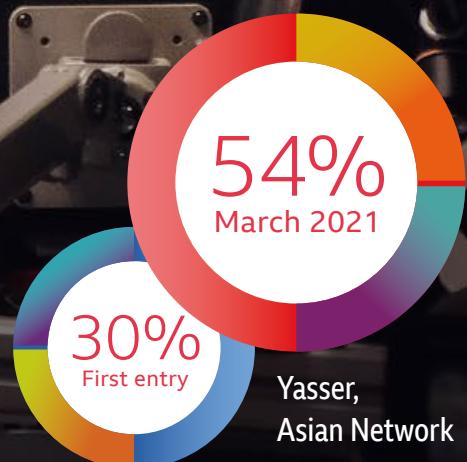
I want to thank every champion, contributor and creator involved in the 50:50 journey. We have a long way to go before we reach equity in disability, ethnicity and gender representation, but we are demonstrating that more diverse content is possible. Together we can ensure that the media we all consume truly represents the world we live in.



Annie Mac's Future Sounds,
Radio 1



Across the Line,
BBC Music Introducing

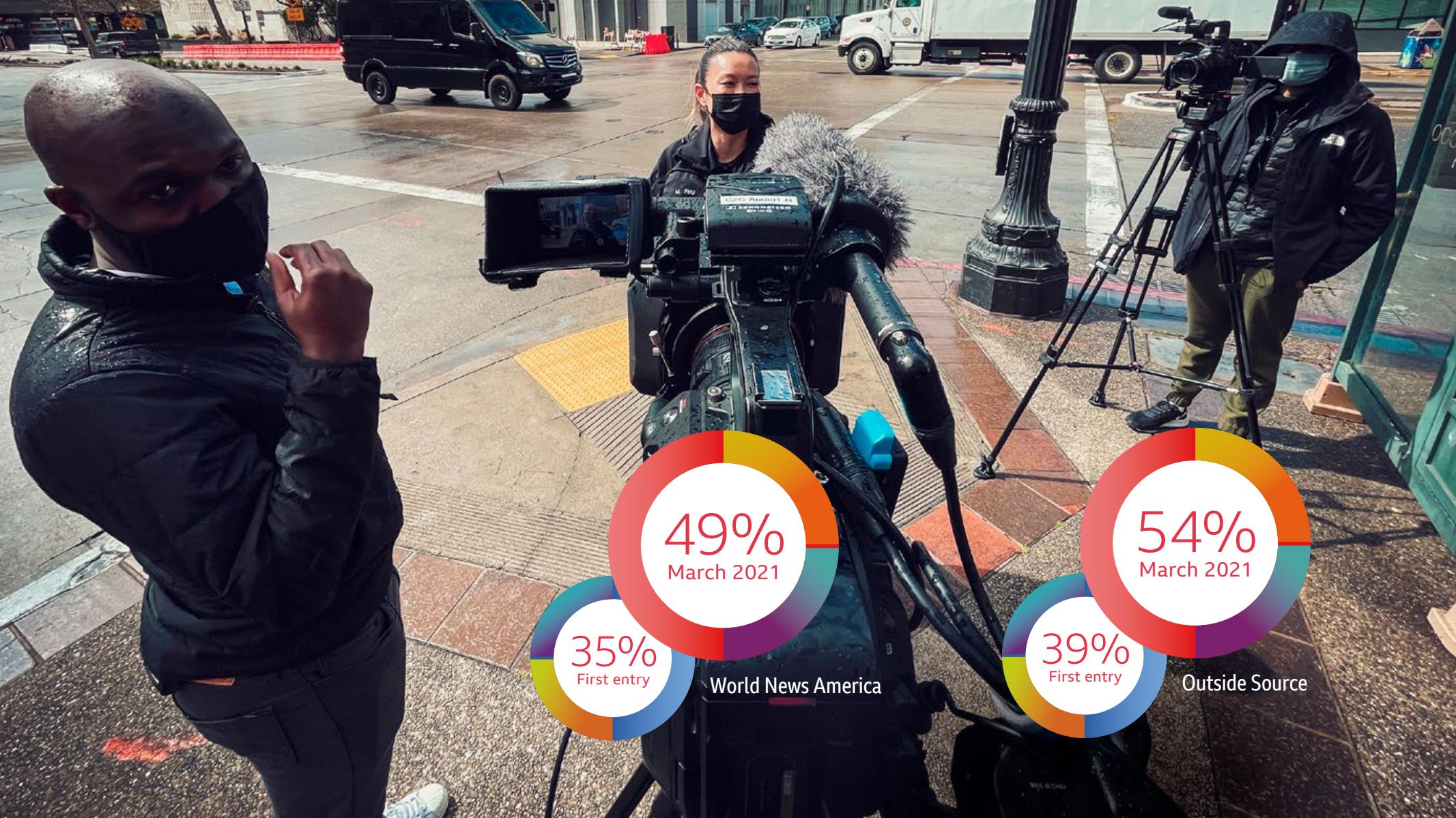


Yasser,
Asian Network

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In a year that saw the coronavirus pandemic have a devastating impact on lives and industries globally, achieving gender balance remained a priority.



EXECUTIVE SUMMARY

50:50 The Equality Project supports the BBC and other organisations to create content that better reflects the world around us.

The Project began as a grassroots initiative in the BBC's London newsroom in 2017. It now involves 670 BBC teams and more than 100 partner organisations in 26 countries – all working towards one goal: equal representation of women and men in content.

This report shows, for the first time, the BBC's progress alongside our 50:50 partner organisations.

In March, teams were challenged to see how many could reach 50% women contributors. Within the BBC, the challenge included how many could consistently meet 50:50 from October 2020 to March 2021.

In a year that saw the coronavirus pandemic have a devastating impact on lives and industries globally, the data suggested that achieving gender balance remained a priority for the global 50:50 network.

At the BBC, 70% of datasets featured 50% women contributors in March, compared to 36% when they first started. Forty percent also proved consistency*.

Across the global 50:50 network, 41 organisations took part in the challenge. Half of the datasets submitted featured at least 50% women. All are committed to continue improving women's representation in their output.

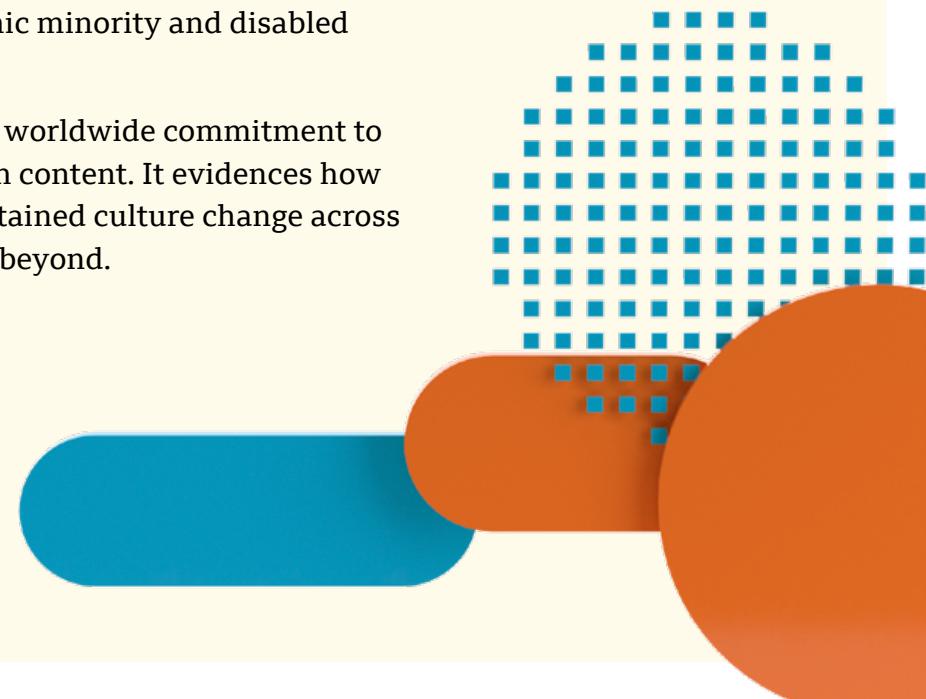
In October 2020, the BBC announced 50:50 monitoring was expanding to include representation of ethnicity and disability. This supports the Corporation's aim to reach 50% women, 20% black, Asian and minority ethnic, and 12% disabled representation on-screen, on-air and in lead roles across all genres.

More than 220 teams across the BBC have now committed to using 50:50 monitoring to increase their representation of ethnic minority and disabled contributors.

This report demonstrates a worldwide commitment to improving representation in content. It evidences how 50:50 is contributing to sustained culture change across the creative industries and beyond.

220 teams across the BBC have committed to using 50:50 monitoring to increase their representation of ethnic minority and disabled contributors.

*For the definition of 'dataset' and 'consistency' please refer to Appendix.



BBC GLOBAL QUESTIONS



56%
March 2021

40%
First entry

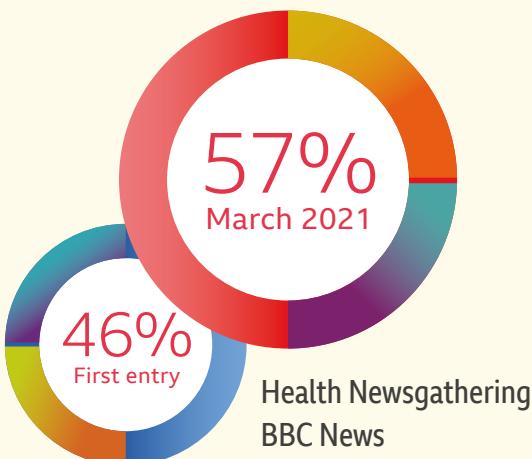
Global Questions

METHODOLOGY

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

Collect data to drive change

Data is at the heart of 50:50. Teams monitor the numbers of men and women in their content to set benchmarks and track their progress. The data is based on the perception of the person counting. It is collected at the time of publication or very soon after. Teams then share monthly 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. In news content, for example, we 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 will only count 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 the priority. 50:50 The Equality Project enables teams to identify topic areas where women are under-represented. It has also given content-makers further encouragement to continually seek new voices and different perspectives to better reflect the audiences they serve and strengthen the BBC's output.

Beyond gender

We have tailored these core 50:50 principles to enable teams to monitor and improve their representation of disability and/or ethnicity in their content. For further information on how this is done, please see the appendix.

GENDER CHALLENGE FINDINGS

INSIDE THE BBC

The BBC held its third '50:50 Challenge Month' in March 2021 – the second to take place during a national lockdown in the UK.

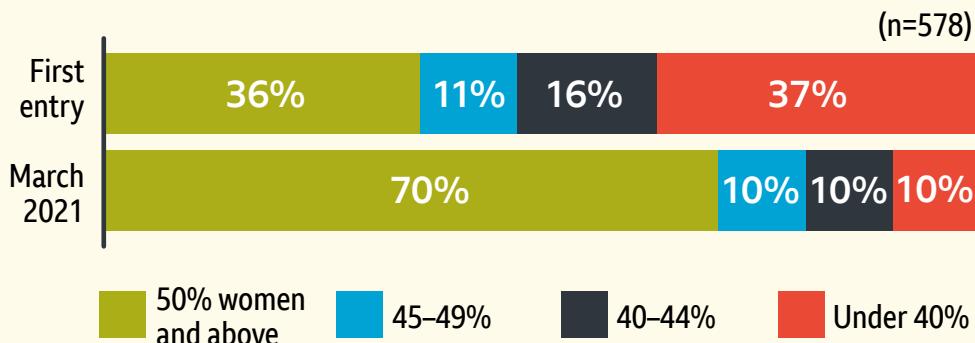
The data indicates that the representation of women in BBC content is continuing to improve, and that this shift is driving sustainable cultural change within the organisation.

Teams in the 50:50 Challenge

In the last 12 months the BBC has streamlined its output, with a number of programmes coming off-air. Over that same period, close to 170 new teams signed up to 50:50 The Equality Project for the first time. To date, 670 teams across all BBC divisions are monitoring their content with 50:50.

Of those who filed data for March 2021, 70% of datasets featured at least 50% women contributors during challenge month. This is an increase of 34 percentage points based on their start months, and four percentage points on the previous year.

BBC content featuring 50% women



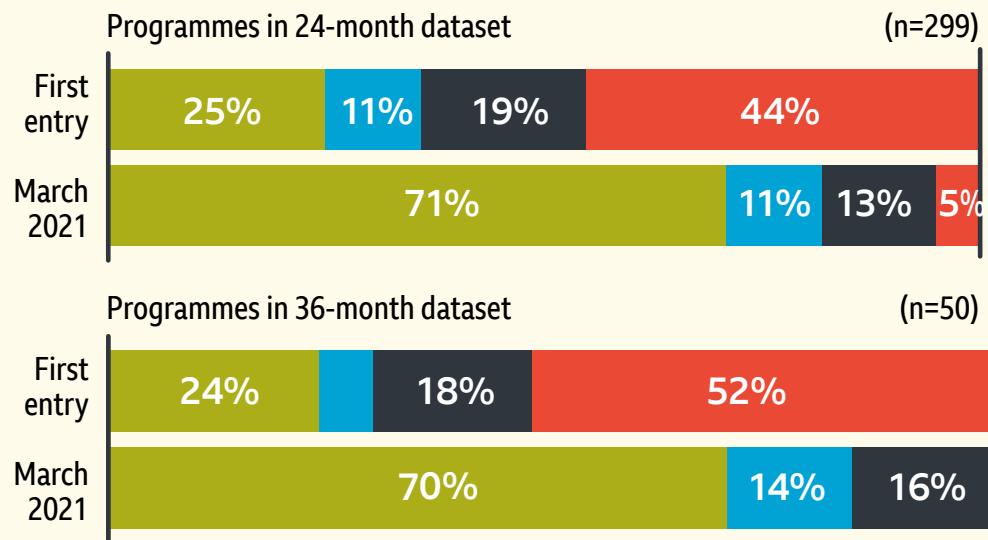
Improvement over time

As evidenced in the 50:50 Project's 2019 and 2020 reports, teams are more likely to improve the proportion of women in their content the longer they monitor the gender balance of their contributors.

The March 2021 yearly breakdowns show that more teams featured at least 40% women the longer they were involved in the project.

Some 95% of teams monitoring their content for two years or more featured at least 40% women. Of those involved for more than three years, 100% of teams featured at least 40% women.

Representation improves over time



GENDER CHALLENGE FINDINGS INSIDE THE BBC

Consistently achieving balance

The BBC also challenged 50:50 teams to maintain equal representation over a longer period of time. For the six months from October 2020 to March 2021, teams were asked to feature 50% women contributors for at least three months and to not drop below 45% women contributors in any other month.

Some 40% of datasets filing monthly data succeeded in the Consistency Challenge. This is an increase from 36% of datasets who were able to achieve the same targets for the period of October 2019 to March 2020, and 18% from October 2018 to March 2019.

Teams achieving consistency



Monitoring beyond gender

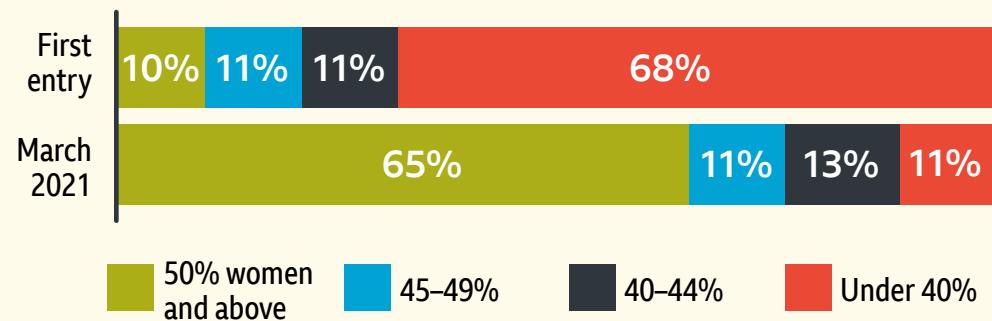
In October, the BBC announced that 50:50 monitoring would be extended to include disability and/or ethnicity representation. More than 220 teams have now committed to doing this. Of those who have been consistently collecting data, 51% have seen an improvement. The BBC has committed to publishing more detailed data in 2022.

Music and Sport pilots

The 50:50 Challenge in 2020 saw the culmination of the Music pilots, with teams applying 50:50 to monitor the gender of vocal and instrumental artists, composers and conductors featured in music programmes and at live events. These teams, including BBC Music Introducing and BBC Proms, use 50:50 to encourage increased female representation in the wider music industry.

The success of these pilots saw 63 music datasets take part in the 2021 Challenge. Almost two-thirds (65%) reached 50% women, compared to 10% achieving the target when they first reported. This is an increase of 55 percentage points.

BBC Music teams featuring 50% women (n=63)



In 2020, 27 new Sport programmes (excluding Sport TV News) began piloting the monitoring of their coverage of sporting events, from Premier League Football to Athletics, and collecting benchmark data. They are working towards equal representation of reporters, commentators, athletes and other contributors. BBC Sport teams' progress will be evidenced in the next Impact Report.

GENDER CHALLENGE FINDINGS OUTSIDE THE BBC

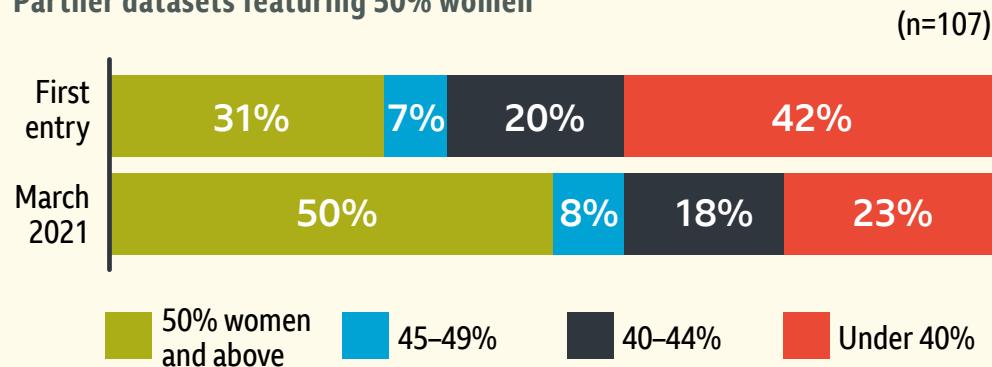
More than 100 organisations outside the BBC have committed to implementing 50:50 to increase women's representation across their content.

These organisations come from a range of sectors including public and private media, academia, public relations, law and corporations.

In October 2020, the then 70-strong partner network was invited to join the BBC in publishing their March data publicly. They used the 50:50 methodology across a range of different output. This included monitoring promotional materials, social media posts, website content, event panels and the spokespeople put forward for media opportunities.

Overall, 107 datasets from 41 partners were submitted for the first 50:50 partnership challenge in March 2021. Partners submitted data either at a team level or for their organisation's overall performance. These datasets were then aggregated to give an indicative snapshot of the 50:50 partnership's gender balance in March compared to when they first joined the project.

Partner datasets featuring 50% women

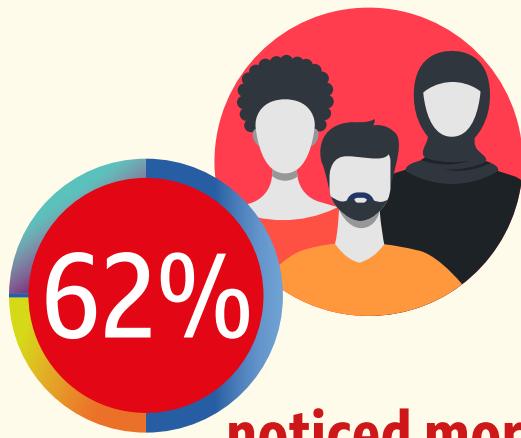


The figures suggest that women's representation across the 50:50 network is increasing. Half of the partners' datasets reached 50% women contributors, compared to 31% when they first joined the project. More than three-quarters (77%) of the datasets featured at least 40% women, compared to 58% when the partners first started monitoring – up 19 percentage points.

These results will now act as a benchmark for the global network, which will be invited to publish data annually alongside the BBC.

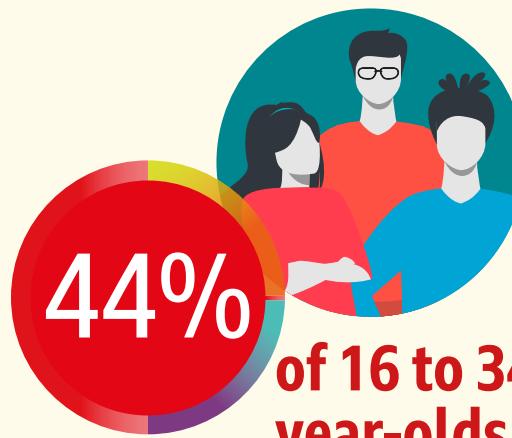
AUDIENCE IMPACT

Audiences are at the heart of everything we do. The aim of 50:50 The Equality Project is to increase representation so the media better reflects the audience it serves. In February 2021, BBC Audiences conducted a survey of 2,180 BBC online users. These services include BBC websites, iPlayer and BBC Sounds. The responses underline the increasing value of fair representation in BBC output.



noticed more women in content

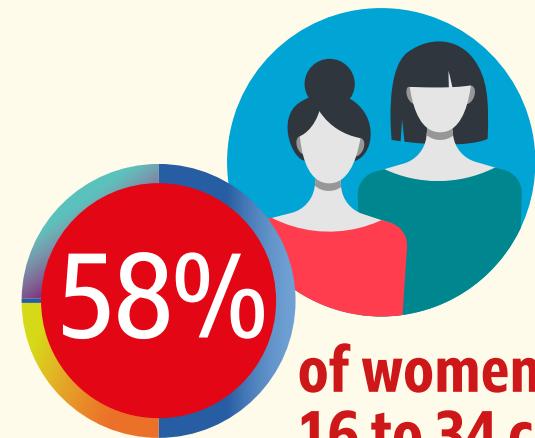
Respondents were asked if they had noticed a change in the balance of men and women in BBC online content over the last two years. Of those who did, 62%* felt there had been a shift towards more women. Three percent thought the number of men had increased.



of 16 to 34 year-olds enjoy content more

Among 16 to 34 year-olds, 44%* said they enjoy BBC online content more as a result of seeing and hearing from more women.

In the same age group, 57%* of female audiences agreed.



of women aged 16 to 34 consume more content

Meanwhile, 58%* of women aged 16 to 34 said they visit BBC websites and online services more often because of greater female representation. This is a 12 percentage point increase on the previous year's survey.

Methodology: This survey was carried out online using the YouGov panel. Interviews were conducted with a sample representative of the 16+ UK population. Quotas and weighting were applied.

**The percentages shown above do not include those who responded 'I don't know'. Excluding those who responded 'I don't know' in the same survey carried out in March 2020, the previous year's results were as follows: 62% noticed more women in content; 45% of 16 to 34 year olds enjoyed content more; 46% of women aged 16 to 34 consumed more content.*

“Every day, thousands of people are counting the 50:50 way.

A small action for one individual, but a powerful tool of change – a movement.”

JUNE SARPONG
BBC Director of Creative Diversity



BEYOND GENDER



JUNE SARPONG
BBC Director of Creative Diversity

“I raise up my voice – not so that I can shout, but so that those without a voice can be heard.”

The words of 16-year-old Malala Yousafzai at the UN just months before winning the Nobel Peace Prize resonated across the globe.

But knowing that we need to give voice to others and actually doing it are two different things. That is where 50:50 The Equality Project comes in – to help us understand whether we are giving unheard voices air-time. Through understanding, we can change our content.

Now the BBC uses 50:50 monitoring beyond gender to increase our representation of disabled and ethnically diverse contributors. Over 220 teams across the BBC have committed to doing this, setting their targets to reflect their audiences. It's early days, but the signs are encouraging. Half of teams who have consistently collected data over the last six months have already improved their representation from when they started.

I am often struck by 50:50's simplicity and how it diversifies voice through something as simple as counting. It reminds me of another famous quote, this time from American feminist Gloria Steinem: “The future depends entirely on what each of us does every day; a movement is only people moving.”

I believe 50:50 is creating that movement. A movement of thousands of people across a global network. To date, more than 100 organisations across 26 countries have adopted 50:50 and are sharing their knowledge across the network.

Every day, thousands of people are counting the 50:50 way. A small action for one individual, but a powerful tool of change – a movement. I would urge as many people and organisations as possible to join us so we can work together to reach a common goal – creating content that better reflects our world.

Congratulations to everyone who makes 50:50 a reality. Particularly, the core team at its heart: Ros Atkins, Nina Goswami, Angela Henshall, Lara Joannides and Julia Walker.

The team and I also want to pay a special thanks to Frances Weil. Without her service and unwavering support, 50:50 would not be where it is today.

I believe creating a media landscape that is representative of all is in our grasp. Together we will make this happen.



“50:50 started as a grassroots initiative and has been fuelled by the enthusiasm of many, which is the best recipe for sustaining positive change.”

SU-MEI THOMPSON and CHRIS PIKE, Media Trust

BEYOND GENDER REFRAMING DISABILITY

SU-MEI THOMPSON
CEO, Media Trust



We at the Media Trust are so proud of what we have achieved through the Reframing Disability programme and our partnership with 50:50 The Equality Project.

Our ambition was to move the dial on disabled people's representation in media – starting with BBC News and then to all BBC content. While doing so, we also aimed to share what we learnt with other broadcasters and media organisations with the goal of achieving systemic change.

One reason Media Trust approached the BBC was because of the success the 50:50 Project already had in increasing women's voices across BBC content. We liked the voluntary approach for programme teams to track and visibly share data across the BBC, and how 50:50 started as a grassroots initiative that has been fuelled by the enthusiasm of many, which is the best recipe for sustaining positive change.

CHRIS PIKE,
Programme Manager



We were also heartened by the BBC's research that showed audiences enjoy BBC online content more as a result of more women being featured.

We wanted to start with broadcast news where disabled people are largely invisible. Despite 20% of people having a disability – and disabled people working across a vast number of industries – you rarely see a disabled person interviewed unless the story is about disability. This means important stories risk going unreported, disabled talent going unrecognised and negative attitudes towards disability going unchallenged.

At Media Trust, we know that to crack inclusion in a sustainable way we need to work on both supply and demand. Disabled talent needs to feel comfortable and confident to engage with the press, while journalists need to feel comfortable and confident when working with disabled talent.

This is why Reframing Disability took a twin-track approach. The first involved Media Trust launching a recruitment drive to find new disabled expert contributors. We provided them with tailored media training and the opportunity to network with reporters. After the training, they were encouraged to sign up to the 50:50 New Voices database.

We were overwhelmed by the calibre and diversity of talent we unearthed from a cross section of specialisms, including economics, technology, education, hospitality and tourism. The virtual delivery of events also meant we reached experts across all the Nations.

The second track saw us work with journalists to design and provide disability awareness training to BBC content-makers. The sessions helped participants overcome biases and barriers to interviewing disabled experts.

If we have learnt anything from the coronavirus pandemic, it is that technology means disabled talent can be successfully engaged in media coverage. If we can create great shows during lockdown without anyone stepping inside a studio, then we should be able to continue this beyond the pandemic.

We hope Reframing Disability has shown broadcasters that it is relatively easy to make small accommodations, which have a powerful empowering effect for disabled talent. We hope one of the legacies of Covid-19 is greater empathy and a more level playing field for disabled talent going forward.

INSIDE THE BBC CONTENT

CHARLOTTE MOORE

BBC Head of Content

It has been an extraordinary 12 months. A year that has emphasised the importance of the BBC's public purpose to "reflect, represent and serve" all diverse communities. 50:50 The Equality Project is a vital tool in meeting that purpose.

50:50 supports more than 240 teams across BBC Content – TV, Radio, Children & Education and Sport – to increase women's representation. The teams have come far. More than two-thirds reached gender balance of their contributors compared to 40% when they first joined.

This increased representation has led to 58% of our female audiences aged 16 to 34 saying they consume more of our services like iPlayer and Sounds.

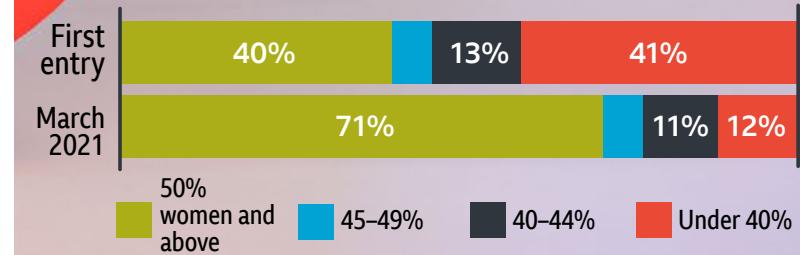
All of this happening against a coronavirus backdrop. It reinforces how 50:50 has become business as usual for many – from Antiques Roadshow to Morning Live.

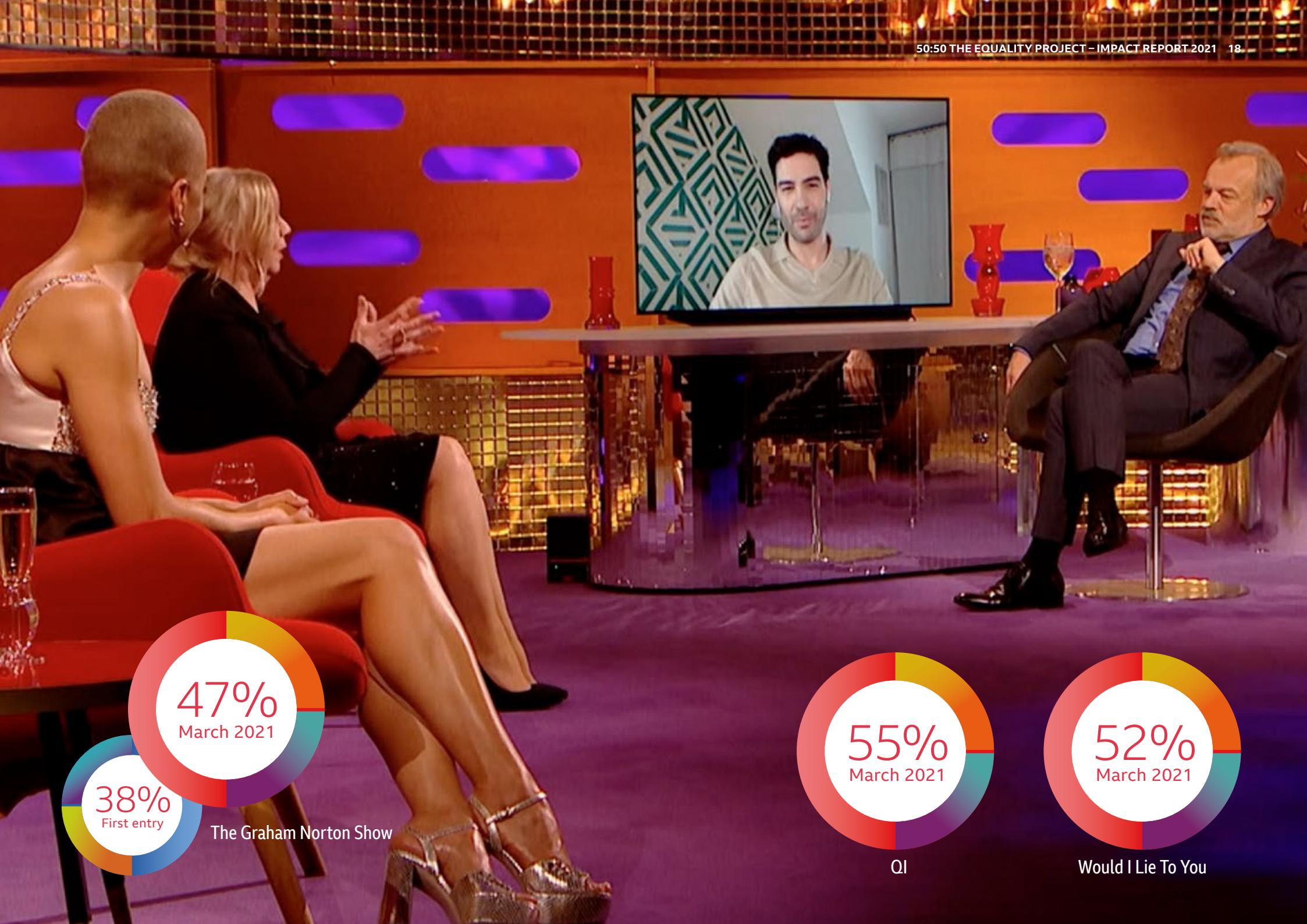
Our progress spurred us to go further, with Radio and Education sponsoring 50:50's move beyond gender. Over 80 of our teams have now signed up to work towards 50:20:12 targets for gender, ethnicity and disability representation in their content, mirroring the BBC's workforce ambitions. This is expanding across BBC Content.

We are also continuing to work with fellow broadcasters. Our aspiration is for 50:50 to be a pan-creative industry tool so, together, we can change behaviours and thoughts to reach greater equality.



"Our aspiration is for 50:50 to be a pan-creative industry tool so, together, we can change behaviours and thoughts to reach greater equality."





47%
March 2021

38%
First entry

The Graham Norton Show

55%
March 2021

QI

52%
March 2021

Would I Lie To You

INSIDE THE BBC CONTENT

LORNA CLARKE

Controller, BBC Popular Music



“Producing diverse content is not an afterthought or simply a box-ticking exercise. It makes our content better.”

There's no doubt that the BBC's Popular Music networks Radio 1, Radio 1Xtra, Radio 2, Radio 6 Music and Asian Network are amongst the most dynamic and diversity-driven content teams in the BBC. We've always done our utmost to make sure our audiences are represented on the airwaves. As a result our content is authentic and creative.

Being part of 50:50 The Equality Project has enabled our teams to celebrate their successes, and improve where they need to.

As early adopters of 50:50, nearly every programme on Radio 2 and 6 Music's daily schedules are now monitoring the gender balance of their contributors. The Jeremy Vine Show, Trevor Nelson's Rhythm Nation, Lauren Laverne and Steve Lamacq are just some of the programmes that have fully embraced 50:50, and it's brilliant to see them consistently featuring 50% women contributors month-on-month.

While we have faced unprecedented challenges in the last 12 months, with teams working incredibly hard to maintain the high quality of our programming from home and in socially-distanced studios, the Pop teams' engagement with 50:50 and ambition to create truly representative content has been inspiring.

We now have 100 in-house and indie-produced productions from every Pop Network taking part in 50:50. Fifteen of those are also monitoring their representation of disabled and ethnic minority contributors.

I'm especially proud to see some of our teams leading the way with the monitoring of artists played. From all 36 BBC Music Introducing teams, who have come up with a host of creative and engaging ways to encourage more female artists to upload and share their music with us, to a number of specialist music programmes who face the extra challenge of pushing for equal gender representation in genres that are typically skewed male.

This hasn't stopped shows like Annie Mac's Future Sounds, who have increased their representation of women and non-binary artists from 43% in their first months of recording, to now regularly playing at least 50% gender minority artists each month.

The success of these teams proves that producing diverse content is not an afterthought or simply a box-ticking exercise. It makes our content better, and goes hand-in-hand with creating brilliant, thought-provoking and truly engaging programming. I'm looking forward to every one of our programmes working towards fair representation across the board in the coming year.

INSIDE THE BBC CONTENT

MATTHEW NAPIER

Series Producer, Songs of Praise

When Songs of Praise was first asked if we wanted to participate in a new initiative to measure gender across our programming I must admit, as someone who had worked at the BBC on and off for the best part of three decades, to feeling a little reluctant about what seemed to be yet another internal BBC project that we probably wouldn't have the time to get involved in. This feeling was exacerbated by the fact that we are a busy weekly series, now made by two Independent Production companies for the BBC, and we are often stretched.

So although the reasons for measuring gender seemed totally laudable, I didn't feel overly keen to measure our stats on a weekly basis and to get the busy team engaged with it. It just felt like it was going to be difficult to sell and tedious to track and process.

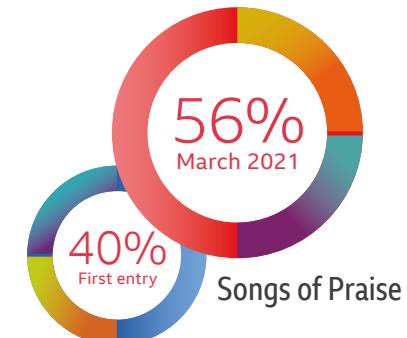
How wrong I was. Once it was explained to me by the 50:50 team how simple it would be to record our data and submit it monthly, it soon became apparent that it would be a minor extra element to add to our processes, and yet would be a really important step forwards for the series in terms of it fairly representing gender.

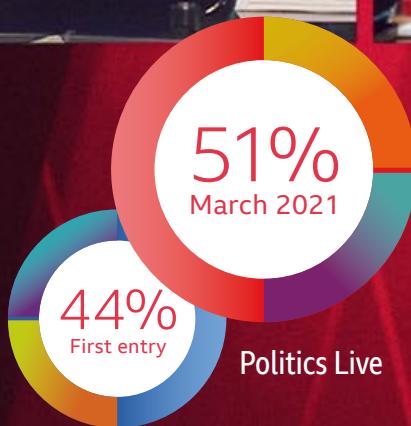
As a result, the team responded and embraced it almost immediately. Two and a half years later, we have gone from occasionally being below 40% women contributors to now regularly featuring at least 50% women.

We have also signed up to measuring our representation of disability.

When we first looked at our gender split just before implementing 50:50, we were all surprised that our stats were favouring a male balance. We thought we were pretty well split down the middle. It was only by measuring each week that we were able to first notice, and then address, the imbalance. Now we talk about our gender and disability balance weekly to find ways of improving it. We've taken on two new presenters with disabilities on the series, and are often at – or near the top of – the leader board when measuring gender on Songs of Praise.

Overall I would say that the simplicity of the system and the efforts made by Lara and the 50:50 team to make it as pain-free as possible are the reasons it continues to be a success for us. The regular prompts to complete the data for the month are also invaluable. We have managed to keep it going during Covid-19 because, like every other part of Songs of Praise, it has become part of the furniture here and just the way we do things.





INSIDE THE BBC NEWS & CURRENT AFFAIRS



FRAN UNSWORTH
BBC Director of News and Current Affairs

BBC News teams have been under immense pressure throughout the coronavirus pandemic. Having to adapt at speed to work in ways we never thought possible, we have continued to serve our audiences to the highest standard and kept our resolve to increase women's representation.

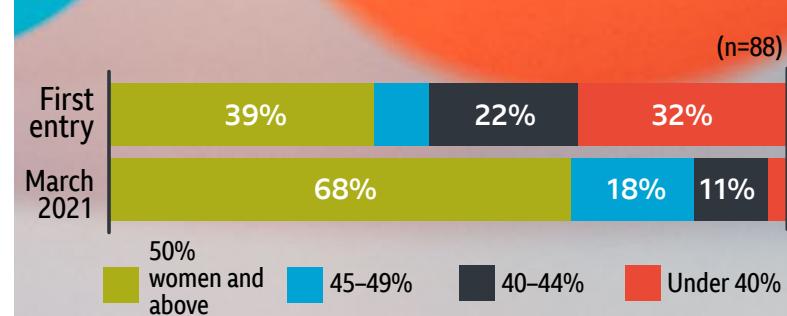
That dedication has led to News and Current Affairs becoming the first BBC division to have all of its regular programming signed up to the 50:50 The Equality Project.

The teams' commitment to reaching gender balance was also evident in our challenge month results. Of those filed, 68% reached 50% women contributors, and just 2% of News teams featured fewer than 40% women. We also saw a higher proportion of our teams consistently reach 50:50, including the News at Six and Ten, Politics Live and Health Newsgathering.

It will always be a source of great pride that 50:50 gender monitoring began in the BBC newsroom. Our journalists are now building on that with close to 50 News teams using 50:50 to improve their disability or ethnicity representation. Implementing 50:50 beyond gender is something I would encourage all our teams to consider.

We know the positive impact of diversifying our contributors. It enriches our storytelling, connects better with audiences and makes us a better news operation. We can be better still. With 50:50 we will.

“Diversifying our contributors enriches our storytelling, connects better with audiences and makes us a better news operation.”



INSIDE THE BBC NEWS & CURRENT AFFAIRS

COSMO SHIELD

Assistant Editor, BBC Radio 5 Live

It wouldn't be a stretch to say that the 50:50 Equality Project has revolutionised the way we think about on-air diversity at 5 Live.

We're a fast-paced news network, always looking for contributors who can react to the latest breaking news or sport story. It can be a real challenge to achieve a balance of voices in this environment but the 50:50 Project provided a framework that enabled us, for the first time, to measure our diversity and stretch ourselves to be as representative of the audience as possible.

We were one of the first departments to really embrace what Ros Atkins and the 50:50 Team were doing in the early days of measuring gender. Many of us at 5 Live were shocked at how dominated our contacts books were by male, and white, voices. It probably shouldn't have been a surprise given how much they dominate the news agenda, but it was a real wake-up call!

We realised early on that communication and repetition of the message was key to make sure that colleagues at all levels used the 50:50 data and understood the challenges. It's safe to say that every team, from the Your Call phone-in programme Programme to Dotun Adebayo's overnight show to our indie productions, understand that 50:50 is a priority and have embraced the mindset.



5 Live Drive



5 Live Breakfast

The last few years have been a challenge but we've come an incredibly long way. All of our programmes are now much closer reaching that magic 50% each month and some, like *Wake Up to Money*, far exceed it.

The roll-out of our ethnicity monitoring has been another important milestone for 5 Live. If our gender data was a surprise, then measuring the ethnic diversity of our guests definitely made us face some hard truths.

At 5 Live we've opted to collect more granular data, breaking down the ethnicity categories we're measuring to tell a rich story about the representation we have on air and to identify where we need to do better. It has absolutely changed the stories we commission and how we tell them as a result. *Wake Up To Money* has more than doubled its representation of ethnic minority contributors since starting the monitoring, and *Breakfast* and *Drive* have both just recorded some of their most diverse months ever.

From the outset, 5 Live's Head of News Jonny Crawford, Controller Heidi Dawson, and I were determined that none of this was about window-dressing. We wanted to create meaningful change to the content we commission and the stories we tell. Most importantly, we want 5 Live to truly reflect how diverse our audience is.

INSIDE THE BBC NEWS & CURRENT AFFAIRS



“We’re proud that we were able to achieve our 50:20:12 targets across all three measures of gender, ethnicity and disability.”

JOSIE VERGHESE

Assistant Editor, BBC Young Reporter

In its 15th year, BBC Young Reporter (formerly known as School Report) is more diverse than ever. A partnership between three divisions (BBC News, BBC Academy and BBC Education) with strong collaboration with Nations and Regions, it involves staff and programme teams from across the organisation.

The project aims to support young people’s engagement and understanding of the media, from news literacy to career routes into broadcasting, by providing content creation skills and opportunities for them to share their stories. The Young Reporter mantra is: ‘Stories, Skills, Future’.

Leading the editorial activity, my focus is those stories. For half the year, this is primarily through the annual BBC Young Reporter Competition. First launched in 2018, we ask young people to submit ideas for original and interesting stories that they think the BBC should be telling. We then commit to making this a reality, helping the winning entrants work with journalists and producers to create a report for broadcast.

Ensuring we represent diversity of voices and experiences, as well as original and compelling journalism, has always been a priority for our team. This year we received more submissions than ever before from over 2500 young people across the UK and, for the first time, we formally recorded the diversity of all the shortlisted winners and runners-up through the 50:50 monitoring model.

We’re proud that we were able to achieve our 50:20:12 targets across all three measures of gender, ethnicity and disability.

BBC Young Reporter provides a unique opportunity to not only get a snapshot of what really matters to an underserved and often unheard age group, but also for the BBC to commission directly from our future audience. Stories this year ranged from bereavement support for young people to having ginger hair – and diversity was also a key theme, disability and ethnic representation in particular.

Giving these stories major platforms across all BBC Networks reinforces the idea that ideas sourced directly from our young audiences are more than a “nice to have”. Rather, they provide access to a range of diverse and original stories which support programmes’ efforts to fairly represent the audiences they serve.

It’s important to us to ensure this content is truly reflective of the broad range of backgrounds and experiences of our young reporters. 50:50 gives us a simple and effective way of doing that, and BBC Young Reporter is proud to be part of this commitment.



INSIDE THE BBC NATIONS & REGIONS



RHODRI TALFAN DAVIES
BBC Director of Nations

Our 50:20:12 ambition is all about ensuring the BBC better reflects our audiences and it underpins everything we do. It also directly supports our Across the UK plans to get much closer to communities across our four nations,

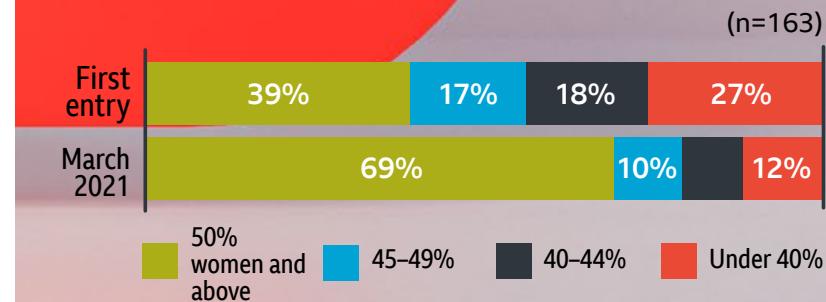
Almost 200 teams across the four nations are supporting the BBC's 50:50 initiative – and I'm delighted with the progress they've made over the last year despite all the practical challenges that the pandemic has posed, with 69% of Nations and Regions teams achieving gender balance in their content for March. There's more to do, for sure, but the intent and commitment has been remarkable.

Of course, gender balance is only part of the story. And now we are extending the ambition of the initiative to drive progress on disability and ethnicity. Already, more than 70 teams across the nations have signed-up to this new venture.

Across the board, what's clear is that 50:50 The Equality Project is driving major change across our output. Change that is being noticed, and is valued, by our audiences – and I would encourage those teams that haven't yet signed up to this important initiative to take the leap.



“What's clear is that 50:50 The Equality Project is driving major change across our output. Change that is being noticed, and is valued, by our audiences.”



INSIDE THE BBC NATIONS & REGIONS

AMY O'BRIEN
Journalism Coordinator, BBC Look East

In May 2018, when Rachel Watson and I started logging our gender data with a view to joining the 50:50 project, I was delighted - but will admit I honestly didn't see how it could bring about any real change. How wrong I was!

Right from the start, before we even began submitting our results to the 50:50 dashboard, the conversations happening in the newsroom were reflective and respectful.

I've got to congratulate all our Look East colleagues in Cambridge who really jumped in with both feet, because it wouldn't have been possible without everybody making the effort. Producers and reporters here got on board with the idea so well and so quickly they are often disappointed or apologetic when the numbers aren't balanced.

That said, the attitude in Cambridge has always been that we use the best guest for the job. We knew we just needed to try harder to expand our pool of experts and contributors, so there was a real drive for that early on.

In March 2019, we hosted a 50:50 Open Day at the Cambridge studio. We invited two dozen local professional women to visit the studio and to speak with those of us working on the programme about what we might need from them as potential guests. The response was overwhelmingly positive and we've since featured a lot of those women in our programmes.

Despite our plans for more tour days like this being thwarted by the coronavirus lockdowns, we've actually found that the pandemic has made our guests more accessible, with services like Zoom and Skype meaning people can chat to us from the comfort of their home.

As for our 50:50 figures, we've been gloriously consistent for so long now that it feels funny to think I ever doubted the outcome. People will often drop me an email to excitedly tell me how many women they've managed to get in their report, and I think the producers feel competitive over who can get the best daily numbers. We've got a board up in the newsroom with the running average for the month and I send emails out to the producers and planning team a couple of times a week to keep everybody up to date. It's been a lovely way to keep in contact with people who are working from home.

While 50:50 started out at Look East (West) as a point of curiosity, it's become a beast of its own over the past three years. I can't wait to see what amazing things will happen next with the ethnicity and disability monitoring, and I'm immensely proud to be spearheading such a fantastic and inclusive project with my colleague Rachel.



OUTSIDE THE BBC

EXTERNAL PARTNERS

For the first time, this report evidences how the global 50:50 partner network is increasing women's representation in a range of content.

To date, 101 partners in 26 countries are using the 50:50 principles to embed culture change in their organisations. The network includes partners in public and private media; academia; conference businesses; law; technology; fashion; energy; public relations and the corporate world.

Continuing to innovate

Organisations across the global network are innovating to create impactful change. This includes ABC Australia piloting ethnicity monitoring in their content and the launch of the 50:50 Pitch – where university students pitch to win the opportunity to produce content for the BBC.

50:50 The Equality Project is also proud to be working with other organisations that share the same goals of gender equality. This includes 50:50 becoming a UN Sustainable Development Goal action and joining the UN Women Media Compact.

How do our partnerships work?

50:50 is a simple system to effect long-lasting change on a large scale, with no compromise on quality. We share our detailed methodology and best practice to inspire other organisations to fully represent their audiences.

To do this, we stick to the core principles that helped embed 50:50 tracking and culture change at the BBC. We know that data has the best chance of influencing behaviour if people are exposed to it every day. We also know that no single approach to fair representation is going to work for everyone, so we've created a system that is simple and adaptable.

We tailor 50:50 to each partner's content and workflows, focused on tracking what teams can control. We work closely with each partner organisation to create a small pilot group to test out the 50:50 system. Then, once successful monitoring is in place, we support the partner to scale it up further across their organisation.

Get Involved

50:50 The Equality Project wants to work with as many partners as possible to drive change in multiple industries worldwide. For more information and to get involved, please visit: bbc.com/5050





101
partners



444
teams worldwide



26
countries

A central black circle surrounded by 14 speech bubbles in red and blue, each containing a word for 'equality' in a different language. The words are: persamaan (Indonesian), equality (English), igualdade (Portuguese), eguaglianza (Italian), lygybė (Lithuanian), igualdad (Spanish), igualdad (Spanish), tasa-arvo (Finnish),平等 (Chinese), égalité (French), Gleichheit (German), jämlikhet (Swedish), তাৰ্তাৰ সমতা (Bengali), and jednakost (Czech). The background is a light gray gradient.

14
languages



ABC host LEIGH SALES, 50:50 Equality Lead EMMA PEARCE, and Head of Network and Newsgathering GAVIN FANG at ABC News' International Women's Day Event.

EXTERNAL PARTNERS

ABC NEWS



EMMA PEARCE and RHIANNON HOBIBNS

50:50 Equality Leads

Once the coronavirus pandemic began to really dominate global headlines in March 2020, ABC News' 50:50 Project team swiftly realised we needed to rethink our plans for the remainder of the year.

With leaders in health and policy skewing male, both globally and domestically, our coverage of the Covid-19 response meant our gender balance data started to follow suit. So we asked our editorial teams what support they needed from us in order to stay on track with the 50:50 Project.

We also asked them to consider how the pandemic was specifically impacting Australian women, to tell the story of the health crisis in a way that surfaced women's perspectives and to give voice to the women on the frontline – nurses, doctors, care workers and teachers. In consultation with female representatives and organisations, we told stories of home-schooling, flexible working, the need for cheaper childcare and the increased "mental load" experienced by women as they found themselves doing even more on the home, work and family fronts.

One unexpected benefit quickly emerged: some teams found it easier to reach and engage female talent, particularly in our afternoon and evening timeslots, as working from home became the norm and school pick-ups and commuter runs no longer affected their availability to do a quick Zoom, Skype or Slack interview.



As we continued to sign new content teams to the project, our data for female representation flatlined at 45%. So in August 2020, we launched a 10-week challenge to inspire teams to achieve 50% by the end of the year, building them a toolkit of ways to increase the number of women in their stories. We saw steady progress across the 10 weeks, with many teams achieving our target of at least 50% and an overall final figure of 49.4% female representation.

In early 2021 a series of major stories concerning the treatment of women in politics and the culture faced by women working in Canberra Parliament House put gender equality issues at the top of the news agenda. Our 50:50 work fed into and enhanced our journalism on these issues, with our coverage incorporating female perspectives and our teams alert to the need to empower and respect the agency of women at the centre of the stories.

In March, ABC News held community engagement event with Australian women's organisations and NGOs to report on the project's achievements and enlist their help as we expand this work to include greater representation of disabled, Indigenous and culturally and linguistically diverse communities.

Alongside this event, we again challenged content teams to push to achieve the 50:50 goal. Our overall figure for the month was 51% female representation - and 75% of our participating teams reached 50:50, compared to 29% when we first joined the project.

EXTERNAL PARTNERS

ADDLESHAW GODDARD LLP



JUSTINE DELROY

Partner and Co-head of Gender Diversity

In October 2020, we became the first law firm to join as a 50:50 Partner. Raising the external profile of women further is crucial in the legal sector. Not only is reputation part of the route to success in law (seeing your name in the media means you are being recognised as a specialist), it is also important for younger lawyers to see positive female role models with strong voices in senior positions.

50:50 The Equality Project came to our attention as something unique, using data to evoke change. We initially chose to start tracking the number of women contributors in media relations. From November, driven by AG's communications team, we started to count every male and female voice put forward for media opportunities, press releases and awards submissions. We continue to keep count and share our data with the 50:50 team monthly, as well as internally, in an email from our senior partner to the whole firm.

We collaborated with our technology team to create a new digital platform - High Q – which means we are able to log every single interaction and create visual charts displaying an overall percentage breakdown of female versus male voices for that month. It also shows which practice areas are most active, details on the individuals (seniority, location) and what type of media activity we have put them forward for.

It's early days, but the project has already had a big impact. The collection of the data means we can drive change and measure what we control without compromising on quality. The data we have collected so far shows that we need to do further work in certain areas, and we have committed to discovering new female voices within the firm. We are also developing a media training programme to train more women to talk about traditionally male-dominated legal practice areas like private equity and M&A, as well as conducting a media training session for younger, female lawyers including legal directors and managing associates.

We are also planning to apply the methodology more widely, specifically in client engagement opportunities when we pitch for new business and then in internal communications (with more women leading internal events). This is particularly important when looking at career paths, as a lot of success stems from influencing people within your own firm. There is also the scope to widen the project to increase our representation of people from ethnicity minority backgrounds.



Addleshaw Goddard LLP

EXTERNAL PARTNERS

EMAP



MARTIN QUINN

Head of Sales, headlinemoney and 50:50 Project Lead

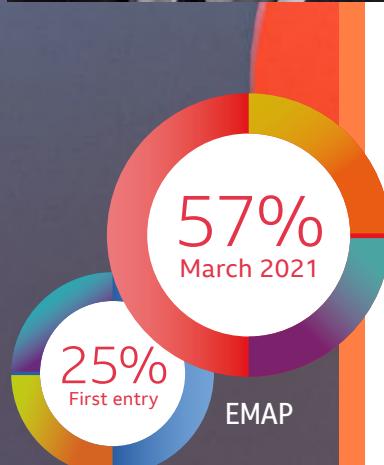
It's safe to say that 2020 was a very tough year for trade magazine titles. Covid-19 led to a decline in advertising revenue as companies cut costs; print costs have simultaneously risen while shifting many of our awards and events online means they are less profitable.

In spite of the ongoing coronavirus crisis, we have kept up the momentum on 50:50 The Equality Project. The project had already been adopted across our financial titles (headlinemoney, Mortgage Strategy and Money Marketing) in 2019, but we have now moved the project further into other traditionally male-dominated sectors like engineering, architecture, and petroleum refining.

Successes have included New Civil Engineer, who are tracking the gender split across events, podcasts and the features on the website and in the print magazine, and their sister title Ground Engineering who joined the project at the start of 2021.

A big thanks to editors Claire Smith and Nia Kajastie for proving change can happen even in a very male-dominated industry. Just 12% of engineers in the UK are women according to Engineering UK.

The Architectural Review has also joined the project.



Drapers' magazine, which covers the fashion sector, has used the 50:50 Project to highlight the additional burden the pandemic has placed on women, particularly in terms of career prospects in retail alongside extra family responsibilities.

Drapers' acting editor Jill Geoghegan said: "As the voice of the fashion retail industry, we take our responsibilities in representation and commitment to the 50:50 project seriously. Our International Women's Day content plus 50:50 Challenge Month is highlighting the contribution of female professionals to business. Participation in 50:50 gives us a benchmark from which the industry can work to make women leaders more visible, which in turn will have the effect of attracting and including talent from a more diverse range of demographics."

Many of our titles ran special editions during March to coincide with International Women's Day.

The Mortgage Strategy edition for March was particularly impressive. Editor Rebekah Commane said 26 out of 28 content pages in the issue were "either written by women or were about equality in the mortgage profession, so we are very proud of the end result".

Across EMAP we now have nine trade titles involved in 50:50 and the editorial teams are making a real difference in their published content to reflect their specialist audiences.



“It’s pretty clear to us that recognising the need for equal representation can significantly change the way your content looks.”

EMILIA ROMAN, BA Journalism student

EXTERNAL PARTNERS

NOTTINGHAM TRENT UNIVERSITY

EMILIA ROMAN

BA Journalism student

As a trainee journalist, taking part in 50:50 The Equality Project at Nottingham Trent University has been an eye-opening experience for me!

Two groups of NTU journalism students from the final year BA Journalism and the MA News Journalism courses monitored the gender balance in their reporting during two Newsweeks, running in January and February 2021.

In the first week of practical production, students were asked not to adjust the way they normally source their interviewees, story topics and multimedia content, or to pay any particular attention to equal representation. This follows the approach both BBC teams and 50:50 Partner organisations are advised to take when they roll out monitoring. They don't make radical changes at first, they just implement the counting and monitoring into the workflow and identify a baseline to improve from.

During that period we recorded the lowest representation: an average of just 29% women contributors were featured across the entire website.

In the second week, students were encouraged to make a more concerted effort to focus on equal representation. We definitely found this hardest in the sports section, but knowing we were working towards 50:50 prompted sports editors and reporters to think outside the box and to create more top stories which were focused on local women's sports teams.

For us, the challenge of incorporating the principals of 50:50 into our work came down to one crucial element of story development – research.



Nottingham Trent
University

If a female interviewee no longer wanted to participate it was essential to try and find a suitable replacement who also met the equal representation criteria.

Accepting the first reply and focusing on “getting the story up” was not enough to help us drive a significant change in our coverage.

Opinion pieces written by female reporters also helped increase representation.

These articles touched on important topics such as race, eating disorders, mental health, and female athletes. They not only attracted a lot of readers but boosted the confidence of female journalism students in pursuing more stories. The popularity of these pieces also indicated that we do have a female audience that we need to cater for and not ignore.

Along with fellow students, I have actively taken part in gathering the data for the project. Unsurprisingly, when sharing daily updates on our numbers, trainee journalists have welcomed the feedback and strived for gender balance.

Focusing on research and creating a welcoming platform for female reporters to explore topics important to them helped us achieve an average of 49% women across the CBJ Target website on our last day of practical production.

It's pretty clear to us that recognising the need for equal representation can significantly change the way your content looks.

EXTERNAL PARTNERS

ORF

KATIA RÖSSNER

Equal Opportunity Commissioner



The ORF, Austria's public broadcaster, has been a 50:50 Equality Project partner for over a year. We committed to the 50:50 Challenge for the first time in October 2020, with 29 programmes coming on board. These shows cover a broad range from radio to television; regional studios to national outlets; news and science to entertainment, sport and religion. More than a third of the teams were already at 50:50 balance when they signed up to the Challenge.

Our Challenge launch included a video presentation on the ORF Intranet featuring ORF pioneers, ORF's CEO and the 50:50 Project founder. This drew a lot of attention and, one month later, 59 programmes had signed up.

Feedback from participants has been motivating. The chief editor of a regional news bulletin noted, "50:50 is a crucial step towards a change in awareness, especially on the part of team leaders. At first there was some scepticism regarding 'token women', but the team started focusing on interviewing a female intensive care doctor instead of a man. We found a great doctor who has the potential to become a new coronavirus expert on our show."

By the beginning of February 2021, the number of participating ORF programmes had increased to 86 and, as a next step towards achieving our 50:50 goals, the ORF also launched a database of female experts in March 2021.

Data analysis showed that, on average, the hosts of participating programs are half women and half men. However, 36% of all guests and interviewees are female, so there needs to be greater effort to address this imbalance. Recent data also indicate that, as more programmes joined the challenge, the overall average proportion of women on air compared to men decreased. This is a good sign, because it shows that programmes with low female participation were also willing to get on board, not just the teams already at or close to 50:50.

The competitive and sporting spirit of the 50:50 Challenge is appealing to many programme-makers, including those who were initially hesitant. Honest engagement and even small steps towards 50:50, no matter where you start, make you a winner.



EXTERNAL PARTNERS

PwC

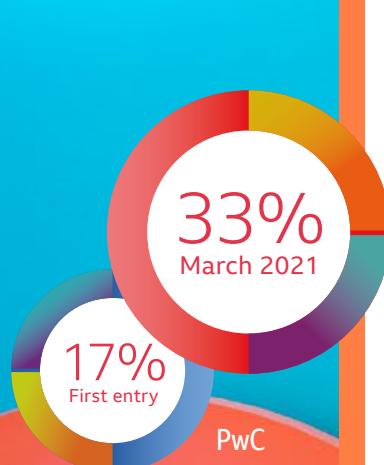
REBECCA LLOYD Corporate Affairs Manager

We initially signed up to the BBC's 50:50 initiative in 2020. We started with our economics team as a Pilot Group testing out the process, in part because it is a male dominated subject area but also because our economics research garners a lot of the firm's press coverage.

The economics team were very receptive to the idea from the get-go, not least because they believed that we should showcase more female talent but also because of the additional media coverage it might lead to – particularly in broadcast.

We actively monitor the balance of men and women from the team used in commentary on air (television and radio) and online. We then report back to the economics team every month with these 50:50 statistics, and there's a sense of collective pride when our coverage consists of more female voices than male. Gaining top tier coverage and ensuring that we have at least as many women quoted as men are unquestionably of equal importance now, which is no small feat.

One of the most positive outcomes of the initiative has been that it has genuinely changed the way the team thinks. When considering who to nominate for media training or who to quote in press releases and put forward for media interviews, there is now always the question: "What will this mean for our 50:50 coverage?"



As such, we recently media trained four young female economists, with the hope that over time they will become some of our most prominent spokespeople.

Following the success of the initiative with economics, we have rolled it out to other media-facing PwC teams, notably financial services, technology, cybersecurity and climate change. Again, there has been huge interest from members of these teams and a genuine desire to ensure that there is more female representation – not just in their media coverage, but in other areas too, such as internal panels or client webcasts. Again, helping our experts to be more attuned to the 50:50 issue has been a key success of the programme.

As well as reporting back to our stakeholders, corporate affairs collate the monthly 50:50 breakdowns from the various teams we support in order to see who's doing the best with their female spokespeople. This injects a bit of healthy competition into the process, which everyone very much enjoys!

Going forward, we'll be looking to roll the initiative out to other areas of the business and expect to see the same great uptake. Thus far, we're extremely pleased with the results and have found being part of the BBC's 50:50 Equality Project a valuable and rewarding experience.

CREATING A 50:50 FUTURE

50:50 The Equality Project's mission is to inspire creatives to fairly represent the world. That extends to new talent entering the media industry, and is why the 50:50 partner network includes 19 universities.

50:50's work with students is two-fold. Firstly, students monitor their coursework and 'news days' with the aim of featuring 50% women.

Secondly, students have the opportunity to work with BBC content-makers following the launch of '50:50 Pitch' in August 2020.



The first pitch was piloted with the University of Westminster in Autumn 2020. Students pitched to win a brief set by the BBC and were tasked with creating a social media video series to promote the launch of the project's expansion to include disability and ethnicity representation.



The second pitch was won by the University of Falmouth, who have delivered a four-part series to coincide with the launch of this report.

A team from the University of the West of Scotland were also selected to produce a short film focusing on the Reframing Disability Programme.



An equivalent Photography Pilot has also taken place, with a portrait series showcasing new voices from the BBC's 50:50 expert contributor database.

The pitch was won by Aleks Mladenova, a second year Contemporary Media Practice student at the University of Westminster.

"I have grown up with no representation (like me) on screen, in books or in society. I've always strived to 'be the change I want to see' – because we all want to be seen, heard and valued."

SHANI DHANDA,
Disability specialist and entrepreneur



SYED ABBAS NAQVI,
Music producer and engineer



NICOLE PETRUS BARRACKS,
Classical violinist and jazz singer



London Fashion Week: The British Fashion Council have joined 50:50 The Equality Project and will be piloting ethnicity monitoring for certain events



Image: Bora Aksu AW 2021

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.

Datasets

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

Consistency Challenge

The Consistency Challenge target was to achieve 50% women contributors in at least three months from October 2020 to March 2021, and at least 45% women in the other months. Whilst the majority of teams submit monthly figures, a number file 50:50 data by series, by quarter, or annually depending on their programme makeup or broadcast schedule. Only teams who filed data each month for the six months from October 2020 to March 2021 were considered eligible for the Consistency Challenge.

The same conditions were applied to teams who had filed every month from October 2019 to March 2020 to provide a fair comparison.

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 will also monitor the proportion of contributors who identify as non-binary or genderqueer in order to improve their representation of all genders.

Monitoring disability and ethnicity

Teams monitoring disability and/or ethnicity representation in their content tailor the implementation of 50:50's three core principles in several ways.

Some teams collect simplified data on the overall representation of ethnic minority and/or disabled contributors.

Others collect more detailed data, breaking the categories down further into groups that are relevant to that output's target audience demographic.

This data is not reported to 50:50 The Equality Project, but is used by the team to better inform their editorial decisions.

The majority of teams are continuing to monitor by perception, relying on any publicly-disclosed information about a contributor.

In certain cases where content-makers have direct access to every contributor, they will record how contributors self-identify with the use of diversity forms.

The methods for monitoring and data capture comply with UK Data Protection Law.

Targets

In general, BBC teams work towards the Corporation's diversity targets of 50% women, 20% Black, Asian and Minority Ethnic and 12% disabled representation. International, regional and local teams adjust those targets in line with their particular audience demographics.

LIST OF EXTERNAL PARTNERS

7Digital
 AAJA
 ABC News Australia
 Addleshaw Goddard
 Ashoka University
 Asian College of Journalism
 Audio Always
 AVROTROS
 AxiCom
 Balfour Beatty
 Banana Stand
 Bayerischer Rundfunk
 BBC Media Action
 BBC Storyworks
 BBC Studios
 BFBS
 BOB Group
 British Cinematographer
 British Fashion Council
 Broadcasters' Academy
 Charles Sturt University
 CITB
 Clara Media
 D&I Leaders
 Demographica
 DeutscheWelle
 EBU
 Edelman Public Relations
 El Diario
 EMAP
 Energy UK
 Falmouth University
 Folded Wing
 Folha de Sao Paolo

Free Press Unlimited
 Fresh Air
 Georgia Public Broadcaster
 Glasgow City College
 Globelynx
 Heidi News
 HuffPo Japan
 Humber College
 Immediate Media
 Impact International
 Institution of Civil Engineers
 La Guanacaste
 La Nacion
 Lansons
 Liberty Communications
 Listen
 Lithuanian National Radio and Television
 Liverpool John Moores University
 Loftus Media
 Media Business Insight
 National Film and Television School
 Newcastle University
 NHK
 North East Film Festival
 Nottingham Trent University
 Office of Nuclear Regulation
 Ofgem
 Ora et Labora
 ORF
 PwC
 Radio Free Asia
 RAI
 Rojc Associations Alliance
 RTBF

RTE
 RTVE
 Ruebik
 Somethin' Else
 Standard Media Group
 Strathclyde University
 STV
 Switzerland Radio & Television (German service)
 SWR
 Tandem Productions
 TBI
 Tempo, Indonesia
 The Financial Times
 The Newmark School at CUNY in New York
 The University of Northampton
 The University of Texas at Austin
 (School of Journalism and Media)
 The Walter Cronkite (School of Journalism
 and Mass Communication)
 TVNZ
 Unilever
 University of Birmingham
 University of Johannesburg
 University of West Scotland
 University of Westminster
 Voice of America
 VRT
 We are Grape
 WFM
 Whistledown
 WNYC
 YLE

*plus three organisations that do not wish to be named

Acknowledgements

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Report compiled and produced by Lara Joannides

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bbc.co.uk/5050
#5050project