



Impact Report 2020

50:50
THE EQUALITY PROJECT



Women performers,
Scottish Symphony Orchestra



Women performers,
National Orchestra of Wales



Tony Hall, BBC Director-General

The BBC's role in national life has never mattered more. We have focused all of our efforts into keeping everybody informed, educated and entertained throughout the coronavirus emergency.

Like so many organisations we've had to put many things on hold. But when it comes to the 50:50 Project, our teams have proved how agile, tenacious and imaginative they can be in continuing to drive for the very best, most inclusive range of experts, contributors and guests.

This 50:50 Report is a moment of the utmost significance for the BBC. It demonstrates the collective power of our teams to drive profound change in how we work and what we make.

The results in this report are a measure of the impact that 50:50 has had on the BBC's content and culture. In March 2020, two-thirds of teams reached at least 50% women in their output, that's an increase of a third on where they began. This transformation is long-term and sustainable, and we know our audiences are noticing and valuing the shift.

This report also demonstrates important lessons about when and how organisations change course. I'm immensely proud that London Business School and Harvard Kennedy School will soon publish a study of why 50:50 has proved so successful.

What started as a simple idea introduced on one programme in the BBC newsroom, has unleashed a surge of creativity and innovation across the BBC and in our partner organisations. Put simply, it's making our work better.

From BBC World Service to our local radio breakfast shows, and across our genres from news and science to entertainment and sport, this report is packed with evidence that 50:50 is working. Sometimes this isn't easy, but BBC teams are showing it is possible.

We are also joining forces with some of the most prestigious journalism schools in the world to connect 50:50 with the next generation of journalists. We are seeking to work with 50 leading global businesses, to add to those already involved. And we'll partner with public service broadcasters on every continent. Together we can ensure that the media we all consume represents the world we live in.

50:50 has become a movement driven by the creativity, passion and determination of thousands of people around the world. I would like to thank every leader, creator and contributor who is taking part. You are leading extraordinary change and the BBC is absolute in its commitment to it.

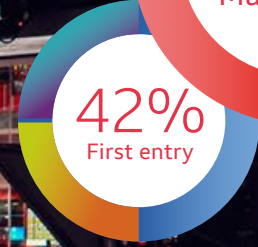


The BBC's coverage of Glastonbury 2019 featured 50% women

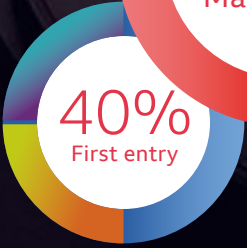


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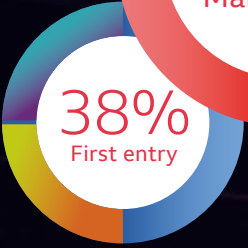
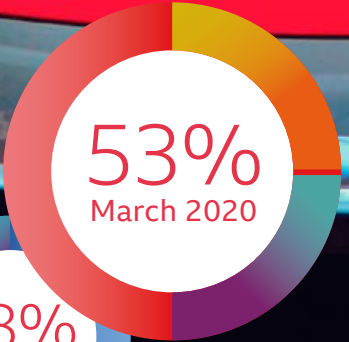
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Women contributors, BBC News at Six



Women contributors, BBC Breakfast



Women contributors, the BBC News Channel

Executive Summary

The 50:50 Project inspires and supports content-makers to represent women and men equally. It is the BBC's biggest ever collective action to increase women's representation in its content.

In May 2019, the BBC committed to making that action global. This grassroots initiative has now grown to include more than 60 other organisations in 20 countries – across media, academia, communications and business.

The BBC also set its second 50:50 Challenge: Could BBC teams prove that reaching 50% women contributors was sustainable, and how many could hit that mark in March 2020?

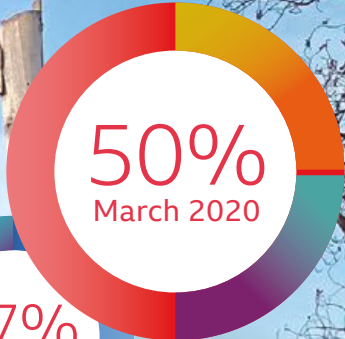
Hundreds of BBC teams geared up for 50:50 Challenge month. Then in March, the world went into lockdown as a result of the coronavirus pandemic. The BBC's output was streamlined to core services only - meaning a reduced number of outlets were able to continue monitoring.

The data strongly indicates that cultural change is taking hold at the BBC, and that it is sustainable. Two-thirds of datasets reached 50% women contributors for the challenge month of March 2020. Of the teams who have been part of the initiative for at least two years, 78% reached 50% female representation in March 2020. Some 93% of those datasets reached above 45% female representation.

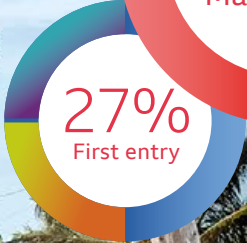
The 50:50 Project contributes towards the BBC's responsibility to ensure our content truly reflects our audiences. The Corporation aims to reach 50% women on-screen, on-air and in lead roles across all genres from Drama to Sport to News, and this report provides evidence of that ongoing commitment.

*Two-thirds
reached
50% women
contributors in
March 2020*

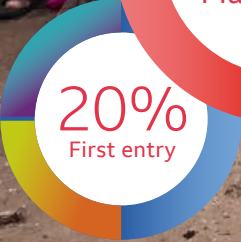




Women contributors,
BBC Nepali Radio



Women contributors,
BBC Hindi front page photos



Methodology

50:50 is a voluntary, self-monitoring system designed to fit into existing workflows.

It is simple and flexible with three core principles underpinning the methodology.

We collect data to drive change

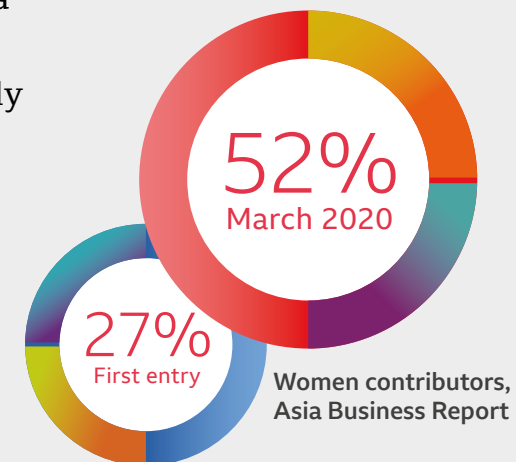
Data is at the heart of the 50:50 Project. Teams monitor the numbers of men and women in their content to set benchmarks and track their progress. The data is based on the perception of the person counting. It is collected at the time of publication or very soon after. Teams then share monthly percentage data with the rest of the BBC in a spirit of positive competition and collaboration.

Measure what you control

We only count the contributors that we control. In news content, we do not count people who are integral to the news stories of the day. For example, we do not count the Prime Minister when giving a speech or the only eyewitness to an event. We cannot tell the stories without these people and we have no control over who they are. 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. Everyone who does count, counts as one.

Never compromise on quality

The best contributor is always used, regardless of their impact on a team's 50:50 numbers. Editorial excellence is always the priority. The 50:50 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.



Challenge Findings

The BBC's second '50:50 Challenge Month' took place in March 2020. The data indicates there has been a shift in the representation of women in BBC content and that this shift is sustainable.

During March the global lockdown caused by the coronavirus pandemic began and the BBC streamlined some of its output. While the vast majority of teams continued monitoring, some teams were no longer able to continue with the 50:50 Challenge Month

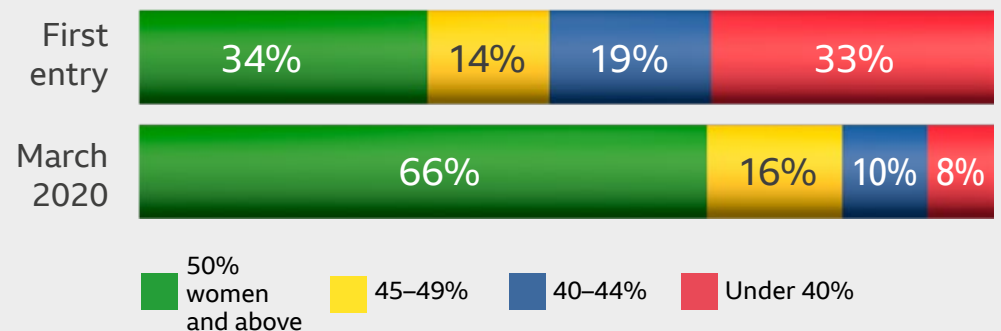
Teams in the 50:50 Challenge

By the end of March 2020, 600 teams across all content divisions of the BBC had signed up to the Project – including news, entertainment, sport and science.

Two-thirds of datasets reached 50% women contributors for the challenge month of March 2020. Based on their start months, that is an increase of 32 percentage points.

BBC content featuring 50% women

Performance of datasets in first month of reporting and March 2020



Proving Consistency

The 50:50 Project also set a 'Consistency Challenge' for teams to maintain equal representation over a longer period of time. Over the six months between October 2019 and March 2020, we asked teams to feature 50% women contributors for at least three months and at least 45% women contributors in the other months.

Some 36% of datasets filing monthly data succeeded in this challenge. This is a marked improvement on the previous year when 18% of datasets were able to achieve the same targets for the period of October 2018 to March 2019.

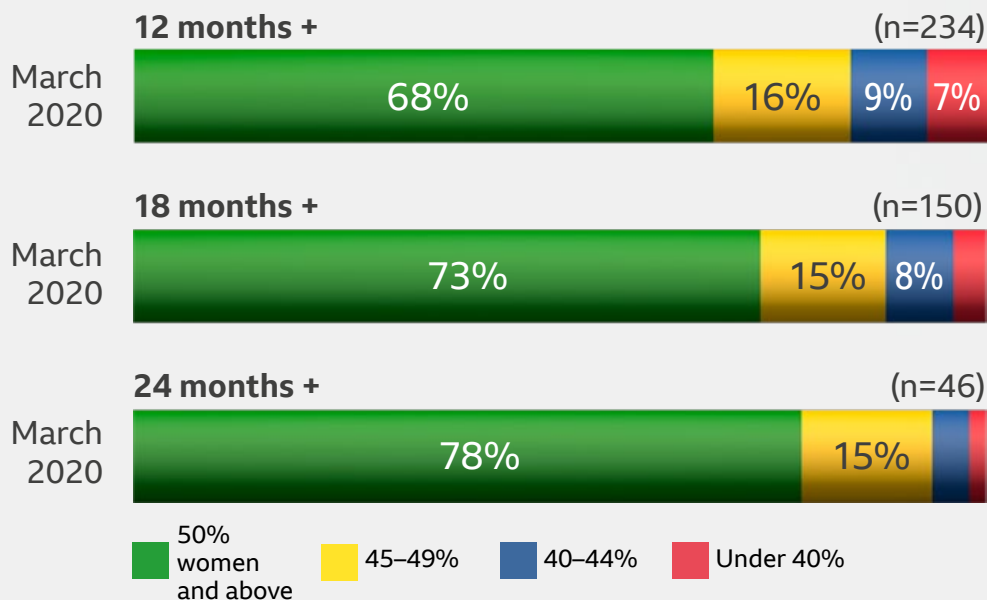
Improvement over time

Bringing about meaningful change takes time. The 50:50 Project's 2019 report suggested that the more time a team spends monitoring their contributors, the more likely they are to improve the proportion of women appearing in their content.

The March 2020 results further support this. The half-yearly breakdowns show that more teams reach 50% female representation the longer they take part in the 50:50 Project.

Of the 46 programmes involved for more than two years, 78% reached 50% women contributors in March 2020. Based on their start months, that is an increase of 54 percentage points.

Representation increases over time



Focus on World Service Languages

The first 50:50 Challenge in 2019 was set for English-language services, with the BBC World Service language teams piloting the monitoring. This year the non-English services took on the 50:50 Challenge, showing cultural difference is not a barrier to increasing female representation.

Of the 95 World Service Language datasets, 65% reached the target in March 2020, which is in line with the rest of the project and an increase of 41 percentage points on their start months. 81% of World Service Asia datasets achieved 50% women contributors.



Inside the BBC



52%
March 2020

48%
First entry

Women contributors,
The One Show

51%
March 2020

40%
First entry

Women contributors,
Songs of Praise

Charlotte Moore, Director of BBC Content



It's been remarkable to see such change in just a year, with the proportion of female contributors appearing in our programmes radically increasing thanks to this brilliant initiative.

It's challenged each team and helped to transform the range of expert voices and opinions on air. Crucially, audiences tell us they've noticed a difference and it's increased their enjoyment too. Telling stories for all audiences and reflecting the world we live in has improved the quality of our programmes by bringing fresh and engaging contributors.

It's already driving real change across many of our programmes; more than 30 teams across the Content division are now taking part and, of those who were able to file for the 50:50 Challenge in March, 49% reached 50% female representation.

In light of how COVID-19 has changed the look and feel of our programming it is reassuring to see these results.

I've been impressed by what BBC One's flagship brands The One Show and Songs of Praise have achieved. They are two of our biggest success stories and are fully engaged and committed to the project, consistently striving for balance.

One of the main challenges is to keep up the momentum, particularly in programmes which are traditionally skewed towards male contributors.

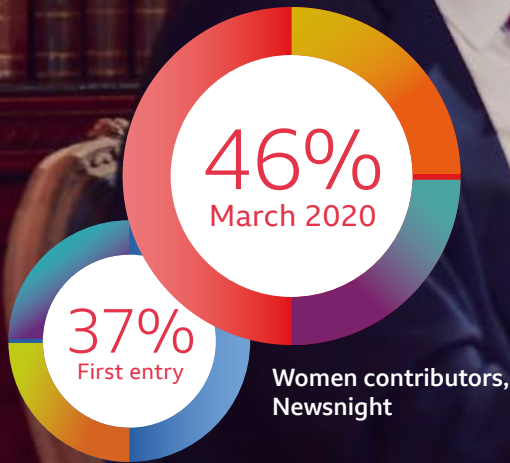
The 50:50 Project has proved that it takes time to make change; finding and uncovering new female voices and talent can be time-consuming.

In Content, we want to go further and faster and are committed to reaching 50:50 balance across all our genres. It's great to see Drama and Comedy come on board; both have seen good progress in recent years and this will take it up a level to deliver lasting change.

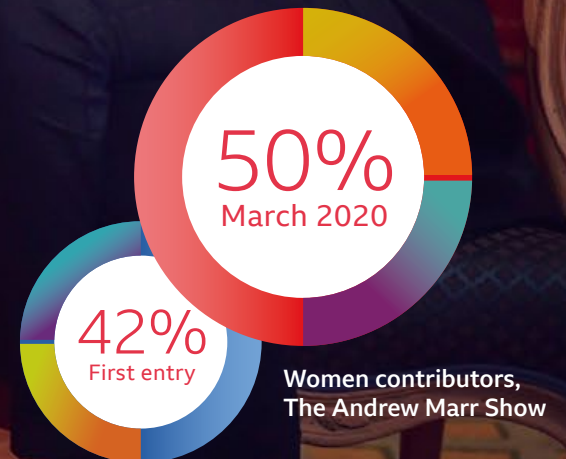
For series and scripted productions, the challenge will be for 50:50 to become a part of every stage of the process; from scripting and storyboarding right the way through to post-production.

If a programme is off air for most of the year, or has a much longer production process than a daily live show, 50:50 can easily become an afterthought – and by the time the figures are in, it's too late to improve on them. So, our teams across Content need to ensure equality and balance is at the heart of everything we do to really make it work. It's the most challenging area, since it needs to be in the minds of writers from the outset and assessed throughout production to have an impact.

We're working on ways of applying 50:50 to scripted productions across the industry and looking at how it can be used earlier in the process so it can effect change. Better representation is something the whole media industry needs to address, so it's important to work with other broadcasters and I've been really pleased with their response so far.



“This year’s 50:50 data shows that teams are creating journalism of a diversity that perhaps once felt out of range.”



Fran Unsworth, Director of BBC News & Current Affairs



It's a source of great pride to me that the 50:50 Project began in the BBC newsroom. I've watched with interest and admiration as our journalists have shaped 50:50's monitoring to fit into how they work and to focus it on improving their journalism. There can be no doubt that by broadening our sources, diversifying our contributors and further sensitising us to women's representation, it has made us a better news operation.

There are lessons too for all of us in the determination I've seen. Month by month, BBC News teams have worked to overcome challenges and this report contains many inspiring examples of what can be achieved when we embrace change.

The World at One, PM, Newsnight, the News at Ten and the News at Six have all shown that the pressures of covering COVID-19 need not mean we compromise on representation. Indeed, there has never been more women featuring in their journalism.

BBC News' digital teams now monitor everything from the people we quote and picture to social media posts and videos. The difference is there every time you view the BBC News app or BBC News website.

Our TV networks, BBC World News and BBC News Channel, have demonstrated that the 50:50 methodology can be implemented successfully across huge complex production patterns, and there are many more women appearing in our coverage.

In our General News Service (GNS), we see evidence of culture change becoming 'business as usual'. GNS has featured 50% women contributors every month for a year.

And BBC Languages have exhilaratingly introduced 50:50 into 39 BBC services across 35 countries. From Singapore, Seoul and Delhi, to Kabul, Kyiv and Moscow, to Nairobi, Lagos and Cairo, BBC World Service teams are committed to showing us all of their countries and communities. This year's 50:50 data shows that these teams are creating journalism of a diversity that perhaps once felt out of range. Not anymore.

Every one of us who works for BBC News does so because we believe in the public value of reporting our world as comprehensively and fairly as we can. 50:50 takes us closer to that goal.



“Now we’re not afraid to question whether we’re featuring enough strong female voices in content.”

Social News

Jonny McGuigan, Senior Journalist, Social News

The Social News team help promote the best of BBC News' journalism across Twitter, Instagram, Facebook and Reddit, to more than 130 million followers around the world.

We also commission specialist treatments across BBC News to help our content reach even wider audiences on social. We've found a huge opportunity here to really embrace the 50:50 tracking and ethos in every aspect of our commissioning process.

We monitor specific strands on our platforms, analysing how we select the voices we feature and how we could better reflect our audience.

We've successfully reached a gender balance of at least 50% female contributors, from Instagram Stories to our Cut Through the Noise Facebook programme. We've consistently ensured gender balance is at the heart of our storytelling.

I can categorically say that doing 50:50 has never meant the best voice didn't make it into our coverage.

We have always hunted for the best voices, whether they're experts or audience questions. And now we're not afraid to question whether we're featuring enough strong female voices in that content.

In December 2019, the UK General Election and the US impeachment stories were really significant for both our UK and international audiences, bringing millions to bbc.co.uk and bbc.com – so where better to showcase the best voices and champion 50:50? They gave us a great opportunity, during such a busy news period, to really put our commissioning process to the test. In that month, 59% of the voices we featured were female.

Don't be afraid to challenge your colleagues and contributors about gender balance. Ask the questions: 'are we reflecting the audience we are aiming at?' or 'do we think we have a balance of voices here?' This shouldn't be a taboo subject.



Women contributors, Social News Facebook Lives

General News Service



Robert Thompson, News Editor, General News Service

The General News Service (GNS) provides national and international news to the BBC England Local Radio network and quite often beyond, delivering a mix of live guests and audio.

It's an efficient way of giving local radio access to the very best people, and so it was a no-brainer that I thought we should join the 50:50 Project in 2018.

The GNS team is a small one, but everyone got on board and we felt like the trailblazers for the initiative in England. The 50:50 Project quickly became part of our daily guest booking conversations, and has really helped us consider how we tell stories.

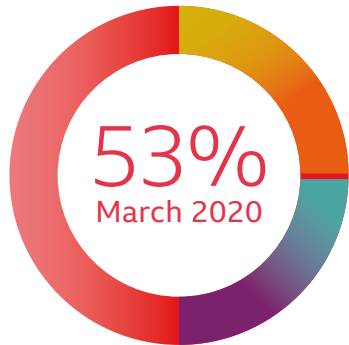
It's made us all think a bit harder about finding different voices. Despite a bit of nervousness, we've been more challenging with press officers who want to offer us the same guests over and over again.

The number of female contributors has increased across England and we've played a role in that. We've worked hard to improve the gender balance of the guests and reporters we centrally provide and we can see stations bidding for them.

Personally, I feel that we've been able to own 50:50 because it was started by a BBC team in the first place. The support and encouragement has been amazing and it's never felt like another box to tick by senior management.

Our next challenge is to make our 50:50 success sustainable. We've managed to achieve 50:50 consistently for the past 13 months. Can we do it for another year? It certainly feels like we can.

"We've managed to achieve 50:50 consistently for the past 13 months. Can we do it for another year? It certainly feels like we can."



Newsbeat

Debbie Ramsay, Head of Journalism Radio 1 and 1Xtra Newsbeat

Newsbeat has always prided itself on giving its audience of 16-29 year-olds a voice, providing an outlet to the most diverse listeners the BBC has in terms of race, class and abilities.

When we joined the 50:50 Project our initial data showed we were in a fairly good place at 42% women. 50:50 has allowed us to fine tune this and consciously drive towards making sure gender is part of our diversity. Now we are consistently hitting that 50:50 sweet spot or thereabouts.

Being part of the project has helped us find new contributors – experts and members of the public – who we may not have come across had we not been actively looking for more women.

It has also made us examine our mix of on-air reporters more closely on a daily basis.

We know equality is extremely important to our young audience and anything that helps us serve them better is to be embraced.



 A circular graphic with a white center containing the text '51%' and 'March 2020'. The circle is surrounded by a multi-colored ring (red, orange, yellow, green, blue, purple) that represents the 50:50 Project's diversity goals.

51%
March 2020

“Newsbeat has always prided itself on giving its audience of 16-29 year-olds a voice, providing an outlet to the most diverse listeners the BBC has in terms of race, class and abilities.”



“BBC Sport is embracing the need for change and I’m excited to see how our programming is being transformed.”

BBC Sport

Anna Thompson, Assistant Editor, BBC Sport

BBC Sport launched a campaign in 2019 called #ChangetheGame to change the perception of women's sport and showcase sportswomen across BBC outlets.

The campaign had a huge impact with more than 45 million people consuming women's sport content across BBC platforms.

We also needed to have a look at ourselves and the gender balance of our content-makers, be it presenters, reporters or voice-over artists.

Signing up to the 50:50 Project signals how serious we are, and BBC Sport is proud to be a part of it.

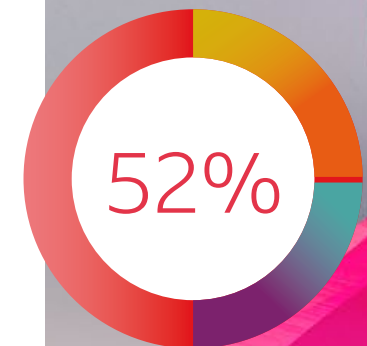
There are thousands of hours of BBC Sport output each year and we will be monitoring programmes and sporting events across television and radio, including Wimbledon, our athletics and rugby league coverage, and Ski Sunday.

BBC Sports Personality of the Year was one of the first programmes we monitored. Executive editor Carl Doran was fully on board with the ideals of the 50:50 project and I'm pleased to report that the 2019 programme recorded 52% female contributors in its first year!

For other programmes such as the Six Nations, Football Focus and 5 Live Sport we know change is happening, but it will take more time. By committing to the 50:50 Project, we are questioning the balance of our programmes to better reflect our audiences.

There are quick wins but this is also a chance to identify areas where we need to do more, and to look at ways of developing female contributors so that representation can be improved.

BBC Sport is embracing the need for change and I'm excited to see how our programming is being transformed.



Women contributors,
BBC Sports Personality
of the Year 2019

Audience research

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

The aim of the 50:50 Project is to increase representation to ensure the BBC reflects the make-up of its audience.

To understand whether audiences have perceived an increase in female representation, BBC Audiences conducted a survey of people who use any BBC online service. These include BBC websites, iPlayer and BBC Sounds.

Some 39% of 2,000 people surveyed said they had noticed a shift in gender balance over the last two years towards more women in BBC online content. One percent of respondents thought the number of men had increased.

Among 16 to 34 year-olds, 40% say they derived greater enjoyment from BBC content as a result of seeing and hearing from more women. This figure rises for younger female audiences, with 66% of women aged 16 to 24 saying they enjoy BBC online content more.

Meanwhile, 32% of women aged 25 to 34 say they now consume more BBC online content because of greater female representation.

These figures underline the value of featuring more women in BBC output.

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 Future of 50:50

June Sarpong, Director of BBC Creative Diversity

There's a famous quote by American children's rights campaigner Marian Wright Edelman that says 'You can't be what you can't see.' With an inclusive, and BBC, hat on I would add: 'or hear'.

When it comes to gender equality, or diversity in general, we have to find effective ways of levelling the playing field. Role models are a first step towards this, which is why Wright Edelman's emphasis on the importance of representation is so true. This is the precisely the gap that the 50:50 Project fills.

This report bears testament to the efforts of literally thousands of content-makers who have each worked to improve female representation across the BBC. Their enthusiasm and success has continued even amid the challenges posed by the coronavirus crisis.

We are now building on the success of 50:50. More than 30 teams across TV and radio have signed up to pilot 50:50 monitoring for disability and ethnicity. Our disability pilot is being supported by the Media Trust's Reframing Disability project, a collaboration that we are very proud of.

Such partnerships with external organisations truly maximise the impact of 50:50. I am grateful to those organisations and the 60 partners in 20 countries that make up the 50:50 Project's global network. Together, we will be able to shape the media so it better reflects our world.



“Thousands of content-makers have worked to improve female representation across the BBC.”

The Future of 50:50

More than 60 organisations in 20 countries are now taking part in the 50:50 Project. Our partners from across media, PR, academia, business and the legal sector are committed to creating media content that reflects our world. This is how we intend to continue our work together:

50:50 in public broadcasters globally

We are working with public service broadcasters around the world to deliver diverse content for the countries and audiences we serve.

50:50 in journalism schools around the world

We are creating a global 50:50 academic network to inspire the next generation of journalists.

50:50 in the world's leading companies

The world's most high-profile businesses are significant content creators and media contributors. We are working with them to inspire a shift in how the business sector is reflected in the media.

Use 50:50's success to inspire better representation of our diverse societies

From ethnicity to disability to socio-economic diversity, we will work with our global partners to use 50:50 to improve the portrayal of under-represented groups across the media.

The next 50:50 Month will be March 2021

We will continue to support and promote 50:50 and commit to holding a 50:50 Month every March and to detail our progress annually.

Beyond the BBC



Beyond the BBC

The 50:50 Project has expanded beyond the BBC through a global network of partner organisations that are implementing the 50:50 methodology. The number of partners has tripled in the last year to over 60 organisations in 20 countries – and we want to go much further. Our current network includes partners in public and private media; academia; conference businesses; law; public relations and the corporate world.

How do the 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.

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, focussed on tracking what teams can control.

We work closely with each partner organisation to create a small pilot group of teams to test out the 50:50 system. Once successful monitoring is in place, we support the partner to scale it up further across their organisation.

Values for the next generation

This year 50:50 has partnered with 15 universities and academic institutions in six countries to provide hundreds of journalism students with a mechanism to track the gender balance in their reporting.

The BBC's Group Managing Director Bob Shennan explained: "By helping to embed the 50:50 process in the way journalism students work today we hope those same future editorial leaders will take these values into their first newsroom roles and beyond."

In addition, London Business School and Harvard Kennedy School have produced a case study of 50:50 and why it has proved so successful.

Get Involved

The 50:50 Project wants to work with as many partners as possible to drive change in multiple industries worldwide. If you want to get involved, [please get in touch.](#)

[See a full list of current partners on the 50:50 website.](#)

Our Partners



Sophie Baird, Executive Producer, TVNZ (New Zealand)

Since TVNZ's daily Breakfast programme started tracking gender representation there's been a noticeable shift in on-screen talent used. The team has taken on board the BBC's advice to ask organisations if there's a woman available to talk, and in many cases there has been.

As a team they are thinking smarter about how to achieve 50:50 representation and where there's the opportunity to control the talent used, they are actively looking for women. This has resulted in more female experts going on the show, bringing with them a different energy and alternative angles.

Some industries are easier than others, certainly in New Zealand there still seems to be a shortage of female experts in areas like technology, security and terrorism – so we're still actively looking!

Fair Go, TVNZ's weekly consumer current affairs programme, often uses experts as part of its stories. Since taking part in the BBC's 50:50 Project, the team has changed its thinking and is focusing on female representation.

A recent series about smart technology saw the team find a female expert, instead of the male experts used in the past. Admittedly it did take more time – however the payoff was having a fresh new voice talking about an industry that's generally so male-dominated.

Both the Breakfast and Fair Go teams have changed the way they think and work since starting the 50:50 Project. Female representation has very much become part of the conversation when talking about talent, stories and experts. We think this is pretty amazing given we've only been taking part since June 2019.

Reaction throughout TVNZ News and Current Affairs to the 50:50 Project has been overwhelmingly positive, with many reporters and producers commenting how good it would be to have a broader talent base. We know we face a big challenge to get all of our programmes actively achieving 50:50, but we're excited at our progress so far and optimistic we'll get there.



Our Partners



Wahyu Dhyatmika, Editor-in-Chief, Tempo Magazine (Indonesia)

Tempo joined the BBC's 50:50 Project as a partner in June 2019, because we share the same principles. We believe that our coverage has to reflect the reality of society. Not only in terms of the issues and values, but also in the diversity of genders that we highlight in news reports. We began this campaign with an awareness that the sources we interviewed for our reports do not yet represent the gender balance in our society.

This was not an easy task, because we first needed to change our collective mindset inside the newsroom. Only when a newsroom realises its own shortcomings and is willing to transform can we start making progress. That's another important part of the campaign: we can only change others if we first change ourselves. We have to walk the talk!

That is why, for us, the 50:50 Project is not only about making sure we have the right representation in the media;

it is also about setting an example for others. We report on the powerful every day. We demand accountability and transparency from our elected officials. We want a society that is free and fair, for all. It's time for the media to apply the same standard to ourselves.

Moreover, we believe the 50:50 campaign will make our journalism better. Our duty in the media is to help citizens make informed decision, to assist them in understanding the context of events and to initiate conversation around important issues. We cannot do that if we ignore half of society.

Gender inequality in media coverage has been a persistent problem for years – it reflects other imbalances in the newsroom such as diversity in the workforce. Joining this campaign is our first step towards solving those issues. We will need a lot of support to succeed, but we know we are on the right path.

Our Partners



Clare Parsons, Rimmi Shah and Jon Cronin, Lansons

For Lansons, our early involvement in the BBC's 50:50 Project represents a further extension of our commitment to vital issues surrounding equality, diversity and inclusion. We've used the project as a means of reflection, to celebrate what we've achieved and understand more about what we can do to attain equal gender representation in all the content we produce. In addition, participating in the project helps provide valuable insight and guidance to the essential reputational advice we provide clients on a daily basis.

As part of our commitment to 50:50, we tracked both our events and content for gender balance. Lansons events were those organised and hosted by us, where we had full control over all arrangements, and in particular the gender balance of speaker panels. Content included where we had full control of editorial material produced by Lansons spokespeople, in particular newsletters, blogs and webinars.

For events we have a share of 55% women to 45% men hosting and participating. For content we have a share of 73% male to 27% female participating [data from 1 April 2019 to 31 March 2020].

The BBC's 50:50 Project is an initiative Lansons passionately believes in. Throughout our 30-year history Lansons has been a champion of gender equality. As part of this, we are proud to say we don't have a gender pay gap, and the percentage of men and women receiving a bonus is broadly equal. We care, fiercely, about our ability to connect with and contribute to the world around us, and to help our clients do the same.

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Our Partners



Professor Polly Sharpe, Liverpool John Moores University

Being involved in the BBC's 50:50 Project has been fantastic. Our students have got so much out of it – it's really pushed them to think about who they talk to and interview for their pieces. We're able to encourage them to think more broadly than just asking 'what's the story?'.

They also have to ask themselves how they can tell it in the most inclusive way possible. These are skills which ultimately will help make them better journalists and will stay with them through the rest of their careers.

Personally, I'm thrilled to see the latest set of results have remained so good in extremely challenging circumstances. It tells me gender equality in news is being taken seriously, and that in turn offers me great hope for journalism students at LJMU – the next generation of story-tellers.

Isabelle, Level 5 Journalism student at LJMU, said: "The 50:50 Project has really helped me to take into account gender equality when preparing and writing my stories.

It was interesting to see how easy it can be to make stories gender-biased, and the 50:50 Project helped me to avoid this by taking into account voices equally from both sexes".

Robyn, Level 5 Journalism student at LJMU, added: "The 50:50 Project was fascinating. When I was analysing the genders of my interviewees, I was almost expecting the opposite result. I felt I had spoken to more male participants than I did female, based on memory of stories. On reflection I would say I felt more comfortable approaching women to interview".



Our Partners



Paul Matthews, Head of Communications, Unilever

At Unilever, we are very proud to have a gender balanced management team of over 14,000 people across more than 100 countries, but we are conscious that we don't always manage to reflect that in the spokespeople we offer for comment. Therefore when we signed up to 50:50 we decided that we would go global and drive the change we want to see.

Starting by understanding our baseline is an obvious first step and has given us a great foundation. We are already seeing early signs of the mindset shift we need to make, with teams increasingly building consideration of the gender representation of our spokespeople into our communications plans and media training more of our female experts, supporting not just our 50:50 ambitions, but our readiness to be able to engage on key topics.

For example, in March 2020 we profiled some of our brilliant young female scientists for 'British Science Week', a great opportunity for them to talk about their passion and commitment to innovation and sustainable business.

It has been really valuable to work with the team from the BBC who have been so supportive of the journey we're on and brilliant to align with like-minded organisations, driving a more diverse and richer public discourse.



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

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 2019 to March 2020 were considered eligible for the Consistency Challenge. The same conditions were applied to teams who had filed every month from October 2018 to March 2019 to provide a fair comparison. The Consistency Challenge target was to achieve 50% women contributors in at least three of those six months, and at least 45% women in the other months.

Coronavirus impact

As a result of the global lockdown measures imposed to curb the spread of coronavirus, the BBC's output was streamlined and a number of programmes were taken off air midway through March. Other teams faced increased workloads with depleted resources. All teams taking part in the March 50:50 Challenge were given the option to continue monitoring their output as we went through the month, withdraw from the challenge, or to file partial data up to the point that their monitoring ceased.

BBC definition of diversity

Diversity means all the ways we differ and it includes everyone. It includes our visible differences such as gender, race and ethnicity and visible disabilities. But it also includes our non-visible differences such as sexual orientation, social class, heritage, religion, unseen disabilities, different perspectives and thought processes, education, family status and age. At the BBC it also includes the nations and regions where our audiences and employees live and work.

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