

BBC Impartiality Training

Impartiality training for BBC staff is mandatory and tailored depending on role. The training for content makers consists of trainer led interactive and discursive webinars lasting approximately 90 minutes. The webinars, available in Welsh when needed, are:

Production

- UK Factual Journalism
- International Factual Journalism for World Service Languages journalists and presenters
- UK Production Staff in genres other than Factual Journalism
- Senior Editorial

Presenters and On Air Staff

For this group of individuals the webinars reflect the genre in which they present. The genres are

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| • News | Childrens | Consumer & Travel |
| • Sport | Entertainment | Science & Environment |
| • Music | Religion & Ethics | History, Media & Arts |

For those not directly involved in making content the training consists of a digital module.

Learning Outcomes

The goal is that participants will have positive, fresh insights into the value of impartiality regarding:

- What is meant by due impartiality and why it is fundamental to maintaining trust in the BBC
- How the application of the BBC's key editorial value helps create a strong foundation for professional excellence
- The responsibilities inherent in their role

The webinars begin by exploring impartiality and the BBC's application of due impartiality to establish understanding for discussions around examples of good practice focussing on four key areas.

BBC's application of due impartiality - key ideas and learnings in this section include

- Why impartiality matters for creating trust in the audience
- Obligations under the Royal Charter
- Reporting impartially is about presenting facts and evidence
- Impartiality is not a static concept but is dependent on context
- Due impartiality and false equivalence
- The concept of unconscious bias and how it could influence your work

Four key areas of good practice: Discussions built around examples covering:

1. Due Impartiality
 - What does due impartiality mean and how can it be achieved?
2. Social Media
 - A discussion around the key points from the social media guidance
3. Campaigns
 - The difference between reflecting a democratic value and supporting a call to change the law or lobby on a public policy issue
4. Storytelling
 - How story choice and storytelling impact on the perceptions of impartiality.