

Internal Content Reviews

Context

[The Serota Review](#) supported the BBC Executive's proposal to create a series of Internal Content Reviews as internal management tools aimed at helping the Executive and Board to ensure proper oversight of editorial standards and compliance with the Editorial Guidelines. It said: "Such internal assessments, led by the BBC Executive, would enable the BBC to assess impartiality, accuracy and diversity of opinion across its output." This new series of Internal Content Reviews began in 2022.

Purpose

The reviews:

- Assess whether content upholds and embodies editorial standards
- Support editors and leaders to promote and uphold editorial standards
- Increase understanding of audience attitudes and how they affect perceptions of the BBC and make best use of audience insight
- Share best practice and lessons learnt
- Embed a culture of continuous improvement and confident self-criticism
- Initiate, encourage and enable conversations about editorial standards and values
- Identify any structural changes needed to raise standards
- Identify issues and propose actions plans to correct any problems

Scope:

Over time, relevant content areas are being reviewed across TV, radio and digital services.

These reviews assess editorial standards including due impartiality across a representative sample of the output. They look at how processes, procedures and editorial guidelines are being implemented. They consider the choice of subjects, the tone and approach being used and the audience impact of the content.

Methodology:

Review team

A review team of 2 to 3, including experienced senior leaders drawn from other Divisions/areas of output engage with the teams under review, conduct the analysis and look at the evidence collected.

Internal engagement

The review panel meets the teams and attends the cycle of production meetings to see the team work through planning, editorial decision-making and review of the content made within the review period. Teams are asked to participate in self-review.

Content Analysis:

Over a specific period, e.g a week of output for a daily programme, or a selection of episodes across a year, content is analysed by the review panel against agreed criteria. This includes related social media output.

Audience Research:

Audience research is commissioned to assess what audiences think of the output within the review period.

Complaints

Analysis of any complaints and the BBC's response over the review period.

Outcomes

Conclusions and recommendations from the review are reported to the Executive Committee and fed back to the content team. The reviews are for internal use and are not published.