

## 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 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

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

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.