



British Broadcasting Company (BBC)

**Corporate Communications Campaign
2017-2018**

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About the British Broadcasting Company

- Publically funded world news organization
- Nine television stations; 40 radio stations; and bbc.com
- Mission statement: “To enrich people's lives with programmes and services that inform, educate and entertain.”





Situation

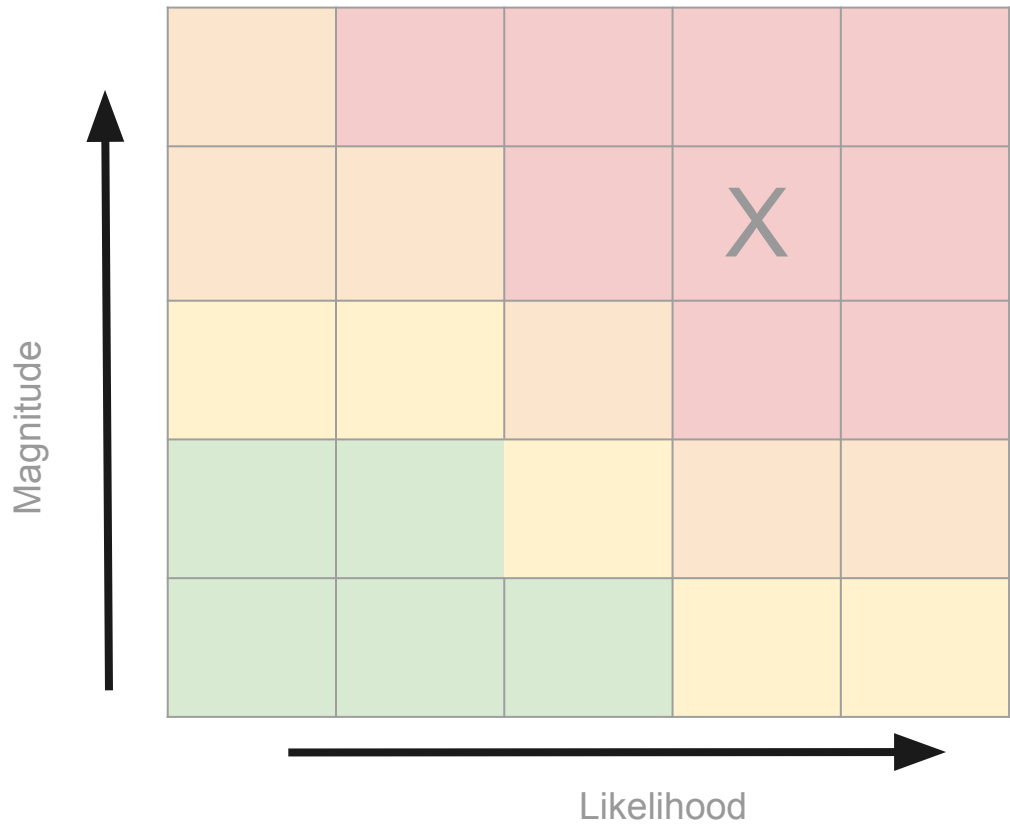
- BBC mandated to reveal salaries of top on-air journalists
- Significant disparity in pay between men and women / minorities
- Open letter from 42 female employees published in *Sunday Times of London*



BBC
NEWS



Threat Assessment



Overall Objectives

- BBC established as a model news organization of ethics and unbiased
- Business practices that are consistent with BBC's mission and values
 - *"We respect each other and celebrate our diversity so that everyone can give their best."*
- Diversity initiatives in the corporate responsibility program that are actionable, monitored, managed, and measured



Primary Target Audiences

- Employees
- Audience (British taxpayers)
- *Focus on women and minorities*





Core Messages

- The BBC is dedicated to closing the pay gap and avoiding future instances of discrimination
- We value diversity, and will be taking action to ensure our organization is a model for employment equality
- We feel we have a responsibility, as a news organization, to support the highest ethical standards internally and externally



Strategy & Tactics

- Make taxpayers and employees believe the BBC transparent in its belief of equal pay as a talent acquisition and employment strategy
 - Tactic: Editorial Response to Open Letter from Tony Hall
 - Tactic: Online Press Resources
 - Tactic: Executive Training
 - Tactic: Paid Media - open letter of apology
 - *New York Times, Sunday Times of London, The Guardian, The Times*
- Use in-depth reporting to showcase specific change and improvement
 - Tactic: FY 2018 Wages Report
 - Tactic: Include compensation data in annual diversity report



Tactics

- Increase internal communications and resources for compensation information
 - Tactic: Internal Newsletter
 - Tactic: Town Hall
 - Tactic: Employee Training
- Corporate responsibility program tied to diversity and wage equality
 - Tactic: public advocacy program for diversity/women's rights in the workplace
 - Tactic: hire experts on wage equality and diversity for consultation and implementation



Budget

Employee	Antic. Hours	Rate	Total Billed
Vice President	210	\$300/hour	\$63,000
Account Supervisor	320	\$220/hour	\$70,400
Account Executive	450	\$180/hour	\$81,000
Asst. Account Exec	385	\$130/hour	\$50,050
Admin	250	\$90/hour	\$22,500

Consultations	Antic. Expense
Corporate Responsibility	\$30,000
Diversity	\$30,000
Human Resources	\$30,000
Proofreading Services	\$5,000
Digital	\$20,000

Operational	Antic. Expense
Equipment / Supplies (Cision)	\$30,000
Travel	\$30,000
Event Space Rental / Operations	\$35,000
Web Support	\$40,000

Paid Media	Cost
Open Letter of Apology	600,000



Budget

Expense	Cost
Agency Retainer	\$286,600
Operational	\$135,000
Consultations	\$115,000
Paid Media	\$600,000
Total:	\$1,136,600



Evaluation Criteria

- Monitor
 - Dialogue in the public and press coverage
 - Perception of employees
 - Has the wage report been a fully collaborative project?
- Measure
 - Does the wage report showcase improvement?
 - How much has the wage gap closed?
 - Have all tactics been executed well and on time?
- Manage
 - What tactics have been successful?
 - Are our employees on board with our initiative?



Resources

Chan, Sewell. "BBC Publishes Pay of Top Stars, Revealing Gender Gap." The New York Times. The New York Times, 19 July 2017. Web. 25 July 2017.

Doorley, John and Garcia, Helio Fred. Reputation Management: The Key to Successful Public Relations and Corporate Communication, Third Edition, Routledge, Taylor & Francis Group, New York, 2015.

Erlanger, Steven. "BBC Women Demand Action to Close Pay Gap With Men." The New York Times. The New York Times, 23 July 2017. Web. 25 July 2017.

Shipman, Nicholas Hellen and Tim. "Sarah Montague and Emily Maitlis among Stars Writing to BBC Boss Tony Hall." News | The Times & The Sunday Times. N.p., n.d. Web. 25 July 2017

[Annex to the BBC Annual Report and Accounts 2016/17](#)

[BBC 2016-17 Equality Report](#)