

Impartiality Project Terms of Reference:

To consider the implications of a changing world for the BBC's delivery of impartiality. It will deliver:

- A set of principles underlying impartiality in the 21st century
- A list of broadly identified implications for the BBC.

The project will focus on UK audiences and domestic output. It will consider the implications for all genres of programming; and all delivery mechanisms and channels. It will look at drivers including:

- Changing **audiences**. How do different audiences view impartiality? What do they see as the components of impartiality? How does it vary by genre?
- New **technology**. We already have user generated content, citizen journalists, Action Network, message boards and blogging. What else will technology enable, and what are the implications for editorial control?
- The wider **market context** around the world: e.g. shock jocks, opinion led broadcasting, greater use of two-ways. How are different approaches received by audiences? What are the challenges for other broadcasters in non-news genres?

The project is being led by independent film-maker John Bridcut. A project Steering Committee, chaired by BBC Governor Richard Tait comprising representatives from the BBC Board of Governors, BBC Management and a number of non-BBC members representing a cross-section of audiences is over-seeing the work.

A final report will be delivered to the Board of Governors in due course.