

THE BLACK COLLECTIVE OF MEDIA IN SPORT PRESENTS

# THE D WORD<sup>4</sup>

A GUIDE ON DIVERSITY IN THE SPORTS MEDIA

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**BCOMS**  
The Black Collective of Media in Sport

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The Black Collective of Media in Sport

*News* UK



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## DIVERSITY WILL HELP THE SPORTS MEDIA SURVIVE AND THRIVE

**Covid. Black Lives Matter global protests. Energy and environment crises. Changing Prime Ministers and Monarchs...**

It has been a period of huge change and uncertainty in the UK and around the world.

Anxiety levels are high and communities are braced for difficult months and years ahead. Regardless of the industry you are in, the leadership of each and every business will be tested.

The sports media is not immune to this. To survive - and create the possibility to thrive - our leaders will have to find ways to maximise potential and steer their respective ships through choppy unknown waters.

So how will they do this?

We know diversity brings better business results. We know inclusion in the workplace improves the performance of employees. And we know there is a belief that equity is a big part of what will drive long-term positive change in our industry.

Therefore for the sports media The D Word 4 conference, hosted and supported by News UK, was a critical day for the health of the profession.

The discussions that took place across the day were driven and led by those with a vast range of lived

experiences covering a diverse spectrum of views and thoughts. Intersectionality was at the heart of every session and the ambition laid out for the day was to assess, reflect and build strategies informed by the experts gathered.

This guide will highlight BCOMS' latest research to underline the scale of the challenge ahead to diversify the sports media; share good practice and ideas; and importantly set out what our network will do to play our part in helping the industry in this area.

BCOMS believes in the power of collaboration - it sits at the centre of our success. Be it bringing the industry together for events and conferences or connecting bright talent from under-represented groups with employment opportunities and supporting them in the workplace, BCOMS will continue to play its part.

Society and sport are incredibly diverse. The sports media must be too, in order to be fit for purpose to deliver for its stakeholders.

We are having the right conversations. The experts are now connected with the key decision makers. The will and resource are finally beginning to match the level of ambition required to bring about real change.

Let's not miss this opportunity to accelerate the progress we need.

**Leon Mann MBE**



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## WHO ATTENDED THE D WORD 4 CONFERENCE?

The event saw hundreds of professionals come together at News UK HQ.

Those attending included sports journalists, senior industry executives, students, academics, community leaders, EDI consultants, athletes, campaigners and activists.

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## WHO ARE BCOMS?

The Black Collective of Media in Sport (BCOMS) is a Black-led organisation that works to help diversify the UK sports media.

Led by industry professionals from the African and Caribbean community, our members feel strongly about all strands of diversity, including gender, disability, sexual orientation, religion and socio-economic background.

An independent group, BCOMS works with partners from across the sports media and beyond to help challenge and change the status quo through:

- Promoting the message that a more diverse workforce is proven to yield better results
- Developing relationships with media organisations, sports clubs and federations, educational establishments, existing trade union bodies and key decision-makers
- Innovative networking and training programmes, creating pathways for young people seeking a career in sports media
- Equity, diversity and inclusion consultation

Founded in 2009, BCOMS has developed a strong reputation for helping develop the next generation of sports media professionals through our Masterclass programmes in London and the north of England. Alumni of the scheme have gone on to work with organisations such as the BBC, Sky, ITV, F1, UEFA, Daily Telegraph and talkSPORT.

BCOMS has formed productive partnerships with organisations including BBC Sport, ITV Sport, BT Sport, News UK, Football Association, Premier League, Meta and Nike to name a few.

As the only organisation with a specific remit around diversity in the UK sports media, BCOMS has become the go-to for those with a serious focus on helping change our industry for the better.



The D Word 4 Guide is an important component of our work, providing industry leaders with clear signposts and guidelines to help the UK sports media keep moving in the right direction on equity, diversity and inclusion.

## THANK YOU

The D Word 4 conference and guide would not be possible without the support of News UK.

A massive thank you to all the contributors to this guide and our incredible BCOMS supporters. Much of the work we do is voluntary, and we rely on the good will of those in the industry, our networks and our communities - it is something we will never take for granted.

**Drew Christie**  
Chair, BCOMS



## CONTEXT: FACTS AND FIGURES

A snapshot of diversity in sports media in terms of what is visible, focusing on race and gender

The new research for 2022 looked at **258 broadcast roles** in the industry covering the Men's UEFA European Football Championship, Olympics and Paralympics in Tokyo, and Wimbledon in 2021. The research also covered the Winter Olympics and Paralympics held in early 2022.

In the written media, BCOMS analysed **78 roles in the written media** covering the Men's UEFA European Football Championship across eight national newspapers. Senior positions across the sports media were also focused on.

**Important to note** - these figures do not account for positions behind the camera or in the industry's newsrooms. The lack of diversity in both is well known.

## UK POPULATION CONTEXT

**13% OF UK POPULATION IDENTIFIED AS BLACK, ASIAN, MIXED OR OTHER ETHNIC GROUP IN 2011 CENSUS**

**40.2% OF LONDON IDENTIFIED AS BLACK, ASIAN, MIXED OR OTHER ETHNIC GROUP**

**51% OF THE UK POPULATION ARE WOMEN**

## UK SPORTING CONTEXT

**42% OF ENGLAND MEN'S EURO 2020 SQUAD WERE BLACK OR MIXED RACE**

**43% OF PREMIER LEAGUE PLAYERS ARE BLACK, ACCORDING TO THE BLACK FOOTBALLERS PARTNERSHIP RESEARCH**

**42% OF THE GB OLYMPICS ATHLETICS TEAM FOR THE TOKYO GAMES WERE BLACK OR MIXED RACE**

**51% OF THE SAME ATHLETICS TEAM WERE WOMEN**

**45% OF THE GB OLYMPICS BOXING TEAM FOR THE TOKYO GAMES WERE BLACK, ASIAN OR MIXED RACE**



## REPRESENTATION IN BROADCASTING

**BLACK**  
**15.9%**  
**41**  
OUT OF  
**258**

**ASIAN**  
**5.4%**  
**14**  
OUT OF  
**258**  
(OF WHICH 3 ARE  
EAST ASIAN, AND 11  
ARE SOUTH ASIAN)

**COMBINED FIGURE**  
**21.3%**  
**55** OUT OF **258**

## OTHER STATS

OF THE BROADCASTING ROLES  
ASSESSED THAT WERE FILLED BY  
BLACK AND ASIAN PEOPLE,  
**69.1%**  
OF THOSE PEOPLE WERE FORMER  
PROFESSIONAL ATHLETES  
**38** OUT OF **55**

**WOMEN**  
**35.3%**  
**91**  
OUT OF  
**258**

**BLACK  
& ASIAN  
WOMEN**  
**11.2%**  
**29**  
OUT OF  
**258**



## REPRESENTATION IN WRITTEN MEDIA

### MEN'S EUROS

**BLACK**  
**2.6%**

**2**  
OUT OF  
**78**

**ASIAN**  
**7.7%**

**6**  
OUT OF  
**78**

**WOMEN**  
**3.8%**

**3**  
OUT OF  
**78**

**BLACK AND  
ASIAN WOMEN**

**1.3%**

**1**  
OUT OF  
**78**

### GENERAL

**0 WOMEN, BLACK, ASIAN OR  
MINORITY ETHNIC PEOPLE  
EMPLOYED AS  
HEAD OF SPORT**

**0 WOMEN, BLACK, ASIAN OR  
MINORITY ETHNIC PEOPLE  
EMPLOYED AS CHIEF  
SPORTS WRITER**

**1 PERSON OF ASIAN HERITAGE  
EMPLOYED AS CHIEF FOOTBALL REPORTER**

THE REPRESENTATION STATISTICS IN THE D WORD 4 RESEARCH ARE NOT DIRECTLY COMPARABLE TO THOSE PRODUCED FOR D WORD 3 IN 2018, WHEN 338 ROLES ACROSS BROADCAST AND WRITTEN MEDIA WERE ANALYSED COLLECTIVELY AND PRODUCED THE FOLLOWING:

**BLACK & ASIAN**  
**9.4%**

**WOMEN**  
**28.9%**

**BLACK & ASIAN  
WOMEN**  
**3.25%**



## IT'S NOT ALL BAD NEWS...

- **Jonathan Liew** is the SJA Sports Writer of the Year 2021
- **Laura Woods** is the SJA Broadcaster of the Year 2021
- **Vicki Sparks** is the SJA Commentator of the Year 2021
- The Telegraph launched a Women's Sport department and it is already award-winning
- **Carrie Brown** was the Chair of the Football Writers' Association from 2019 to 2022
- **Darren Lewis** is the Assistant Editor of the Daily Mirror
- The Athletic has launched and has a number of sports writers bringing diversity to the industry
- The FT had an Asian sports editor in **Murad Ahmed**
- Sky Sports and BBC Sport investing in the WSL and jobs for diverse presentation teams
- talkSPORT has a Thursday evening show with a Black-led editorial and presentational team



## SPORTS MEDIA LGBT+ STATISTICS

- 29% of respondents to a sports media LGBT+ survey said they had personally witnessed or been subjected to anti-LGBT+ language or behaviour in a sports media industry workplace setting in the preceding two years (down from 45% in 2018)
- 18% of LGBT+ respondents to the same survey said they are either in the closet at work or are only 'out' to their close work friends and colleagues (down from 45% in 2018)



## RESEARCH UPDATE

Sports media LGBT+ is a network, advocacy and consultancy group. Founded in 2017, it now has over 50 core members who are lesbian, gay, bisexual and transgender and who work in the industry. The group has partnerships with the Sports Journalists' Association and the Football Writers' Association, and supports the work of BCOMS.

In July 2022, the group conducted its second survey; the first ran in 2018, in support of D Word 3. Respondents are asked to assess their experiences in workplaces, how LGBT+-inclusive they perceive these environments to be, and the role of the media in helping to make sport more welcoming for LGBT+ people.

Results of the 2022 survey indicated greater visibility of LGBT+ people working in sports media environments (a total of 53 responded), and less instances of overt homophobia in the workplace were recalled in the preceding two-year period than had been the case in the equivalent 2018 survey.

However, a higher percentage of LGBT+ respondents than in 2018 felt they had either been discriminated against on the basis of sexual orientation or gender identity while going for a job or seeking a promotion, or felt that their careers could have been affected in this way.

The majority expressed encouragement that the sports media was more inclusive now than had been the case four years ago for people who are lesbian, gay and bi; but respondents said they believe the industry was underperforming on inclusion for trans and non-binary people.

Writing in the survey report, network lead Jon Holmes said: "The 2022 survey results indicate a strong correlation between LGBT+ visibility in the workplace and responsible reporting.

"As a network, we increasingly know when journalists who are LGBT+ are involved in creating and producing content about the community. Their guidance helps to ensure that output about athletes and other

sportspeople who are lesbian, gay, bi and trans has greater nuance and depth, certainly when compared to that of a decade ago.

"However, the survey comments suggest that where visibility is low in sports media workplaces, the quality of reporting on LGBT+ stories in sport is less reliable.

"Some of this will stem from LGBT+ employees in these workplaces not contributing because they do not feel acknowledged and valued. They may not be out to anyone at work, or only to close friends; their self-confidence is affected; and feelings of isolation can be exacerbated by the indifference of others, whether perceived or real. In the worst instances, the newsroom culture is unwelcoming due to incidents of LGBT+-phobia.

"Clearly, the industry is still seen to be very challenging indeed for people who are trans or non-binary. Responses to the survey indicated how editors and other influential figures in some office environments, who might be expected to lead by example, could not be depended upon to set the tone for inclusion."





## LEADING ON DIVERSITY

Following the presentation of the new BCOMS research, this opening panel - hosted by broadcaster Hugh Wozencroft - brought together industry leaders and decision makers, each of whom hold degrees of responsibility for bringing about change in sports media.

**Stephen Lyle** - Lead Executive, BBC Sport  
**Shelley Bishton** - Head of Creative Diversity, News UK  
**Jonathan Licht** - Managing Director, Sky Sports  
**Shaun Custis** - Head of Sport, The Sun

A sense of cautious optimism prevailed, particularly around the stronger connections made with young people from diverse backgrounds who are now entering the industry in increased numbers - an area in which BCOMS has made a significant contribution. Frustration was expressed at the less tangible advances made in terms of diversity of senior management but it was agreed that this was now an unavoidable issue for leaders following the seismic events of 2020.

### COMMENTS AND RECOMMENDATIONS

- There was consensus around the profound impact of the murder of George Floyd two years ago. Jonathan noted the focus at Sky on identifying how and where to best spend its £10m-a-year commitment to fighting racial injustice and improving Black representation, while Shelley couldn't be sure her role would even exist were it not for the power of the Black Lives Matter message. Recruitment, mobilisation, culture and leadership were all areas of intense scrutiny but while the research does indicate progress, evidence of this is still limited at senior levels and in behind-the-scenes roles.
- Representation on screen and in more high-profile sports media roles was described as "the easier thing to do" by Stephen in comparison to newsroom and technical roles that require specific skillsets. He emphasised that the BBC's priorities lie in boosting diversity in these departments while continuing to chase gender parity; currently,



women make up around 38% of the workforce at BBC Sport.

- Reflecting on D Word 3, Shaun said he couldn't definitively answer questions posed by a group of young people at the end of the 2018 conference about pathways into News UK. Since then, he has joined the company's diversity board and worked with colleagues to implement an apprentice scheme and other recruitment structures. Perceptions about outlets like Sun Sport have shifted, he felt, such as through having more female role models on staff - but he added that now it's time to accelerate progress.

*"At BBC Sport, some of our programmes are done through freelancers and very few were from a diverse background. We now do dedicated outreach work to bring freelancers to us. The change has already been huge in 18 months"*

**Stephen Lyle**



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- Equipping the existing workforce for more challenging conversations is essential, said Shelley. News UK's creation of a guide to inclusive terminology is an example of how to help broaden understanding around topics such as intersectionality, social mobility and trans inclusion, but these approaches need to be coupled with data-driven analysis that demonstrates how minority groups are affected by decisions made in the industry.
- There's a need to keep each other in check in sports media, said Shaun, or accountability is threatened. Stephen echoed this point by asking the industry to "hold the line" amid rising levels of pushback on diversity initiatives related to attempts to weaponize the word 'woke'.

*"Amongst leaders, if you're not capable of driving change, that's a conversation that needs to be had. The last two years have been an acceleration point... time is now running out for people who aren't showing a willingness."*

**Jonathan Licht**





## SHIFTING THE DIAL

What is working in EDI in the sports media? The industry could clearly be more diverse, but we also need to highlight the wins. Where are they, how were they achieved, and how can they be applied more widely?

With discussion points ranging from recruitment through to content, with a focus on creating inclusive communities at work, the panel moderated by commentator and BCOMS North Lead **Tom Gayle**, shone a light on the ideas that are making a difference.

**Jon Holmes** - Founder and Lead, Sports Media LGBT+  
**Drew Christie** - Chair BCOMS  
**Pranav Soneji** - Director, Content at Two Circles (LiveWire Sport)  
**Hayley Bennett** - Diversity, Equity and Inclusion Consultant

### COMMENTS AND RECOMMENDATIONS

- The panellists considered what it means to be truly diverse in the workplace and how to not just get people from under-represented groups through the door initially, but also how to get them progressing up to higher positions.
- Instead of just aiming to hire more diverse talent, the more proactive approach is in trying to remove the structural barriers that marginalised communities encounter. Hayley highlighted the difference between equality and equity because too much focus tends to rest on visible recruitment and having role models when the processes and management behind those schemes will bear better results in the long term.
- Some senior leaders have the perception that their workplaces are very welcoming and are surprised that change is so slow. But inclusion needs to be a central tenet to the organisation, with developed strategies, dedicated time and funds invested. Drew explained that BCOMS' partnerships, such as those with News UK and ITV, are about "building bridges" which open up



opportunities for staff to speak honestly.

- Education through representation can advance sports media environments. Jon explained how LGBT+ people - who often struggle to attain visibility in the industry - respond positively to content that accurately reflects their experiences. Knowing that an organisation understands and appreciates all members of its diverse workforce encourages others on their career journeys.
- Harnessing the talent that's thriving on new and emerging platforms is essential. Pranav encouraged the industry to continue embracing this democratisation of digital, creating pathways for the next generation of gamechangers to connect to bigger audiences.
- Sports media has shifted considerably in terms



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of female representation and the improvement to the industry is tangible. The panellists stressed the need to take lessons from that into other areas of EDI, emphasising how it's not a zero-sum game.

- It is the barriers blocking the talent pipeline, rather than a lack of talent, that is preventing the industry from being more diverse.
- Media outlets need to consider where they advertise jobs. Are you likely to attract a diverse range of candidates where adverts are currently being posted?
- Are regular application forms too focused toward written submissions? Would an option to submit video or audio links help identify the strongest applicants for roles such as video editing, producing or broadcasting opportunities?

*"One of the things I notice a lot is the idea that getting diverse people in will fix the issue and they will be the ones doing the work... this gives the leaders a pass when they should be leading the change."*

**Hayley Bennett**





## THE LENS

Sport tends to be reported and presented to audiences through a certain lens. What effect does a lack of diversity have on the sports media, and how successful has the industry been in attempting to address this?

In this session, each panellist shared their personal experiences with host **Fadumo Olow** - BCOMS Masterclass alumni and Sky Sports News reporter - and outlined their vision of what best practice should look like, with a view to creating more pathways.

**Sandra Brobbey** - Sports Journalist, The Sun  
**Hamzah Khalique Loonat** - Sports Journalist, The Times

**Emma Smith** - Sports Journalist, BBC Sport (formally Assistant Editor, GOAL)

**Lianne Sanderson** - Broadcaster and former England international footballer

There was a strong focus on intersectionality, specifically how Black and Asian women are helping the industry to make strides.

### COMMENTS AND RECOMMENDATIONS

The panellists discussed the differences between covering men's and women's football, and issues arising from this.

- The idea that "you have to see it to be it" - and the subsequent challenge of then providing that representation for underrepresented communities - was explored. The panellists highlighted the importance of visibility, and how this encourages individuals to progress towards their goals.

"We need to show kids in school that there are different pathways for what they can do, that there are people who look like them that work in the industry - this will spark their imagination. There also needs to be greater financial support because those who cannot afford to work in London will miss out on major opportunities. *There needs to be more support in terms of work experience and unpaid internships*"

**Hamzah Khalique Loonat**



- The panel also examined the various roadblocks that make it difficult for people to enter the industry. The responsibility of family, education or salary are factors to consider. Investment in recruitment is needed, as are schemes that work for everyone. The education system and the sports media itself should take responsibility for creating these pathways.
- Two of the questions posed were "what do we mean by diversity?" and "how do we define progress in terms of diversity?" The panellists wanted there to be uncomfortable conversations and meaningful discussions.
- They also discussed the fact that diversity comes in many different forms, not just race and ethnicity but class, gender, disability, etc. Diversity is multifaceted and intersectionality needs to be considered in order to represent everyone.

*"If you're able to see the pathway, even at school you can start to spark that imagination that it is possible to work in this industry."*

**Hamzah Khalique Loonat**



## OWNING OUR STORIES

This panel highlighted the need to create platforms and content that represent and reflect diverse voices in sports media, and the importance of maintaining identities within that process.

Hosted by **Anita Abayomi**, BCOMS Masterclass alumni and founder of the Goal Diggers Podcast, the conversation allowed each panel member to discuss their journeys in the industry.

**Felicia Pennant** - Season Zine

**Mayowa Quadri** - Versus and Stoppage Time TV

**Zohaib Rashid** - DesiBallers

**Season Zine** is a magazine that helps to bridge the gap between the fashion industry and the world of football. Felicia explained that she wasn't seeing anything that reflected her or her peers in football media so she decided to create a publication that would fill that void.

**Stoppage Time TV** is a podcast that provides an outlet for voices from under-represented communities. Mayowa, who is also a BCOMS Masterclass alumni, wanted to bring forward real football stories that might otherwise be ignored or go unheard.

**DesiBallers** is a platform that shares the stories of South Asian footballers, thus helping to remove the stigmas they still face and shed light on related issues.

## COMMENTS AND RECOMMENDATIONS

The panellists discussed their personal interpretations of diversity and a variety of topics, including why it is important to own your stories and how to stay true to yourself in the industry.

- Is the mainstream sports media doing enough to approach content creators from historically underrepresented backgrounds? This was a major concern for the panellists and had been a key factor in them choosing to create new platforms.



- 'Kaizen', a Japanese word meaning a process of continual improvement, was referenced more than once in the conversation. Diversity mustn't be a tick box - media organisations should constantly seek to evolve in diverse ways, not least in terms of the people representing them.
- Collaboration is vital - but so is keeping your own identity when working with other individuals as well as with media companies. There is a big opportunity for companies to come together with those successfully reaching diverse audiences. Both parties learn and grow together when impactful partnerships are created
- Leon Mann shared the example of Discovery collaborating with Black owned Refresh Productions to create Trailblazers. Ten episodes were initially commissioned and the project went



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so well five more were offered. Where companies are intentional - they are gaining a competitive edge.

- Q: "Is it better to create our own platforms that reflect us rather than try to replace people in established organisations?"

A: Mayowa Quadri - "A good community will follow you everywhere. Building your own platforms is very important but so is collaborating. Sport is competitive so people may feel that they need to compete but you can't do everything on your own. Starting your own platform shows initiative which is now valued as much as getting experience."

- Content creators and companies owned and led by underrepresented groups should recognise their value in the market. They are bringing new audiences to the mainstream.

*"If you can't get into their house, build your own community - you make the rules!"*

**Mayowa Quadri**





## THE CLOSING PANEL

To review the day's discussions and add further comment and opinion around the new research that was presented, a panel of editors and talent joined broadcaster **Hugh Woozencroft**. They were:

**Jamie Hindhaugh** - Chief Operating Officer, BT Sport

**Laurie Palacio** - Deputy Head, talkSPORT

**Anna Kessel** - former Women's Sport Editor, The Telegraph; now Executive Director of Development, Sky Sports

**Jordan Jarrett-Bryan** - Sports Reporter, Channel 4 News

**Ama Agbeze** - former England Netball captain; now broadcaster and consultant

The five panellists were keen to celebrate the successes made since D Word 3 in 2018 but wanted to maintain pressure, noting how investing in creating more inclusive cultures is "difficult but very doable". Accountability would be paramount in the coming years, particularly with greater focus being placed on the lack of diversity in senior leadership positions.

### COMMENTS AND RECOMMENDATIONS

- The panel agreed there is now a much wider awareness of the efforts that are being made across sports media on inclusion but the detail around pathways is still unclear. Ama suggested that to help create more openings towards the top, bringing in experienced leaders and consultants from outside industries could be what's needed, to spark different ways of thinking. For too many career hopefuls, progress is limited due to a lack of opportunity, not a lack of skills.
- The importance of maintaining trust was discussed. A key takeaway for Laurie was Stephen Lyle's comment that leaders need to 'hold the line' if there is pushback against diversity initiatives. Jordan praised BCOMS for holding the industry to account and questioned whether most white males in senior leadership positions in sports media really do understand diversity, adding "the decisions they make suggest to me that they don't."



- Communities are not homogenous of thought, said Anna. In terms of getting more women into sports media, questions are being raised about the lack of diversity within this recruitment drive. She felt some of the more complex and nuanced conversations are not being had: "There are a lot of problems in women's sports and it's not as inclusive as we may think."
- Greater emphasis on collaboration and allyship will help to move people around sports media rather than making it a competitive industry that struggles with retention, said Jamie. He was sad to see people leaving the sector before they even reached their mid-30s. Creating inclusive cultures and accessible communities is essential, he added; to do that, he felt you need leaders who genuinely want to influence change.
- Anna cited the "radical changes" at talkSPORT and the Telegraph that have significantly boosted the coverage of women's sport in the UK. She recalled hearing some senior leaders say that there weren't enough women who could step into key jobs without disrupting the industry. However, her view was that the success of Telegraph Women's Sport - which won awards, attracted commercial sponsors, and added subscriptions under her editorship - proved the point that diversity was worth investing in.

*"From an editorial point of view, the investment needs to be in people who will tell those [diverse] stories. We need to be held accountable for that, otherwise we'll just be telling the same stories as before. As broadcasters, we need backing from our commercial partners so we can deliver the stories we want to tell."*

**Laurie Palacio**



## BCOMS ACTIONS

BCOMS has been active for more than a decade, driving diversity at the highest level. Up until fairly recently our work was unfunded and driven by volunteers. Through a number of strategic partnerships we have been able to employ full time members of staff to help continue to build momentum. With our Masterclass programme seeing a number of breakthrough successes in the sports media industry.

The D Word 4 conference was the first opportunity to bring everyone together face to face after the events which took place on May 25th 2020 when George Floyd was killed in America. An opportunity to start new conversations off the back of events which have preceded the death of George Floyd.

The D Word 4 conference was delivered in partnership with News UK and reflected the growing corporate engagement which we are now seeing around the topic of diversity. The D Word 4 brought together key people from within the sports media and was a massive success.

The ideas generated, quality of discussion and strength of commitment in the News building on the day was sensational. The statistics highlighted that there have been a number of wins since the last research was presented but it also highlighted that we have a way to go until diversity is truly reflected in the sports media.

Leading on from the event here is what BCOMS will do...

1. Never let the discussion around diversity in the sports media fall off the radar. Until this is sorted, we will continue raising this - week in, week out.
2. Continue to establish effective partnerships with leading sports media organisations to help fund and grow the Masterclass programme to enable more opportunities for young people from underrepresented groups to access careers in the sports media.
3. Ensure intersectionality is at the heart of all of BCOMS' work. We will not create a hierarchy of importance within our campaigning and the delivery of our activities.
4. Run regular masterclasses with aspiring sports media professionals who will bring the diversity needed to the industry.
5. Continue to deliver The D Word conferences where we bring the industry together and share research on diversity in the sports media.
6. Bring diverse aspiring journalists together with suitable mentors from the sports media.





7. Arrange networking events for those wishing to break into the sports media to meet and get advice from those with experience of the industry.
8. Create a link between leading sports media organisations and underrepresented aspiring sports media professionals. Promoting and sharing job roles to help create a pathway for young people to enter the industry.
9. Continue to lobby senior decision makers and work with them to tackle under-representation in the sports media.
10. Seek the support of sports rights holders to understand the value greater diversity in those covering their events and leagues brings to their Products.
11. BCOMS will support and guide organisations in the sports media who require external expertise to help them push forward. We are a network of expert consultants who have been working on this challenge for a long time. We want to help drive positive change.

BCOMS will deliver all of the above as part of our contribution to addressing the lack of diversity in the sports media.


This guide offers a number of ideas and challenges to senior decision makers in the industry - we look forward to reviewing what they have implemented at The D Word 5.









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
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