

## 2 How Diamond works

[Video: How Diamond works]

[Video transcript]

Diamond is the name of diversity monitoring in the UK TV industry.

Diamond makes it easy and efficient to capture two key measures of diversity.

Actual diversity means the self-declared characteristics of everyone contributing to the production, either on screen or off screen.

Perceived diversity means the characteristics of on-screen characters and contributors as viewers see them.

The Diamond process is built into Silvermouse, which you may already be using for your programme paperwork. At the heart of the process are four online forms that are used to collect diversity data: these are the Contributors Form, the Diversity Actual Form, the Diversity Perceived Form, and the Diversity Self-declaration Form.

So here's how Diamond works...

At the start of production, you build a list of programme contributors into Silvermouse. And by contributors, we mean everyone who's involved in the programme. So that includes crew, production staff and on-screen talent. You build the contributor list using two different forms: the Contributors Form and the Diversity Actual Form.

If you're collecting rights information for a contributor, then you enter their details into the Contributors Form of Silvermouse. That's the same for the BBC, even though it does not collect rights information in Silvermouse.

Any details entered into the Contributors Form are automatically added to the Diversity Actual Form. And this is the place where you add the details of any remaining off-screen contributors for whom rights information is not collected (so that will probably mean most of your production staff).

Silvermouse uses the information in the Diversity Actual Form to automatically send each contributor a validation, and a link to their Diversity Self-declaration form. This is where each contributor enters their actual diversity data. This personal data is held securely within the system and can never be seen by anybody else.

You use the Diversity Actual Form to monitor whether contributors have made their diversity self-declarations and send reminders if needed. Encourage contributors to record their diversity data. Reassure them that it will be held securely and used anonymously, so their personal details will never be revealed. A contributor is not obliged to declare their diversity characteristics if they don't want to. But in this case, it's preferable that they still complete the form, and choose the option not to disclose their details.

You can edit the Contributors Form and Diversity Actual Form as needed during the production. When you add a new contributor they will automatically get their Diversity Self-declaration Form. People no longer on the production can be deleted, and their information will automatically be removed from the Diversity Actual and Diversity Perceived Forms.

Once the final edit of the programme has been produced you can record the perceived diversity. Silvermouse will automatically populate the Diversity Perceived Form from the information in the Contributors Form. It creates a row for each on-screen contributor, indicating their role type, and character name if it's a scripted programme. You complete the form by viewing the programme and entering the perceived diversity characteristics of the characters or contributors you see on-screen. There's plenty of help with recording perceived diversity in the Diamond Guidance Notes and e-learning.

Once you've added the perceived diversity characteristics for all on-screen contributors, you're ready to submit the Diversity Perceived Form.

Diversity Self-declaration Forms are submitted by contributors as they complete them.

The Diversity Actual Form should be submitted with the rest of your 'Programme as Completed' paperwork for broadcaster approval. BBC in-house production teams will self-approve their forms.

This is how Diamond is helping capture vital measures of diversity across our industry. And the wealth of data it provides will be used to understand how well the UK TV industry reflects our society, and what we need to do to improve diversity in our industry.