

Embracing Diversity clients

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BBC Manchester threw open its doors to Embracing Diversity as it held a 'Discovery Day' on Thursday 9th September.

More than 30 people attended the event, which gave them the chance to find out about working for the BBC and meet some of the staff. The BBC was also keen to dispel the myth that it's a 'closed-door' organisation and to practically demonstrate one of the many creative ways that they are recruiting a diverse workforce.

Belinda Storrs, Recruitment Consultant for BBC Manchester said, ***"I wanted to do the Discovery Day because we recognised a real need in the North West for flexible work experience placements"***.

The aim of the event was to ***"break down some of the perceived barriers to working for the BBC for people who are disadvantaged when it comes to finding work"***.

Pure Radio's Tim Fernley, who works on the Embracing Diversity Project and helped co-ordinate the event says,

"The aim is to open up the BBC and give people more confidence to apply for a job".



This event is a step in the right direction for those interested in working for the media as everyone who attended the event will be offered some form of work experience at the BBC.

Wayne Colthirst, BBC Recruitment Account Manager for the North of England said,

"The key to employment in production traditionally at the BBC has focused on relevant work experience and the candidates fulfilling a four week unpaid placement at the BBC. We realise that this is unrealistic for many people, and we hope that the Discovery Day helps overcome this barrier".

Belinda felt that the day was a success. ***"I think it went well, everyone was very excited and enthusiastic. All those who attended got a good glimpse of what's inside the BBC and got to meet people who actually work here"***.

From the positive feedback we received from the participants, we're sure they felt the same!



"BBC GMR staff demonstrate on location interviewing with a client"

About the Discovery Day:

The day involved a tour with a member of the BBC recruitment team. The five areas on the agenda were:

An introduction to applying for positions at the BBC

The recruitment team gave tips on looking for vacancies on the website and completing application forms. They also talked about different questions that may be asked in a work experience interview.

Tour of GMR

Participants were also given a tour of one of the GMR studios with Mike Shaft, Assistant Editor and Michelle Adamson, Broadcast Journalist, demonstrating recording and editing equipment.



"Michelle Adamson and Mike Shaft in the GMR studios with BBC & ED staff and clients"

Introduction to Entertainment and Features

All participants were given the opportunity to meet some of the people who work for the BBC and see a montage of different programmes produced.

Introduction to News and Current Affairs

Participants were able to watch a selection of clips of programmes. After the video, people were encouraged to participate in a mini-brainstorming session on current affairs and events.

Meet Recruitment

This was a chance for each of the participants to meet with a member of the recruitment team to talk about their interests in the BBC. This was an opportunity to discuss work experience at the BBC and offer advice on applying for jobs.

Here's what the people had to say about the day...

"I came to the BBC today to find out about what opportunities are available"

"I came to look at the Radio and Entertainment Features. I definitely think it's been helpful, it's given me a broad basis of how to get into radio and into the BBC"

"I got to know some of the people around BBC Manchester and asked them questions about being a camera operator, which is where my interests lie"

"I came to the BBC today as I am looking for a job. I think it's been helpful, it's given me an idea about whether I can do the job"