

## **The *Everyday Diversity* app: Guide for contributors**

The *Everyday Diversity* app will provide bite-sized, in-the-moment ideas and inspiration that transform. It is the first of its kind: evidence-based, developed by researchers and industry, showcasing what's happening and taking users to the content they need, right here, right now.

We are looking for content pieces to be shared on the *Everyday Diversity* app.

This contributor guide outlines what we are looking for and how to make submissions.

For more information about the *Everyday Diversity* project and this call contact please contact the *Everyday Diversity* co-editors

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**Please let us know if you require this document in a different format.**

## The *Everyday Diversity* app

The *Everyday Diversity* app will help screen industries professionals be more inclusive. It will give concrete ideas for improving diversity and inclusion in everyday work situations. It will showcase, case studies of good practice – something that has worked well elsewhere. And it will serve up anything related to diversity and inclusion that is interesting and might make people see and do things differently.

The *Everyday Diversity* app has been developed based on extensive research by the University of Glasgow in collaboration with the Creative Diversity Network, with support from the BFI and industry practitioners from TV, film, animation, VFX and video games.

The *Everyday Diversity* app will be available for download in late 2022.

## What we are looking for

We are looking for content pieces to be shared on the *Everyday Diversity* app. Short, snappy pieces on what works: the changes everyone can make every day to make the screen industries inclusive.

Content items can be written articles (200-600 words); low-fi, talking heads-style video clips (30sec – 5min) or short audios/podcasts (30sec – 5min). We are looking for content in the following three categories:

- **Quick tips items** give users ready-to-use, practical EDI ideas. They are more about “how?” than “why?”
- **Good practice items** dive a little deeper into practical EDI solutions. They are solution-focused but explore the “why?” as well as the “how?”
- **Features items** bring industry stories and case studies for learning and broadening horizons. They allow for more in-depth engagement and for exploring the thinking behind initiatives.

The content templates below have more information on length and style for each of the categories.

Contributors can submit items on the same topic across the three categories, as long as each item focuses on a distinct aspect. For instance, a “Feature” piece case study on inclusive casting might also result in a “Quick tip” item about what an inclusive casting crib sheet should include and a “Good practice” item about how to communicate an inclusive casting process to those auditioning.

## Submissions & fees

Please submit content by email to the *Everyday Diversity* co-editors Professor Doris Ruth Eikhof ([DorisRuth.Eikhof@glasgow.ac.uk](mailto:DorisRuth.Eikhof@glasgow.ac.uk)) and Deborah Williams OBE ([Deborah.Williams@glasgow.ac.uk](mailto:Deborah.Williams@glasgow.ac.uk)).

Please submit

- the completed template as a Word file (download from *Everyday Diversity* webpage)
- for written content: an image (.jpeg, ideally 2000px or more on shortest side)
- for video content: the video clip itself or password protected link to YouTube/Vimeo

Deadline: rolling submissions will be reviewed monthly on the 25th July, August and September 2022. Please submit as soon as you are able to.

The fee per accepted item will be **£75-£150**, depending on length.

## The *Everyday Diversity* app: Content templates

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## 1. ED app content template “Feature”

### Author(s) /credits:

**Title:** [short, catchy title that fits on one line on a phone screen]

**Subtitle:** [descriptive subtitle, can be a few words longer/two lines on a phone screen]

**Main content** (written copy: usually max 250-600 words, in exceptional cases longer; audio/video: clip of max 5 min length):

**Additional copy:** [where applicable, insert sentence on where to find more about this content, incl. link]

**Image (for articles):**

### Style notes:

“Feature” ...

- ... play to screen practitioners’ nosiness about what others are doing (well) and what one can learn about/from them.
- ... tell an industry story with direct quotes (ideally from more than one person), concrete examples, short sentences, engaging writing.
- ... Audio/video content should have the feel of talking to another person, getting a glimpse of the case. No high production values needed.
- ... are meant to be encouraging. They don’t need to report world-wide change; small but meaningful initiatives that users can learn from for their own practice are welcome.

### Please indicate which of these search tags applies to this “Feature” app submission:

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Recruit                 | <input type="checkbox"/> Age                          | <input type="checkbox"/> Animation                     |
| <input type="checkbox"/> Create content          | <input type="checkbox"/> Class                        | <input type="checkbox"/> Film                          |
| <input type="checkbox"/> Commission              | <input type="checkbox"/> Disability                   | <input type="checkbox"/> Post-production               |
| <input type="checkbox"/> Finance                 | <input type="checkbox"/> Caring, pregnancy, maternity | <input type="checkbox"/> Television                    |
| <input type="checkbox"/> Accessibility           | <input type="checkbox"/> Gender and identity          | <input type="checkbox"/> Games                         |
| <input type="checkbox"/> Network                 | <input type="checkbox"/> LGBTQ+                       | <input type="checkbox"/> VFX                           |
| <input type="checkbox"/> Online                  | <input type="checkbox"/> Location/Region              | <input type="checkbox"/> Small business                |
| <input type="checkbox"/> Inclusive work cultures | <input type="checkbox"/> Race                         | <input type="checkbox"/> Freelancing & Self-employment |
| <input type="checkbox"/> Research                | <input type="checkbox"/> Relationship status          | <input type="checkbox"/> England                       |
|  | <input type="checkbox"/> Religion                     | <input type="checkbox"/> N. Ireland                    |
|  |   | <input type="checkbox"/> Scotland                      |
|  |   | <input type="checkbox"/> Wales                         |

## 2. ED app content template “Quick tips”

**Author(s)/credits:**

**Title:** [short, catchy title that fits on one line on a phone screen]

**Subtitle:** [descriptive subtitle, can be a few words longer/two lines on a phone screen]

**Main content** (written copy: usually max 200 words; audio/video: clip of max 2 min length):

**Additional copy:** [where applicable, insert sentence on where to find more about this content, incl. link]

**Image (for articles):**

**Style notes:**

“Quick tips” ...

- ... play to users’ need for quick solutions.
- ... provide the solution within the ED app, no clicking onwards needed.
- ... are more about “how?” than “why?”
- ... can be checklist-type content.

**Please indicate which of these search tags applies to this “Quick tips” submission:**

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Recruit                 | <input type="checkbox"/> Age                          | <input type="checkbox"/> Animation                     |
| <input type="checkbox"/> Create content          | <input type="checkbox"/> Class                        | <input type="checkbox"/> Film                          |
| <input type="checkbox"/> Commission              | <input type="checkbox"/> Disability                   | <input type="checkbox"/> Post-production               |
| <input type="checkbox"/> Finance                 | <input type="checkbox"/> Caring, pregnancy, maternity | <input type="checkbox"/> Television                    |
| <input type="checkbox"/> Accessibility           | <input type="checkbox"/> Gender and identity          | <input type="checkbox"/> Games                         |
| <input type="checkbox"/> Network                 | <input type="checkbox"/> LGBTQ+                       | <input type="checkbox"/> VFX                           |
| <input type="checkbox"/> Online                  | <input type="checkbox"/> Location/Region              | <input type="checkbox"/> Small business                |
| <input type="checkbox"/> Inclusive work cultures | <input type="checkbox"/> Race                         | <input type="checkbox"/> Freelancing & Self-employment |
| <input type="checkbox"/> Research                | <input type="checkbox"/> Relationship status          | <input type="checkbox"/> England                       |
|  | <input type="checkbox"/> Religion                     | <input type="checkbox"/> N. Ireland                    |
|  |   | <input type="checkbox"/> Scotland                      |
|  |   | <input type="checkbox"/> Wales                         |

### 3. ED app content template “Good practice”

**Author(s)/credits:**

**Title:** [short, catchy title that fits on one line on a phone screen]

**Subtitle:** [descriptive subtitle, can be a few words longer/two lines on a phone screen]

**Main content** (written copy: usually max 250 words; audio/video: clip of max 3 min length):

**Additional copy:** [where applicable, insert sentence on where to find more about this content, incl. link]

**Image (for articles):**

**Style notes:**

“Good practice”...

... play to users’ needs for solutions.

... are “practical think pieces”: solution-focused but give background and take the users through the thinking needed before implementing a solution.

... focus more on “why?” than on “how?”.

... might link to resources outside the app.

**Please indicate which of these search tags applies to this “Good practice” submission:**

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Recruit                 | <input type="checkbox"/> Age                          | <input type="checkbox"/> Animation                     |
| <input type="checkbox"/> Create content          | <input type="checkbox"/> Class                        | <input type="checkbox"/> Film                          |
| <input type="checkbox"/> Commission              | <input type="checkbox"/> Disability                   | <input type="checkbox"/> Post-production               |
| <input type="checkbox"/> Finance                 | <input type="checkbox"/> Caring, pregnancy, maternity | <input type="checkbox"/> Television                    |
| <input type="checkbox"/> Accessibility           | <input type="checkbox"/> Gender and identity          | <input type="checkbox"/> Games                         |
| <input type="checkbox"/> Network                 | <input type="checkbox"/> LGBTQ+                       | <input type="checkbox"/> VFX                           |
| <input type="checkbox"/> Online                  | <input type="checkbox"/> Location/Region              | <input type="checkbox"/> Small business                |
| <input type="checkbox"/> Inclusive work cultures | <input type="checkbox"/> Race                         | <input type="checkbox"/> Freelancing & Self-employment |
| <input type="checkbox"/> Research                | <input type="checkbox"/> Relationship status          | <input type="checkbox"/> England                       |
|  | <input type="checkbox"/> Religion                     | <input type="checkbox"/> N. Ireland                    |
|  |   | <input type="checkbox"/> Scotland                      |
|  |   | <input type="checkbox"/> Wales                         |