



NATIONAL
GEOGRAPHIC

CONTENT INCLUSION STANDARDS

Disney General Entertainment Content

SCRIPTED



A 1: PRINCIPAL TALENT

- At least one of the leads, across 50% of the scripted portfolio, is from an underrepresented group*1 (while maintaining historical accuracy)*2.

A 2: SUPPORTING CAST

- 50/50 gender balance and meaningful representation of under-represented groups, across 50% of the scripted portfolio (while maintaining historical accuracy).

A 3: SUBJECT MATTER

- Ongoing and meaningful representation of themes central to under-represented groups (while maintaining historical accuracy).

At least ONE area must be addressed to meet Standard A.

B 1: WRITERS

- 50% or more of Producer and above on writing staff, and 50% or more of Executive Story Editor and below on writing staff, across 50% of the scripted portfolio, come from under-represented groups.

B 2: DIRECTORS

- Meaningful year-over-year increases in the numbers of episodic Directors coming from under-represented groups.

B 3: ADDITIONAL PRODUCTION CREW

- Meaningful year-over-year increases in the numbers of other scripted staff and crew who are from an under-represented group.

At least TWO areas must be addressed to meet Standard B.

*1 An "under-represented group" means a subset of the population – whether judged by race, gender, religion, national origin, sexual orientation, socio-economic status, ethnicity, or otherwise – that represents a materially smaller percentage of the applicable programming subgroup than that group holds in the general population.

*2 Pursuant to the NGP Standards Guide, NGC presents historical accuracy in our scripted dramas and does not deviate drastically from the factual record. Exact factual reproduction is not required, but changing an historical figure's race, gender, ethnicity, etc. (for example) would not be consistent with these Guidelines.



UNSCRIPTED SERIES



A1: PRINCIPAL TALENT (HOSTS AND CHARACTERS ON SCREEN)

- Across 50% of the docu-series portfolio, at least one of the leads is from an underrepresented group.

A2: ADDITIONAL CHARACTERS / TALENT (NARRATORS, EXPERTS, SCIENTISTS, VETERINARY CLIENTS, PARTICIPANTS, SUBJECTS)

- 50/50 gender balance and meaningful representation of under-represented groups, across 50% of the docu-series portfolio.

A3: SUBJECT MATTER

- Ongoing and meaningful increases in subject matter specifically about an underrepresented group and/or significant story elements that feature an underrepresented group.

At least ONE area must be addressed to meet Standard A.

B1: LEAD ROLES

- Across 50% of the docu-series portfolio, at least two of the following roles for the series are from an under-represented group:
 - Exec. Prod., Co-Exec. Prod., Director, Producer, Showrunner, Story Producer, Dir. Of Photography, Post-Prod. Supervisor, Composer, Editor.

B2: OTHER KEY ROLES

- Meaningful year-over-year increases in the numbers of other unscripted staff and crew in key roles (such as department leads) who are from an under-represented group.

At least ONE area must be addressed to meet Standard B.



FEATURE DOC FILMS



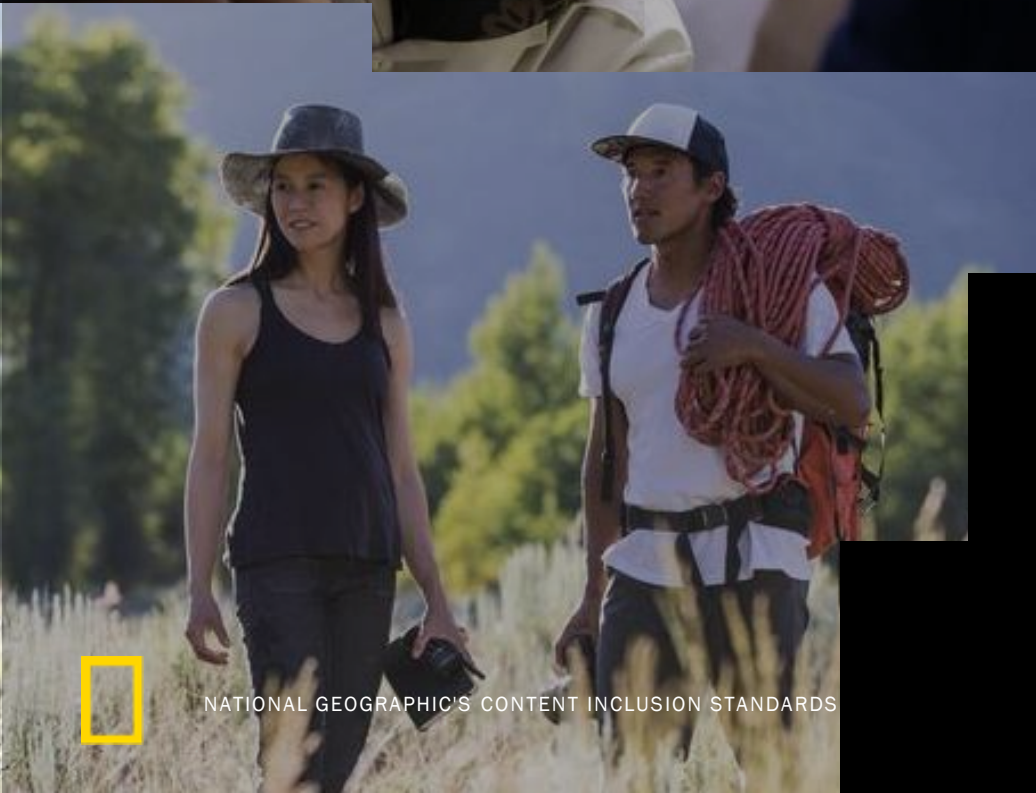
A1: PRINCIPAL TALENT (SUBJECTS ON SCREEN)

- Across 50% of the docu-film portfolio, a least 50% of leads/principal subjects are female and/or from under-represented groups (when historically accurate).

A2: SUBJECT MATTER

- Ongoing and meaningful representation of themes central to under-represented groups (while maintaining historical accuracy).

At least ONE area must be addressed to meet Standard A.



B1: LEAD ROLES

- Across 50% of the docu-film portfolio, at least two of the following roles for the film are from an under-represented group:
 - Director, Producer, Editor, Executive Producer, Story Producer, Post-Production Supervisor, Director of Photography, Writer.

B2: OTHER KEY ROLES

- Meaningful year-over-year increases in the numbers of other unscripted staff and crew in key roles (such as department leads) who are from under-represented groups.

At least ONE area must be addressed to meet Standard B.



NATURAL HISTORY

A1: PRINCIPAL ON-SCREEN TALENT (HOSTS, FEATURED CELEBRITIES)

- Across 50% of the natural history portfolio, 25% of hosted shows feature hosts from an under-represented group.

A2: NARRATORS

- Meaningful year-over-year increases in the number of narrators who are from an under-represented group.

At least ONE area must be addressed to meet Standard A.

B1: LEAD ROLES

- Across 50% of the natural history portfolio, at least two of the following roles for the film are from an under-represented group:
 - Exec. Prod., Co-Exec. Prod., Director, Producer, Showrunner, Story Prod., Post-Prod. Supervisor, Composer, Editor, Dir. of Photography.

B2: OTHER KEY ROLES

- Meaningful year-over-year increases in the numbers of other unscripted staff and crew in key roles (such as department leads) who are from an under-represented group.

At least ONE area must be addressed to meet Standard B.



STANDARD C: ACCESS & OPPORTUNITY

C1: PAID EMPLOYMENT OPPORTUNITIES

- Offering paid employment opportunities (such as apprenticeships, internships, expert advisors, or similar) to people from under-represented groups.

C2: PROMOTION TOWARDS CAREER PROGRESSION

- At least one crew member or team member from an under-represented group has been given a role that constitutes career progression.

C3: MEANINGFUL, STRUCTURED MENTORING PROGRAMS

- Establishment of a mentorship program for people from URGs, either as part of a structured mentorship over the course of a single project, as part of a wider mentorship program run by the company, or where a department head or creative acts as a mentor.

C4: UNDERSTUDY FUNDING

- Provide budget support for trainees on key production roles.

At least ONE area must be addressed across the National Geographic portfolio to meet Standard C.



STANDARD D: AUDIENCE DIVERSITY

D1: DISABILITY ACCESS AND MATERIALS

- New material commitments to making festivals, events, film releases or program broadcasts accessible to as wide an audience as possible.

D2: UNDER-SERVED AUDIENCES

- Develop clear strategies to target under-served audience groups, including marketing, events, outreach, online strategies, educational content, or VR content.

D3: PARTNERSHIPS UTILIZING SPECIALIST AND/OR EXPERT KNOWLEDGE

- Partner with specialists and/or experts in order to engage the under-served audience referenced in D2.

At least ONE area must be addressed to meet Standard D.



STANDARD E: TALENT IDENTIFICATION

E1: FIELD-READY PROGRAM

- Continue to operate and enhance the Field Ready Program. Field Ready is a joint program of the National Geographic Society and National Geographic Partners aimed at expanding the field of available talent and increasing diversity and representation behind the lens.

E2: INTERNSHIP, APPRENTICESHIP, AND MENTORING PROGRAMS

- Engage with National Geographic BERGs and H.R. to develop new programs and mechanisms to identify and promote advancement opportunities for under-represented NGC staff.
- Work with NGS Explorers from URGs to develop on and off-camera skills.

E3: IDENTIFY NEW TALENT FROM URGS

- National Geographic Talent group to identify additional casting opportunities for talent from URGs.

At least TWO areas must be addressed to meet Standard E.





WALT DISNEY Television

These Standards apply to shows produced (or co-produced) by studios within the Walt Disney Television family (of which National Geographic is a part). In addition, our decisions whether to air or otherwise distribute shows produced by other production companies or studios will be based, in part, on whether their own efforts similarly promote inclusivity for underrepresented groups in the industry. We will use these Standards as one guideline in making that assessment.



