



## 2009-2010 Progress Report Channel 4's Chairmanship of the CDN

### Introduction

The Cultural Diversity Network (CDN) was set up in 2000. It brings together broadcasters and other stakeholders to address some of the key issues of **diversity in the media**.

The chairmanship of the CDN changes every 2 years. Channel 4 took over the role in 2009, led by CEOs Andy Duncan and then David Abraham. Previous chairs were: Carlton, Channel 4, BBC, ITV, and Sky.

This paper summarises the key developments during Channel 4's two year appointment.

### The Diversity Pledge

Launched in April 2009 the Diversity Pledge was set up to get the industry – broadcasters, indies, and in-house producers – to improve diversity on and off screen. To date, **over 270 companies** have signed up to commitments on fair recruitment, getting involved with diversity events, creating diverse output, and encouraging diversity at their most senior management levels.



One year on and the Pledge has inspired, informed and publicised the opportunities that diversity brings. It has also highlighted the barriers to diversity; such as the industry's informal style, unpaid work placements, and the struggles at a company level. A full report on the first 12 months of the Pledge is available on the CDN's website:

[www.culturaldiversitynetwork.co.uk/pledge.php](http://www.culturaldiversitynetwork.co.uk/pledge.php)

### Channel 4 Pilot Study: Diversity Portrayal Monitoring

Channel 4 commissioned Cumberbatch Research Group to take a snapshot of gender, ethnicity, disability, sexuality and age in peak television slots across BBC1, BBC2, ITV1, Channel 4, Five and Sky 1. The study was carried out between September and October 2009, focusing on UK productions and excluding acquisitions, films and sport. A total of 3 weeks' worth of programming was sampled, capturing 863 programmes or 386 hours of television.

The study presented results by comparing the 'TV world' (i.e. the research figures), with the 'real world' (i.e. actual or forecast population figures).

So, what were the headlines?

- 51% of the real world are women compared to 35.5% in TV world
- 20% of the British population are disabled, but only 0.9% in TV world
- 21% of the real world is defined as elderly compared to 10.8% on TV
- 6% of the UK is LGBT, but only 0.6% on TV
- 13% of the English population come from an ethnic minority compared with 10.2% on TV

#### Gender

- Men outnumber women on screen 2:1 (65% compared with 35%)
- Women on screen tend to be younger than men. Aged below 40, there are more women on screen than men. However, there are more men over 40 on screen than women

#### Ethnicity

- The highest representation was seen in soaps: 18%
- Poorest representation was seen in comedy: 7.8%

# The Cultural Diversity Network

[www.culturaldiversitynetwork.co.uk](http://www.culturaldiversitynetwork.co.uk)



- Representation varied amongst ethnic minority groups, with black individuals appearing most often, followed by south Asian groups

## Disability

- Representation was very poor overall.
- It peaked in soaps (2.4%) and gradually decreased through drama, news, factual, and comedy, ending with light entertainment at 0.4%

## Sexuality

- When compared to the real world, LGBT groups appeared in accurate proportions in comedy (5.8%). This dropped significantly across soaps (2%), light entertainment (0.8%), factual (0.4%), and news (0.2%)

Despite its modest scale, the pilot study gave a good indication of patterns across UK television. Almost all groups studied are seriously under-represented on television, but the small sample size restricts more in depth analysis. To allow for more in-depth analysis and interrogation the report recommended a fuller study be carried out.

## The Diversity Awards

The inaugural Diversity Awards arrived with a bang at Channel 4's headquarters in London on 24<sup>th</sup> November 2009. Hosted by Alan Carr, the ceremony celebrated some of the finest and freshest talent in the industry. Trophies were presented by big industry names including Idris Elba, Gok Wan, Dawn Airey, Cerrie Burnell, and Mark Thompson. Entertainment came from international comedienne and star of Extras, Francesca Martinez, and debutant Babatunde.



Our winners in 2009 were:

### **Excellence in Creative Output: Diverse Content**

- Heavy Load (Met Film)

### **Excellence in Creative Output: Making Diversity More Mainstream**

- Find Me A Family (Betty) – Excellent in Creative Output: Making Diversity More Mainstream

### **Excellence in Off-screen Recruitment**

- Olga TV – Excellence in Off-screen Recruitment

### **Outstanding Contribution to Promoting Diversity**

- Tessa Ross, Head of Film & Drama, Channel 4 – Outstanding Contribution to Promoting Diversity

### **Special Recognition Award**

- Bob Clarke, Founder MAMA Youth Project – Special Recognition Award

The 2009 Awards were accompanied by a dedicated Media Guardian supplement that went out the day before. Pulled together by four CDN members; BBC, Channel 4, ITV, and Sky, the supplement addressed how the industry reflected our society. It delved into, amongst other things, accurate portrayal, innovative work experience placements for prison inmates, and an assessment of diversity schemes.

With new award categories and an outstanding new venue the 2010 Awards upped the momentum with a high-profile evening held at the Royal Opera House, London. Opened by Channel 4 CEO, David Abraham, the evening went on to recognise new programmes, talent, and the individuals who work tirelessly behind the scenes. Gok Wan was our host and welcomed numerous celebrities to present trophies including Omid Djalili, Lenny Henry, Andi Osho, Rageh Omar, Nitin Ganatra, Saira Khan, Ade Adepitan, and Katie Piper. Chris McCausland, winner of the CDN and Channel 4's national comedy competition, provided the entertainment.





Our 2010 winners were:

**Best Breakthrough Production Talent**

- Tamanna Rahman (Panorama) – Best Breakthrough Production Talent

**Company of the Year**

- Bwark

**Best Onscreen Performance**

- Victoria Wright (Cast Offs)

**Most Groundbreaking Programme**

- My Big Fat Gypsy Wedding (Firecracker Films)

**Mentoring Recognition**

- Mark Allen (Markthree Media)
- Kate Monaghan (Markthree Media)
- Tommy Nagra (BBC)
- Aaqil Ahmed (BBC)

**Individual Special Recognition**

- Sara Hanson (ITV)

**Sainsbury's Award for Mainstreaming Disability**

- EastEnders (BBC)

## The Senior Mentoring Scheme

The CDN launched its industry-wide senior mentoring scheme in 2008 under Sky's chairmanship. Its goal is to provide the support, encouragement and guidance that talented people need to reach senior commissioning or programming positions in the industry. The year-long scheme matched 17 mentor-mentee pairs and won support from many high profile media professionals across the sector.

The second year of the mentoring scheme was launched in January 2010 matching over 30 mentor-mentee pairs. They have just completed their 12 month programme. The 2011 scheme will aim to match 50 senior industry figures with the brightest, high-flying diverse talent.



The scheme continues to go from strength to strength and mentees have provided some glowing feedback:

*"I just wanted to feedback some good news which I would like to credit the CDN mentoring scheme with. I won the Specialist Factual Talent Pitch at the Sheffield Documentary Festival. Dorothy Byrne, who is mentoring me was extremely supportive. She has helped me to make contact with key figures [and coached] me the day before. I attended Sheffield last year but this one was a world apart; I really feel part of the family."*

Dr Saleyha Ahsan, CDN Mentee 2010

## The ITN News event

In March 2010, ITN played host to a panel debate with Sir Trevor McDonald OBE, featuring senior news professionals from BBC News, ITV News, Channel 4 News and Sky News. Sir Trevor asked: "How diverse is your newsroom?"

The event was well-attended and the discussion lively - it was a unique opportunity to talk about the challenges specifically faced across the newsrooms, and how they were being tackled. ITN were keen to host a follow up event to gauge progress across the news sector.





## Diversity Genius

2010 also saw the launch of the practical guide to getting ahead with diversity in broadcasting, Diversity Genius. Released in June, Genius was designed to give broadcasters, indies, in-house production units, and any other supplier to the broadcasting sector, tangible ways of improving diversity in their companies.

The booklet ran through five important areas:

1. Hiring & firing – advertise widely, and fairly. Not everyone with talent has a friend in the business.
2. Paid internships – pay interns. If you don't, you stop young people without well-off parents getting a break.
3. It's not just ethnicity – think about gender, class, sexuality and disability when casting or crewing up.
4. Portrayal – avoid the lazy stereotype. Employ diversity off-screen, get more authenticity on screen.
5. Diversity makes money – diversity powers creativity. In a creative industry that means business.

Genius is also packed with resources helping you find out more about active charities, apprenticeships, training courses and contacts. All of this to give companies the best possible chance of embracing and benefitting from everything that diversity brings.



## New members

The CDN's profile continues to grow and as a result we welcomed two new members during 2009-2010: S4C and Media Trust. This brought the total membership to 13 members: Sky, BBC, ITV, ITN, Channel 4, Five, PACT, BAFTA, MTV, Media Trust, Turner Broadcasting, S4C, and LivingTV Group.

## CDN Secretariat

The CDN Secretariat continued to be provided by Jacqui Boardman and Nick Sammons of Acona Ltd. Over the two years the Secretariat:

- Organised over 30 meetings of CDN, CDN North and subgroups
- Kept in touch with the CDN mailing list and CDN mentees through two LinkedIn Groups
- Managed the CDN website
- Ran the 2010 senior mentoring scheme: application process, interviews and matching. 85 applications were processed in 2009, which increased to 131 in 2010.
- Managed the 2009 and 2010 diversity award applications and convened the judging panels. A total of 68 nominations were processed in 2009; this rose to 125 in 2010.
- Managed the pledge applications and supported the PACT Diversity Advisor
- Supported Channel 4 with all other CDN events and activities, including the launch of the pledge, diversity genius and both diversity award ceremonies.