



The Cultural Diversity Network

www.culturaldiversitynetwork.co.uk

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PRESS RELEASE

CDN LAUNCHES DIVERSITY AWARDS TO CELEBRATE EXCELLENCE IN THE INDUSTRY

The Cultural Diversity Network (CDN) have announced a new awards ceremony, The CDN Diversity Awards, to celebrate, congratulate and promote excellence in diverse, creative output in the TV sector. The awards will take place on November 24th at Channel 4, and will be hosted by Alan Carr – with support lent from other high profile special guests including Idris Elba, better known as The Wire's Stringer Bell.

In April this year, the CDN launched its Diversity Pledge, a public commitment by independent production companies, in-house producers and other suppliers to take measurable steps to improve diversity. The awards will be a chance to celebrate the good work being done by production companies across the four Pledge areas so far, as well as other fields in which they have helped promote diversity.

There are four awards open for nominations – The CDN is encouraging in house producers and production companies to put their shows forward for consideration by providing a submission of a DVD and a brief synopsis. Visit www.culturaldiversitynetwork.co.uk for full submission details.

The awards shortlist for each category will be drawn up by a panel put together by the CDN, from the submissions received. The vote for the first two categories will be decided via an online vote on www.broadcastnow.co.uk, with the final two awards judged by the CDN.

Broadcasters and production companies can submit their programmes and suggestions for the off-screen recruitment and individual contribution categories for consideration to awards@culturaldiversitynetwork.co.uk, for the following four categories:

- 1. Excellence in creative output – diverse content** (Industry vote on Broadcastnow.co.uk)
Programmes with diverse content/about diverse issues. It also covers disability, class, gender, age, sexuality, and religion or belief. Examples are The No.1 Ladies' Detective Agency, Born to Be Different, Shooting Party, On Tour with the Queen, The Boy whose Skin Fell Off, Endgame, Caribbean Cops, Seven Wonders of the Muslim World. Walter Tull: Forgotten Hero, Moses Jones, Levi Roots' Caribbean Kitchen, Autistic Me, The Grandparent Diaries
- 2. Excellence in creative output – making diversity more mainstream** (Industry vote on Broadcastnow.co.uk)



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Programmes that encourage diversity in mainstream media e.g. using diverse contributors to look at mainstream subjects, or mainstream shows with diverse contributors. Examples are Eastenders, Strictly Come Dancing, Britain's Got Talent, X Factor, Extraordinary People: The Human Camera, Hairspray: The School Musical, The Prisoner, Come Dine with Me, Secret Millionaire, Eggheads (a Deaf Team Winning)

3. Excellence in off-screen recruitment

Examples of independent production companies who have made an effort to ensure their staff - whether permanent or freelance - are diverse. Diversity is defined in its widest sense, incorporating under-represented groups in the media such as ethnic minorities, disabled people, and low-income groups. For more information on diversity please see www.culturaldiversitynetwork.co.uk

4. Individual contribution to promoting diversity

An individual either at a broadcaster or an indie who has championed the cause of diversity.

Oona King, Head of Diversity at Channel 4 which is the current chair of CDN said:

"All the broadcasters are making renewed efforts in the area of diversity, and we all know we have a long way to go. The Awards are important because they will remind the industry that we don't have to choose between diversity and creative excellence"

To be eligible, programmes must have a transmission date within the last year - i.e., September 1st 2008 to September 31st 2009.

The closing date for all award nominations is 20th October.

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Notes to Editors

Cultural Diversity Network (CDN)

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

The CDN founding members were: BSkyB, BBC, ITV Network Centre, Carlton Group Communications, Granada Media, GMTV, Channel 4, Five, ITN and Pearson Television, as well as the ITC, BSC, PACT, RTS and BAFTA.

Channel 4 is the current chairing organisation of the CDN, led by Andy Duncan. Previous chairs were: Sky, Carlton, Channel 4, BBC and ITV

The current member organisations are: Sky, BBC, ITV, ITN, Channel 4, Five, MTV, Virgin Media, Turner, PACT, BAFTA and Skillset.



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The aims of the network are...

“to provide a platform for collective action on the key issues of diversity in the media. It enables member organisations to communicate with one another and challenge each other to do better, to be more imaginative and to ensure the needs of our multicultural audiences are met.”

“to modernise the portrayal of ethnic minorities in mainstream programming, so that racial diversity on-screen and behind the screen reflects today’s multicultural Britain.”

Cultural Diversity Network North (CDN)

The Cultural Diversity Network North (CDN North) was founded in 2004 to help the media industry in the North support its distinctive diversity needs.

Its primary focus is to increase ethnic diversity within the media in the North.

The network consists of major broadcasters, partners and public sector agencies.

We are: BBC, ITV Granada, Northwest Vision and Media, North West Development Agency, and independents such as Red, Lime, Centini, Hat Trick North and MMA Arts.

CDN Diversity Pledge

<http://www.culturaldiversitynetwork.co.uk/pledge.php>

The CDN Diversity Pledge isn’t about talk – it’s about action that will bring real change to the industry. The Diversity Pledge is a public commitment by independent production companies, in-house producers and other suppliers to take measurable steps to improve diversity in the industry.

The pledge was launched in April 2009 with support from PACT, and the Broadcasting & Creative Industries Disability Network (BCIDN).

The pledge is split into 4 sections covering different aspects of diversity with practical suggestions on how to improve representation.

- 1 - Recruit fairly and from as wide a base as possible; encourage industry entrants and production staff from diverse backgrounds
- 2 - Encourage diversity in output
- 3 - Encourage diversity at senior decision-making levels
- 4 - Take part in, or run, events that promote diversity

The approach is flexible – it’s up to individual companies to set their own agenda.