



CHANNEL 4 2009 ACTION PLAN

C4 is chairing the CDN for the next two years, focusing on senior management and improving diversity in production with our Independent Suppliers.

1) Senior Management

- Head of Diversity Oona King will champion diversity across all our activities, ensure diversity at all levels within Channel 4, and ensure key suppliers apply similar standards and policies.
- Channel 4 Senior Executives and wider senior management will all have Diversity Objectives.
- We will fund at least two Commissioners in the Channel 4 Commissioning team.
- We will fund and run the Leading Edge Scheme for series producers, advancing senior minority talent in the Independent Sector.
- A dedicated Talent Team will work to advance the careers of minority ethnic production talent to senior level.
- We will target high flying ethnic minorities at senior level in other industries to consider opportunities at Channel 4.

2) Production Staffing

- As part of our chairing of the Cultural Diversity Network, we will initiate and implement the CDN/PACT Diversity Pledge across the independent sector.
- We will continue to work with and monitor Channel 4 production companies to improve the diversity of staffing at all levels.

3) On Screen Portrayal

- We will improve onscreen representation across all genres, assisted by Aaqil Ahmed as Commissioning Editor, Multicultural Programmes and a ring-fenced £2 million fund for multicultural programmes at 9 pm and 10 pm.
- We will build on the successes of multicultural presenters such as Gok Wan, Krishnan Guru-Murty, Alexa Chung and Robert Beckford, and we'll nurture the careers of diverse new talent.

4) Recruitment

- We will meet employment targets of 13% for all staff and 9% for senior staff
- HR will commission a report to look at the attraction, selection, recruitment and retention of people from ethnic minorities, and use this data to improve Channel 4 recruitment.

5) Training

We have committed to spending £1.5 million over the next 3 years to the training and development of ethnic minorities, including:

- 16 trainees on the entry level Diversity Production Trainee Scheme aimed at BMEs and disabled people.
- A bursary scheme and work experience for two students (one Afro-Caribbean and one Pakistani) on City University's MA in News and Television Journalism.
- A Trainee in Film 4 as part of Skillset's Graduate Fellowship Scheme.
- Summer School, Work Experience and Work Related Learning Activity particularly aimed at diverse entrants.
- We are committed to providing structured career development opportunities including secondments and mentoring to staff, looking specifically at groups who are currently under represented within the media industry.