



A TimeWarner Company



DIVERSITY

Senior Management

- A percentage of senior staff's bonuses is paid on results of their diversity activities.
- 40% of senior staff sponsor diversity activities
- Encourage senior staff to mentor ethnic minorities through Windsor Fellowship.
- Recruitment training for senior staff

Production Staffing

- CNN already has a very diverse mix of staff in front of the camera and in the newsroom.
- Diversity Briefings to targeted groups
- Head of Series and Development to be involved with Diversity Council
- Continuing internal promotion of diversity
- Targeted advertising and use of specialist agencies
- Mentoring and as for Senior Management

On Screen Portrayal

- The Head of Legal and Head of Series and Development are creating guidelines to ensure diversity in commissioned programming and creating a Diversity Clause for all contracts
- Internally producers are tasked with ensuring that diversity is taken into consideration in everything they do
- Regular meetings and updates with staff in charge of production.
- Diversity talks to all departments and new starters
- CNN heads, Tony Maddox and Jim Walton, doing world tour of CNN offices to explain diversity strategy to key editorial staff
- CNN has won many awards for its diversity and operates under the following mission statement: *WE ARE WHAT WE AIR. For the growth of our business, we will reflect diverse audiences and perspectives in*

*our programming and support an inclusive culture for our people. WE
AIR WHAT WE ARE.*

Recruitment

- Careers Fairs
- Advertising
- Employer Branding
- Website and directory entries
- Diverse Britain ads
- ROTA (Race on the Agenda) poster
- Stonewall workplace index

Training

- HR organises Recruitment Training for senior staff