



# The Cultural Diversity Network

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

## PRESS RELEASE

### Industry luminaries and politicians pledge their support to Inaugural CDN Diversity Awards

Gordon Brown, David Cameron and leading Broadcasting industry figures lent their support to the Cultural Diversity Network (CDN) tonight; recording messages for the show-reel that opened the inaugural **CDN Diversity Awards**.

The CDN Diversity Awards were set up this year to celebrate and promote excellence in diverse creative output in the TV sector. The ceremony took place at Channel 4, and was hosted by Alan Carr, with Gok Wan and The Wire's Idris Elba among those presenting awards.

In interviews recorded for the show-reel, Gordon Brown and David Cameron praised the awards, and the CDN Diversity Pledge, which was set in April this year <http://www.culturaldiversitynetwork.co.uk/pledge.php>

Prime Minister Gordon Brown, said "...No industry can afford to run the risk of missing out on great talent so I was so pleased to hear about the Diversity Pledge for the creative industries and I applaud the Broadcasters for this initiative, and the independent production companies for signing this pledge. After all, Diversity is just about representing Britain in all its richness, so do the right thing, support the diversity pledge".

David Cameron, Leader of the Conservative Party said, "I am delighted that all the major broadcasters have gathered together tonight to celebrate diversity. Every single nominee shares a common understanding – they know that if you want to see more diversity on our televisions or in the most influential positions in the media, then it's not enough to sit back and to trust that the talent will somehow win through. ....Diversity, whether in politics or in the media, it isn't just about fairness for its own sake, it's about drawing from the widest possible talent pool. If we want the creative industries to maintain their edge, we have got to keep bringing in that new talent from wherever it springs up.

That's why it's great that so many Independent Production companies have signed up to the Diversity Pledge – this is not about dry quotas or political correctness – its about the child dreaming about being the next famous newsreader or producer or presenter and knowing that who they are or where they're from isn't going to hold them back. Because once you start to see other people like you in positions of real influence then you start to believe, yes, you can get there too. And once a few people have started to show that they can achieve things everyone in Britain should have the chance, to rise as high as their talent allows – that is what the CDN is all about, that's what tonight is all about – I congratulate everyone who is leading the way, and to everyone else I say, do the right thing."



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Stephen Fry called on independent production companies to consider, "Wouldn't it be great if you could point to your companies, I have a little production company myself, and say this is an exciting explosive keg of creative brilliance and one of those reasons I know it is because it's full of everything that is the best that Britain can offer."

Pledging her support to the CDN's aims, Helen Mirren said, "The Face of television, and film, is a reflection of ourselves, is a reflection of our world, and really all one asks for is that the world of media truly reflect our world in an honest way."

The opening show-reel also featured messages of support, and thoughts on diversity from The Wire's Idris Elba, Verne Troyer, Andy Duncan, Mark Thompson, Tanni Grey Thompson, Film4's Tessa Ross.

Following the show-reel, the awards were presented to winners in the following categories.

1. **Excellence in creative output – diverse content** (Industry vote on [Broadcastnow.co.uk](http://Broadcastnow.co.uk))

## **WINNER - Heavy Load BBC Storyville (Met Film Ltd, HI8US)**

- Adha Cup Channel 4 (IWC Media)
- Afghan Star More4 (Roast Beef Productions)
- Born To Be Different: Turning Eight Channel 4 (Ricochet)
- Endgame Channel 4 (Daybreak Pictures)
- Here's Johnny More4 (Animal Monday)
- Kojo's Comedy Funhouse MTV (Remedy Productions)
- The Autistic Me BBC (Firecracker Films)
- The No. 1 Ladies' Detective Agency BBC 1 (Mirage Enterprises, The Weinstein Company, HBO)
- Zig Zag Love BBC 1 (Machine Productions)

2. **Excellence in creative output – making diversity more mainstream** (Industry vote on [Broadcastnow.co.uk](http://Broadcastnow.co.uk))

## **WINNER - Find Me A Family Channel 4 (Betty)**

- Big Brother Channel 4 (Remarkable Television (formerly Brighter Pictures))
- Come Dine With Me Channel 4 (ITV Studios)
- Eastenders BBC 1 (BBC Drama Production)
- Eggheads BBC 2 (12 Yard Productions)
- Jamie's American Road Trip Channel 4 (Fresh One)
- Skins Channel 4 (Company Productions)
- The Secret Millionaire Channel 4 (RDF Television)
- The Street BBC 1 (ITV Studios)
- Who Do You Think You Are? BBC 1 (Wall to Wall)

3. **Excellence in off-screen recruitment**



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## **WINNER – OLGA TV**

- Ginger Productions
- Lime Pictures Ltd
- Maverick/Redbird

## **4. Outstanding contribution to promoting diversity**

### **WINNER - Tessa Ross, Head of Film & Drama, Channel 4**

- Marsha Witter, Foundation Placement Scheme Manager, Yorks & Humber
- Sara Hanson, Talent & Diversity Manager, ITV Studios
- Simon Dickson, Deputy Head of Documentaries, Channel 4

## **5. Special Recognition Award**

The fifth award is a special category recognising those unsung heroes who work tirelessly behind the scenes to promote diversity. The winner will be chosen by the CDN members and revealed on the night.

### **WINNER - Bob Clarke, Founder, MAMA Youth Project**

- Kate Vogel, Former Editor of 3-Minute Wonder, C4
- Bob Clarke, Founder, MAMA Youth Project
- Simone Pennant, TV Collective
- Think Bigger (Clare Beagley & Edi Smokum)

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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.

### **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.