



CDN Mentoring Scheme Outline

*"Mentoring is a nurturing process in which a more skilled or experienced person, serving as a role model, teaches, sponsors, encourages, counsels, and befriends a less skilled or less experienced person for the purpose of promoting the latter's professional and/or personal development."*¹

Objectives and Purpose of the Scheme

The Cultural Diversity Network (CDN) member organisations are concerned that black and minority ethnic groups (BME) are currently under-represented at senior levels within the UK broadcast industry. Although 7.4% of the overall UK audio visual industry is made up of BME groups (compared with 7% in the UK population of working age²), the numbers vary significantly with seniority in the industry and across regions of the UK. In London, for example, ethnic minorities make up 24% of the workforce, but only 12% are represented in the audio visual industry. Furthermore a significant number of these individuals are in low skilled jobs within the sector³. Hence much smaller percentages of BME staff actually reach senior levels within the industry.

The CDN is sponsoring a number of 'positive-action' initiatives to address this imbalance, one of which is the industry-wide senior mentoring scheme which was launched in 2008. The scheme provides support, encouragement and advice for talented individuals with ambitions to reach senior commissioning or programming positions within the industry⁴. The scheme targets individuals from BME groups and will provide support in:

- Overcoming barriers to progress
- Developing their confidence
- Enhancing their skills
- Career/Educational/Professional Development

Target Individuals

The senior mentoring scheme is looking for potential high-flyers within broadcasting who are passionate about the industry, focused on achieving their full potential and can demonstrate advancement in their career to date. The scheme will be open to individuals from the BME target groups outlined below who have at least 3 years experience in any area of programme making and broadcasting (e.g. producing, directing, commissioning, pre- and post-production, script writing etc). The scheme will be open to applications from across the country, although the mentors will predominantly be based in London and the North West of England. There will be 25 places available on the scheme. Applicants must be eligible to work and remain resident in the UK for the duration of the scheme.

¹ Anderson, E. M. (1987). Definitions of Mentoring. Unpublished manuscript.

² Data from the 2006 Skillset Employment Census

³ Eg 17.4 % of cinema cleaners and 19% of processing laboratory staff are from ethnic minority groups. 2006 Skillset Employment Census.

⁴ NB The CDN mentoring scheme is not an employment scheme. It makes no promise of employment, promotion or advancement within the industry. Any personal development will be based on merit and is outside the purposes of this scheme.



The Cultural Diversity Network

www.culturaldiversitynetwork.co.uk

Applicants must be from one of the following groups:

Black/Black British

- Black Caribbean
- Black African
- Black Other

South Asian/Asian British

- Indian
- Pakistani
- Bangladeshi
- Other South Asian

East Asian

- Chinese
- Japanese
- Korean
- Other East/South East Asian

Or Mixed Race

Details of the Scheme

The scheme will be of 12 months duration, starting January 2010, and will involve one-to-one matching between mentors and mentees. The volunteer mentors will be senior members of the industry from each of the broadcasting member organisations of the CDN (i.e. Channel 4, BBC, ITV, Sky, Five, ITN, Turner, MTV/Viacom, Virgin Media TV and PACT – representing independent production co's).

The closing date for applications is the 30th September 2009. Applicants must use the electronic application form which will be available on the CDN website (see above) or from the scheme coordinator at cdn@acona.com. Applications will be screened and a shortlist of candidates will be invited for interview between the 9th and 30th November 2009. Mentor/mentee matching will then take place and should be completed by early December.

It is anticipated that the mentors/mentees will organize a minimum of 8 face-to-face meetings over the year, with as many other meetings/communications as they choose. Both mentors and mentees will be given guidelines to help them with their discussions and will have access to the scheme coordinator for other help and advice.

Mentees/mentors will be asked for a six monthly progress report to see how the scheme is going. At the end of the year all mentors/mentees will be asked to fill in a questionnaire to feedback to the CDN on how well the process worked and what they felt it achieved. A selection of individuals will be invited to provide more information via an exit interview.

Financial Support

The CDN scheme is purely voluntary and so there will be no specific financial support available for the mentors or the mentees. Hence, the mentees / mentors will need to be able to fund their own travel to meetings and to resource their own time.

Application process

Scheme advertised	3 August 2009
Closing date for applications	30 September 2009
Mentee applications assessed and shortlist drawn up	By end October 2009
Interviewing candidates	9 – 30 November 2009
Matching of successful candidates with mentors	December 2009
Feedback from mentors / mentees	July 2010

Legalities

The programme will be delivered under clause 37 of Race Relations Act.