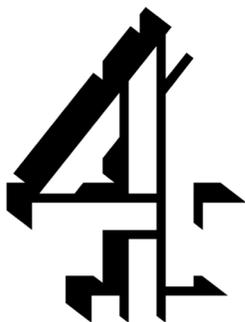


CHANNEL 4 EQUALITY SCHEME 2008



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I) Channel 4 – A Unique British Institution

Our History

Channel 4 was originally established in 1981, launching in November 1982 and was provided for by the old television broadcasting regulator at that time, the Independent Broadcasting Authority. The Channel Four Television Corporation was subsequently established under the Broadcasting Act 1990 and Channel 4's functions were transferred over to the new Channel Four Television Corporation in 1993.

Channel 4 is a unique organisation not only in the United Kingdom but also in the world. Channel 4 is a publicly owned corporation, has no shareholders, but it is also commercially funded. Unlike the BBC, we do not receive public funding; we are funded entirely by selling advertising and other commercial activities. As a "not for profit" organisation, the income generated from our commercial activities goes back into paying for Channel 4's programming and operational costs. Channel 4 is also a publisher/broadcaster; we do not have an in-house production facility but commission all our programmes from a broad range of independent producers across the UK. The establishment of Channel 4, under such a model, radically changed the broadcasting industry in the UK, not only stimulating and sustaining the independent production sector, but also playing an important role in the growth of the UK's creative economy.

Channel 4 was set up to offer a different perspective on the world, and our remit is to provide culturally diverse, innovative and distinctive output. We ask different questions, we seek alternative answers; in terms of our people and programmes, we aim to shake up the schedule, make a noise and give voice to people and characters rooted in diverse communities.

To make this happen and be truly successful we have to be a diverse organisation; thus, diversity is at the heart of our remit, and informs everything that we do, and makes us more innovative. We are also clear that Channel 4 needs to embrace all forms of diversity, including race, ethnic or national origin, colour, nationality, regionality, disability, age, gender, pregnancy and maternity, gender reassignment, civil partnership, marriage, sexual orientation, religion or belief (or lack of either) and employment status.

II) Channel 4 - A Place to Work

Values and Principles

An organisation succeeds or fails by the commitment and make up of its staff.

Diversity of staff is essential for Channel 4 to make the programmes we want to make. The success of our business relies on our attracting and retaining people – both on- and off-screen – from the widest possible backgrounds, with the widest, most diverse range of attitudes, opinions and beliefs. It is only through ensuring diversity in the production process and other parts of our business that Channel 4 can ensure it continues to offer creativity, innovation and distinctiveness in its on-screen programming.

In everything we do we seek to respect people for *who*, not *what*, they are. We judge people only for the way they do their job and for what they can contribute. We aim to foster an environment in which everyone feels free to contribute without fear and to maximise their potential without unfair impediment.

Working Practices

Channel 4 is a progressive, forward-looking employer with fully developed family friendly employment policies. Channel 4 believes that maintaining a balance between work and home life is important, and that from time to time staff need to take time out for family reasons.

We have a full range of policies dealing with maternity/paternity leave, parental leave, emergency and compassionate leave, adoption, work life balance policy, flexible working and remote working. The policies apply to all employees of the channel. Some of the schemes have differing eligibility criteria. Where this is the case, the individual policy will highlight the qualifying criteria for any entitlement to benefit.

Channel 4 has an equal pay policy comparable with similar positions in other organisations in the broadcasting industry.

Channel 4 has built an environment in which all employees work in an atmosphere of tolerance and respect regardless of gender, religion, sexuality, race, age, or disability. Channel 4 has a formal grievance procedure which staff can take up a grievance if appropriate.

Channel 4 aims to promote equality and fairness of treatment between employees. We value and encourage diversity within our workforce, and aim to create an

environment where the culture, religious and non-religious beliefs and diversity of all its employees are respected, and where individuals are free to go about their work without harassment. We promote equality and fairness of treatment by:

- Ensuring that our range of employment policies and practices operate with diversity principles in mind, and are designed such that unfair discrimination does not occur at any stage of a person's relationship with the Channel.
- Communicating our policies to all applicants, employees, agency workers, freelancers and third parties working on our behalf (such as recruitment and temporary staff agencies).
- Advertising vacancies across a range of media to ensure we receive applications from the widest cross-section of the community.
- Interviewing applicants with a disability who meet the criteria for a job vacancy and considering them on their merits.
- Making every effort when employees become disabled to ensure they stay in employment, including consideration of reasonable adjustments to the workplace or working practices including the possibility of working remotely.
- Ensuring all Channel 4 facilities, including buildings and websites, are accessible to employees and others who work with the Channel.
- Developing and monitoring progress against benchmarks and targets.
- Dealing promptly with complaints or grievances.
- Raising awareness and providing appropriate equality-related training and/or education.
- Channel 4 has the following equality policies in place in this regard: to ensure awareness, and training for all employees
 - Diversity and Equality
 - Disability Policy
 - Religion and Belief
 - Dignity at Work

All the above documents can be read on the Channel 4 website www.channel4.com/about4/diversity.html.

Staff Training

Channel 4 aims to be at the forefront of best practice and to offer training on equality to all staff from the start of their employment at Channel 4. We endeavour to make sure that members of staff have:

- Awareness and understanding of issues pertaining to equality including concepts such as institutional racism, sexual harassment, invisible impairment, social stigma and disability.
- Knowledge and understanding of promoting good relations between people with different access requirements.
- Knowledge and understanding of promoting good relations between people of different racial groups.

Responsibility for Equality and Diversity

Senior management responsibility

The Channel 4 Board is responsible for ensuring the organisation fully complies with these diversity and disability policies, and each member of the senior management team has responsibility for compliance in his/her own area and this is overseen by the human resources team.

We regularly engage with our employees to consider the effectiveness of these policies and update these where appropriate (see below – Diversity Committee).

We are currently in the process of appointing a Head Diversity at executive level whose role will include oversight of our on and off screen diversity initiatives.

Collective responsibility

Every individual working with Channel 4 is responsible for adherence to the channel's diversity policies, expected to apply these principles in their day-to-day work and interaction with the channel, and to ensure that equality is promoted throughout Channel 4.

Diversity Committee

Channel 4's Diversity Committee meets quarterly. The Committee is an open forum and brings together employees working right across the Channel who are involved in diversity initiatives – from commissioning to HR to training and development and many

other departments. Its purpose is to discuss, monitor and co-ordinate diversity-related activities and to ensure that diversity is properly represented throughout Channel 4.

The committee directs actions to be taken; audits diversity-related employment statistics; and articulates feedback and concerns to senior executives at Channel 4.

III) Equality Duties

Disability Equality Duty

The Disability Discrimination Act 1995 (the “DDA”) prohibits unlawful discrimination and harassment on grounds of a person’s disability, or for a reason relating to a person’s disability, in relation to employment of disabled people, including recruitment, training, promotion, transfer, benefits, dismissal, being subjected to a detriment, etc. It requires employers to make “reasonable adjustments” for a disabled person put at a substantial disadvantage by a provision, criterion or practice, or a physical feature of premises. The DDA also prohibits unlawful discrimination in relation to the provision of goods, facilities and services to a disabled person and requires service providers to make “reasonable adjustments” for a disabled person where he or she is placed at a substantial disadvantage thereby making it impossible or unreasonably difficult to make use of a service.

The Disability Discrimination Act 2005 amended the DDA to insert the Disability Equality Duty, known as the general statutory duty, into the Act. The duty is aimed at tackling systemic discrimination and ensuring that public authorities build disability equality into everything they do.

Section 49A (1) of the DDA sets out the general statutory duty. It says that public authorities must, when carrying out their functions, have due regard to the need to:

- Promote equality of opportunity between disabled people and other people
- Eliminate discrimination that is unlawful under the Act
- Eliminate harassment of disabled people that is related to their disability
- Promote positive attitudes towards disabled people
- Encourage participation by disabled people in public life
- Take steps to meet disabled peoples’ needs, even if this requires more favourable treatment.

Under S.49B (1) (a) of the DDA, a public authority is defined as any person whose functions are ‘of a public nature’. Under S49B (2) of the DDA, a person is not a public authority by virtue only of the definition of a public authority provided under S.49B (1) (a), if the nature of the act is private.

Where public authorities are subject to the general duty, S.49A(1) of the DDA imposes the Disability Discrimination (Public Authorities) (Statutory Duties) Regulations 2005, SI 2005/2966 (“the Regulations”) on public authorities listed in Schedule 1 to the

Regulations requiring them to carry out specific duties to ensure better performance of the general duty. Schedule 1 includes the Channel Four Television Corporation in respect of its public functions.

As the general duty only applies to functions 'of a public nature' and the specific duties only apply in respect of 'public functions', it is necessary to determine which of Channel 4's functions fall within the scope of the general duty and therefore the specific duties (see below).

Gender Equality Duty

The Sex Discrimination Act 1975 ("the SDA") prohibits unlawful discrimination and harassment on grounds of a person's gender or gender reassignment status, or marriage or civil partnership status, or on grounds of pregnancy and maternity leave, in relation to employment, for example, recruitment, training, promotion, transfer, benefits, dismissal or being subjected to a detriment. The SDA also prohibits unlawful discrimination on any of the aforementioned grounds in relation to the provision of goods, facilities and services.

The Equality Act 2006 amended the SDA, placing public authorities under a Gender Equality Duty. Under S.76A (1) of the SDA, a public authority is under a 'general statutory duty' when carrying out its functions to have due regard to the need: (a) to eliminate unlawful discrimination and harassment, and (b) to promote equality of opportunity between men and women. The duty to eliminate discrimination also includes a duty to ensure that the Equal Pay Act is not breached – S.76A (2) (c) SDA. A "public authority" is defined as any person whose functions are 'of a public nature' - S.76A (2) (a) SDA; 'functions' are defined as functions of a public nature - S.76A (2) (b) SDA.

Where public authorities are subject to the general duty, S.76B of the SDA imposes the Sex Discrimination Act 1975 (Public Authorities) (Statutory Duties) Order 2006 No 2930 ("the Order") on public authorities listed in the Schedule to the Order requiring them to carry out specific duties to ensure better performance of the general duty. The Schedule includes the Channel Four Television Corporation in respect of its 'public functions'.

As the general duty only applies to functions 'of a public nature' and the specific duties only apply in respect of 'public functions', it is necessary to determine which of Channel 4's functions fall within the scope of the general duty and therefore the specific duties (see below).

Race Equality Duty

The Race Relations Act 1976 (“the RRA”) prohibits unlawful discrimination and harassment on ‘racial grounds’, i.e. race, ethnic origin, national origin, colour or nationality, in relation to employment, including recruitment, training, promotion, transfer, benefits, dismissal or being subjected to a detriment. The RRA also prohibits unlawful discrimination on racial grounds in relation to the provision of goods, facilities and services.

The RRA was amended by the Race Relations Amendment Act 2000 placing public authorities specified in Schedule 1A of the RRA under a Race Equality Duty. Under S. 71 (1) of the RRA, a public body specified in Schedule 1A is placed under a general statutory duty, i.e. it must, when carrying out its public functions, have due regard to the need to (a) eliminate unlawful racial discrimination; and (b) promote equality of opportunity and good relations between people of different racial groups.

Under S.71(2) RRA, further specified duties are imposed by Order, on those public authorities listed within Schedule 1A to ensure the better performance of the duties under S.71(1). The relevant Order is the Race Relations Act 1976 (Statutory Duties) Order 2001 (No. 3458),

Schedule 1A Part II of the RRA specifies that the Channel Four Television Corporation is a body covered by S71(1) (general duty) and S.71(2) (specific duties), “in respect of its public functions”.

As far as the Order is concerned:

- Article 2 (1) of the Order states that a public body specified in Schedule 1 to the Order must publish a Race Equality Scheme showing how it intends to fulfil its general statutory duty.
- Schedule 1 to the Order specifies that The Channel Four Television Corporation is a body which must conform with Article 2(1) “in respect of its public functions”.
- Article 5(2)(a) of the Order states that a body to whom this Article applies must monitor, by reference to racial groups the numbers of staff in post and applicants for employment, training and promotion (under Article 5(2)(b) there are additional monitoring requirements for those employing 150 or more).
- Article 5 applies to a body specified in Schedule 1A to the RRA 1996, which, as indicated above, includes The Channel Four Television Corporation, “in respect of its public functions”

Channel 4 is only included “*in respect of its public functions*” in respect of both the general statutory duty and the specific duties. It does **not** apply in relation to any other

non-public function. Therefore, in establishing which of Channel 4's functions fall within the scope of the general statutory duty, the requirement to publish a Race Equality Scheme and monitoring by employers, it is necessary to identify Channel 4's public functions (See below Public Functions).

Channel 4's Public Functions

In common with all public bodies, Channel 4 has both public functions and private functions. The law is clear; when a public body is undertaking its public functions it has to comply with the disability equality duty, the gender equality duty, and the race equality duty. However, the legislation specifically recognises that Channel 4 carries out private functions and these private functions are excluded from the scope of the equality duty.

Channel 4's public functions are set out in the Communications Act 2003 (the "Communications Acts") at section 199(2). These are:

- (a) securing the continued provision of Channel 4; and
- (b) the fulfilment of the public service remit for that Channel under section 265.

Channel 4's public service remit is set out at section 265:

"the provision of a broad range of high quality and diverse programming which, in particular –:

- (a) demonstrates innovation, experiment and creativity in the form and content of programmes;
- (b) appeals to the tastes and interests of a culturally diverse society;
- (c) makes a significant contribution to meeting the need for the licensed public service channels to include programmes of an educational nature and other programmes of an educational value; and
- (d) exhibits a distinctive character."

What do these public functions mean?

Securing the continued provision of Channel 4

This means that Channel 4 is required to have appropriate financial measures and controls in place such that Channel 4's ability to maintain the Channel 4 television service is not financially compromised.

The exercise of this function does not affect different gender groups, disabled communities, or racial groups in different ways or affect gender equality or good race relations. Therefore, there are no specific arrangements for assessment and consultation on this public function.

The fulfilment of the public service remit

This means that Channel 4 is required to ensure that its television schedule, as a whole, represents a broad range of high quality and diverse programming and which in particular, contains a sufficient amount of innovative, culturally diverse, educational and distinctive programmes.

This public function is purely supervisory and does not extend into our day to day television broadcasting activities. In other words, this function is concerned with the end result and not the means of achieving our public service remit.

The Channel 4 board is responsible for carrying out both of these public functions.

The Channel 4 board ensure that this happens by making everyone in our programme commissioning and programme acquisitions departments fully aware of the public service programming objectives. In addition, to this end, the Channel 4 board:

- prepares a statement of programme policy at the beginning of each year setting out how the public service remit will be fulfilled.
- monitors the performance in the carrying out of the proposals contained in the statements of programme policy; and
- reports to Ofcom on the performance of the proposals contained in the previous year's statement.

The exercise of this function does not affect different gender groups, disabled communities, or racial groups in different ways or affect gender equality or good race relations. Therefore, there are no specific arrangements for assessment and consultation on this public function.

Our Programme Making Activities

A fundamental principle in a democracy is the freedom of the press and broadcasters from state interference, operating within a given remit and regulated guidelines. Because we operate entirely independent to the State in respect of our programme making decisions, all of our activities relating to the commissioning, creation, broadcasting or distribution of our output are deemed to be private functions. Accordingly, we are not required to apply the general duty to any of these activities and they are not regulated in this regard.

Whilst Channel 4 is not required to apply the general equality duty to its programme making activities, it is nevertheless acutely aware of its remit and the diversity of its audience within the United Kingdom. To this end, we regularly engage in consultations and focus groups with members of the public to inform us on how the channel is perceived and what the impact of the programmes have been.

Trevor Philips, the Chairman of the Equality and Human Rights Commission, expressed the value and importance of Channel 4 in his Superdiversity: Television's Newest Reality report on 16 July 2008: "*.....our society's diversity probably matters more to Channel 4 than any other broadcaster. It is at the heart of Channel 4's historic remit and central to its vision of public service broadcasting as expressed in its recent mission statement Next on 4. It is the historic leader in giving voice to minority cultures. And it has a record of sustained innovation in the area. That is why its role is so distinctive and significant.*"

Responsibility for carrying out these public functions

The Channel 4 board is appointed by the television regulator, Ofcom, in agreement with the Secretary of State for Culture, Media and Sport.

The Channel 4 board is responsible for carrying out both of the public functions which we identified and set out above.

There will be an ongoing programme of diversity training for the board commencing in 2008.

General Duty Assessment

We are under a duty to consider our public functions and their relevance to the general duty for the purposes of the scheme every 3 years.

The assessment of our public functions was carried out in 2008 and we commit to undertake a further review of our public functions and their impact on disability, gender and race equality taking into account any relevant legislative or other developments in 2011.

Race Employment Monitoring Duty

The only Channel 4 activity, which constitutes a public function, is that carried out by the Board. The Board comprises fourteen people, only six of whom are employees. The other eight members are non-executive members of the board.

Article 5(2)(a) of the Race Relations Act 1976 (Statutory Duties) Order 2001 (Monitoring by employers) states that an employer must monitor, by reference to racial groups the numbers of 'staff' in post and applicants for employment, training and promotion. The term 'staff' is defined under Article 1(2) of the Order as including "any person treated as an employee for the purposes of Part II of the Race Relations Act". To meet this requirement, Channel 4 carries out the monitoring required by Article 5(2) (a) in respect of the six employees on the Board.

While Article 5(2) (b) of the Order sets out additional monitoring requirements for those employing 150 or more full-time staff, this does not apply to the Channel 4 Board since there are only six employees for whom the monitoring duty is relevant.

Under Article 5(3) of the Order, Channel 4 is required to publish annually the results of its monitoring under Article 5(2) (a). Channel 4 publishes monitoring data in its annual report, which records the results across the organisation as a whole.

The TV Regulator, Ofcom – Equal Opportunities

Under the Communications Act 2003 and our broadcast licence, Channel 4 is required to make and from time to time review arrangements for promoting equality of opportunity and to publish these arrangements. In fulfilment of this condition, we report annually to Ofcom on:

- our diversity policies
- arrangements for promoting equal opportunities in employment
- the arrangements for monitoring job applicants and the composition of Channel 4 staff
- supervision and evaluation of the steps taken to promote equal opportunities

- employment statistics
- priorities for the promotion of equal opportunities in the forthcoming year
- on-screen portrayal

IV) Relationship with our Audience

For Channel 4 as a broadcaster, the programmes we make and our relationship with our audience is crucial. As mentioned above we make a wide, diverse and thought provoking array of programmes exploring themes and stories many of which interact with our ideas of diversity. We also understand the importance of the presenters of programmes being reflective of society – but more than that, being role models for younger members of the ethnic minority community.

For example the anchors for Channel 4 News, Krishnan Guru-Murthy, Samira Ahmed and Bridget Nzekwu, are very much faces of the channel and a source of inspiration.

On a wider note, Ofcom describes Channel 4 News as having an “*international and multicultural feel*” as the programme regularly features a “*number of overseas stories*” and has a “*range of on-screen presenters and interviewers.*” Furthermore, a YouGov survey conducted for the Cultural Diversity Network confirmed that Channel 4 News is doing the best job of all British news broadcasters in covering ethnic minority issues. Channel 4 News has by far and away the greatest percentage of non-white viewers of any mainstream channel’s audience.

Recognising that there is some way to go to achieve similar success with disabled talent, over the past three years Channel 4 has funded a training placement within the Channel 4 News and More 4 News’ teams. As well as bringing a different perspective to the news agenda on the production side it is hoped that in future this will lead to some on-screen reporting and presenting from disabled journalists.

Channel 4 News is, in essence, all that the Channel stands for; free thinking, questioning, diverse in presentation, irreverent at times in tone, and welcoming of minority perspectives: we know it resonates, but knowledge of our audience is of paramount importance.

Involving and consulting people

Even though our primary programme making and broadcasting functions are of a private nature, we do carry out ongoing consultation with stakeholders examining what we do now, how we can do things better, and how we might think and operate in the future.

For these consultations we often employ outside expertise on a project by project basis. As part of the consultations for Channel 4’s future blueprint, ***Next On 4***, Channel 4 invited representatives from diversity organisations, and prominent members of the

BME community and disability groups to discuss Channel 4's future, and how we can improve diversity.

Audience Research

We want to find out who watches our programmes, what they watch, and when. Whenever Channel 4 conducts audience research, gender is accounted for in a responsible and appropriate way. For example, when commissioning a large scale quantitative survey such as the You Gov study around the role of Channel 4 as a public service broadcaster, it is essential we have a sample that is representative of the UK across a range of audiences – gender; ethnicity, age, social class etc. In addition, where we research to understand a particular programme's audience we use focus groups and other methodological tools taking into consideration appropriate gender balancing.

Similarly, the Broadcasters Audience Research Board (BARB) audience measurement system is nationally representative across a range of key audience characteristics, including gender, so when evaluating the performance of a programme, all analyses will detail the numbers and profile of men and women watching a programme.

Channel 4 conducts bespoke audience research, including both quantitative and qualitative research, into disabled and ethnic minority viewing habits of the Channel 4 channels and their specific needs. Channel 4 is serious about finding out what minority groups watch on Channel 4 and why, as well as how they access our channels and websites.

In 2007, as part of a wider research project, which involved disabled people in mixed focus groups, we commissioned a series of in-depth interviews with our disabled viewers. The report, *Disabled People and Channel 4*, was published in December 2007.

In 2008 we are engaged in a joint research project with the BBC: *Audiences with Disability*. This is looking at, among other things, the role of the media in everyday life and accessibility of media services.

Below is a compilation of projects, we have carried out since 2004:

Multi-cultural Audiences (Spring 2004)

This was a qualitative research project to gauge the TV viewing of 18-40 year olds from ethnic minorities – perceptions of channels and programmes.

ID: TV (Autumn 2006)

This was a qualitative research project to gauge attitudes of 16 – 34 year olds, from ethnic minorities to Britishness, media usage, and representation in media and on television.

Race, Racism, Representation, and the Media (autumn 2007)

This was a qualitative research project to gauge attitudes to diversity and the role of the media with an age group between 16-54 years from ethnic minorities.

Events

Channel 4 is more than just a TV broadcaster. We have, especially in the last few years, fostered a joined-up approach with a variety of web 2.0 online initiatives, linked to television programmes, and live events. We routinely invite stakeholders and specialist in the subject area, as well as ordinary members of the public who care deeply or are particularly effected by the issue, to these events.

The recent “Disarming Britain” season which was aired in the Summer 2008, was a combination of hard hitting programmes on violent street crime, including films from Channel 4’s award winning current affairs strand *Dispatches*, the Roy Williams’ play *Fallout*, and a commission which travelled to Britain’s major cities taking evidence. An event was also held at Channel 4 to debate violent street crime and featured the Shadow Home Secretary Dominic Grieve MP and Labour’s Dawn Butler, the third black woman to be a Member of Parliament. The event itself attracted hundreds of people from a very diverse background.

The Channel has held events on a wide range of diverse topics which has allowed a wider engagement with stakeholders and members of the public and also provided us with insights and lessons which have informed our programmes.

A selection of events which deal with diversity issues as follows:

2008

Talking TV: Sharia Law

Screening and discussion with Islamic organisations and religious stakeholders.

Talking TV – Immigration Dispatches with Rageh Omaar

Screening and discussion with diversity stakeholders.

Reception to mark the unveiling of El Anatsui's Big4 design

The internationally acclaimed Ghanaian sculptor El Anatsui has become the third artist to put his unique stamp on The Big 4, the installation that brings the '4' logo to life on the steps of Channel 4's Horseferry Road headquarters. The 50-foot-high metal '4' was constructed to celebrate both the Channel's 25th anniversary year and the launch of the Big Art Project.

Debate: Disarming Britain

A discussion about street weapons. Audience included charities and organisations and a diverse spread of young people with a distinguished panel including the Shadow Home Secretary Dominic Grieve MP and prominent black Labour MP Dawn Butler.

Shooting Party

An award event for disabled filmmakers held at BAFTA whose films were financed and aired on Channel 4. Stakeholders from the disabled communities were invited.

Dr Who Hears Voices

A special screening followed by a question and answer session with an audience of mental health charities and other stakeholders.

The Bridge

A special screening of a documentary film on suicides on Golden Gate Bridge, San Francisco at the Royal Society of Arts with an audience including representatives from mental health charities.

Talk on The Qur'an with Tariq Ramadan

This talk was held in conjunction with City Circle (an organisation that promotes the development of a distinct British Muslim identity).

Series of events to celebrate our Islam Season including:

History of Islam – discussion filmed by the Islam Channel.

Muslims in TV Today – a Channel 4 event held in conjunction with Islam News.

Multicultural Programming Session (Part of 4Talent week)

Trevor Phillips 'Superdiversity: TV's Newest Reality'

A lecture on how the broadcast industry should increase diversity both on and off screen.

Fallout: Preview screening and debate with writer Roy Williams and invited stakeholders.

BFM Film Festival – Young people’s film event at Channel 4.

Sponsor 2008 Media Guardian Summit Ethnic Media – News reporter Samira Ahmed, interviewed Channel 4’s Aaqil Ahmed over his new appointment as the channel’s commissioning editor for religion and multicultural programming.

Sponsor: 4The Record Initiative – An initiative supporting contemporary black actors in the UK.

Sponsor: Empire Strikes Black: Comedy Night at the Hackney Empire
A comedy/variety night featuring black comedians.

MOSAIC Broadcasting Workshop - MOSAIC aims to develop a network of multiple, Muslim-led initiatives united in a common goal of breaking down barriers across British society. Channel 4 hosted a broadcasting workshop day in October 2008.

2007

Talking Film It’s a Free World ...

Ken Loach Question and Answer with key film industry stakeholders, young filmmakers, charities and groups involved with immigrant workers.

“Brick Lane” Screening

Discussion with filmmakers / producers about the film: our audience included key film industry insiders, Film4 stakeholders and young talent.

Black History Month: Ethnic Minority Representation in the media

Young black filmmakers, producers and other stakeholders were invited to Channel 4 to discuss on-screen representation and debate success of Channel 4 in representing black stories / supporting black people working in TV.

25 Years of Culturally Diverse Representation

Roundtable discussion considering the extent to which Channel 4 has been breaking ground in terms of diversity and representing various groups.

Cinnamon Film Festival

Channel 4 sponsored (along with other broadcasters) a weekend of on-screen & film representation of ethnic minorities.

CDN Networking event hosted by Channel 4 Aspire/Asians in Media
Networking Event hosted by Channel 4



Nathalie Marshall participated in Channel 4's cultural diversity production scheme and is now working at the BBC.

V) Opening Up Opportunities in the Broadcasting Sector

Channel 4 has and always will employ the best and most original talent on shows across all genres.

Some of Channel 4's strongest talent on screen and off screen talent is disabled or comes from ethnic minorities. Screen talent such as Krishnan Guru-Murthy, Robert Beckford, Stephen Hawking and Gillian McKeith present mainstream shows; there are also many talented producers, directors, and researchers from ethnic minorities, or who are disabled. However, we still believe that there is more work to do so that we might better reflect our diverse society at all levels of the broadcasting sector.

As part of Channel 4's commitment to reflect cultural diversity, both on and off screen, we have set ourselves some bold targets for building a diverse organisation that better reflects our diverse society.

- Establishment of the Head of Diversity post at executive level with a brief to champion diversity (in all its forms) across the organisation and to drive change both internally and with external partners.
- The setting of diversity targets which we will audit twice a year. The results will be shared with commissioning and independent suppliers.
- Each commissioning department will continue to provide support for ethnic minority companies and ideas.
- We will continue to discuss "diversity and disability" in regular programme review meetings with our suppliers.
- Notwithstanding the fact that we are currently facing some of the most challenging economic conditions in Channel 4's history we remain strongly committed to diversity and achieving the objectives set out in our future vision document, Next on 4. Channel 4 will make a substantial investment across a range of on-air, online and "real world" development initiatives a proportion of which will be used specifically for industry training and outreach. We will continue with a portfolio of activities, both formal and informal, which will aim to open up a wide range of industry opportunities both in front of and behind the camera and across all programme genres. This will include, amongst other things:
 - An annual entry-level Researcher Training Programme aimed at BMEs and disabled people – now in its 5th year for BMEs and 3rd year for disabled people, the programme will be widened to incorporate different production roles in

different programme genres for diversity trainees and renamed the Diversity Production Training Scheme.

- The appointment of three “Deputy Commissioning Editors” each year, which we will now aim to increase. Over the last 3 years, we have trained over 120 people from black minority ethnic (BME) or disabled backgrounds
- Through the Broadcasting Training and Skills Regulator, on which Channel 4 is currently the representative for terrestrial broadcasters, we work closely with OFCOM on the development of diversity measures across the industry. As stated above, we have a statutory obligation to report to OFCOM annually on equal opportunities and training.
- We also provide general support, advice and training to ethnic minorities and disabled people working in television.
- Support for black and Asian owned production companies.
- Networking events for people of diverse backgrounds and disabled talent to further their careers.

Finding and Nurturing Talent

Channel 4 is committed to nurturing talent, in front of and behind the screen, and we have Diversity and Talent Manager and Disability Editorial Manager.

We will remain committed to:

- Representing Channel 4 on the Cultural Diversity Network (CDN); which Channel 4 will chair in 2008.
- Representing Channel 4 on the Broadcasting and Creative Industries Disability Network (“BCIDN”) and ensuring fulfilment of Channel 4’s BCIDN Action Plan;
- Representing Channel 4 on the Royal Television Society diversity committee. This committee regularly puts on events and master classes to promote diversity in the TV industry;
- Advising Channel 4’s commissioning editors in respect of on-screen diversity issues (in all its forms);

- Working with independent production companies across all programme genres to improve representation, both on-screen and behind the camera and by responding to specific diversity staffing needs, for example, by sourcing talent.



Dave Matthews – Assistant Producer, 'Batty Man'

Demystifying and Inspiring

Channel 4 is recognised as a unique British cultural institution, and far more than just an employer. As a statutory corporation we aim to reach out into the community. We recognise that we have a role to play in demystifying the broadcasting industry and helping to unleash talent and tap into the creativity from all parts of the community. We believe in building a talent ladder in all of our off-screen talent activities.

The next generation of programme makers, and media content providers are out there and we want to inspire them. Some of our grass roots projects have included:

- *Minority Ethnic Role-Models for Learning & Inspiration (MERLIN)*
Over 30 ethnic minority pupils from inner city London comprehensive schools spend a day with commissioning editors, and learn about Channel 4 and what it's like to work in television.
- *Explore 4 Day*
We asked charities, Media For All, YCTV, Roundhouse, Media Prospects, Connections Communication Centre, Four Corners, Rich Mix, Leonard Cheshire to hand pick 5 or 6 talented young people they work with to come into Channel 4 to take part in creative workshops. We are ran this in London in 2008.
- *Work Related Learning*
As our industry is changing at such a fast pace, it is key for Channel 4 to support the next generation of talent trying to enter the media industry.

Our aim is to attract young talent from the widest communities and backgrounds. To this end, we have developed three different initiatives: (i) the C4 work experience scheme (ii) Inspiration Week and finally (iii) C4's Generation Next programme.

In 2008, we piloted a new work experience initiative in which over 100 young applicants were invited to Channel 4 and had an opportunity to meet various people in a range of departments so they could hear about their roles and seek careers advice. From that pool, we recruited 40 students for the work experience scheme. In 2009, we will increase the number to 80 placements and offer work experience in a range of Channel 4 departments as well as with some of our independent production company partners.

Inspiration week launches in April 2009. Our aim is to give 160 young people aged between 14-19, a broad view of the media industry and the opportunities and roles which exist within it. This will include, amongst other things, talks, interaction with

high level media professionals, peer to peer learning, practical hands on experience and one-to-one careers advice.

Our Generation Next programme is a 12-week placement for up to nine students which will commence in June each year. Placements will be offered in a wide range of broadcasting industry sectors including commissioning, editorial, online, film, advertising and law.

- *Outreach into schools and colleges*
We make a special effort to meet students from new universities that have a higher proportion of BME students, such as Westminster University and Middlesex University. This outreach work is invaluable in helping students make contacts with the Channel and production companies; any young students go on to gain work experience and to get that vital first step on the ladder.
- *Charities Open Day*
We invited charities from London and Glasgow to open day events to discuss creating opportunities in their communities. A plan of action which has been adopted by both 4Talent, Channel 4's range of cutting edge talent schemes, and the charities themselves.

In addition to all of the above, we are working on a number of initiatives to develop future diverse talent pipelines. Our thinking includes the development of a mentoring scheme for ethnic minorities from other industries; new ideas in the building talent pipelines at a middle and senior management level; and initial development of a training academy type scheme for young people from disadvantaged backgrounds to facilitate future diverse talent streams.

Membership of Cultural Diversity Network (CDN)

The CDN is a network of UK Broadcasters promoting cultural diversity both on and off-screen. The CDN members meet 6 times a year and share a joint responsibility for hosting a wide range of events to engage people across the industry with on-screen portrayal issues and employment representation. Channel 4's Diversity Talent Manager represents Channel 4 at the meetings. Channel 4 is proud to have been confirmed as the Chair of the CDN from January 2009 for a period of two years. More information of Channel 4's commitments can be found on the website http://www.culturaldiversitynetwork.co.uk/html/index_html.html

Membership of the Broadcasting and Creative Industries Disability Network (BCIDN)

The BCIDN is a network of UK Broadcasters promoting disability both on and off-screen. Its membership includes Britain's major broadcasters, the producers' alliance PACT, Central Office of Information (COI) and UK Film Council, meets six times a year and organises a number of activities and events to engage people across the industry with on-screen portrayal issues and employment representation. In 2008 Channel 4 will host an event on Comedy and Disability.

BCIDN sets out four manifesto commitments for members, to:

- increase the presence of disabled people on air and on screen
- increase the number of disabled people in all areas of the workforce
- increase access to services, on and off air
- ensure access to all buildings

Channel 4's Editorial Manager for Disability represents Channel 4 at BCIDN meetings. More information can be found on the BCIDN website:

<http://www.employers-forum.co.uk/www/bcidn/>



Participants in Channel 4's Summer School 2008

Equality & Diversity – Output

Output

Our programmes are regulated by the television regulator, Ofcom, under its Broadcasting Code. This requires Channel 4 to reflect diversity in the way it commissions programmes from independent production companies. We use a cross section of companies and aim to represent the cultural richness and diversity of modern Britain; our commissioning teams and production companies seek, when relevant and appropriate, to incorporate and accurately represent diversity in their programmes.

We also publish:

- A Guide to Improving On-Screen Diversity, highlighting best practice
- A Guide to Improving Off-Screen Diversity
- A Directory of Disabled Contributors and ethnic minority contributors' directory which all independent production companies can use as a resource
- A report on multicultural programming which Channel 4 publishes at the end of each year in our programme review

These documents can be found on the Channel 4 website
www.channel4.com/4producers

Gender – On-Screen

This principle and practice not only informs how we recruit and retain, but also what makes it onto the screen. Channel 4 has and always will promote talent regardless of gender. There has, however, been a glass ceiling in British broadcasting, which has historically been white, middle class and male dominated. Channel 4 has been on the forefront of breaking through this ceiling. Elinor Goodman, for instance, Channel 4 News' long serving and award winning political editor was the first on-screen political editor working in the once male dominated industry. Today both genders are present on mainstream Channel 4 peak programmes in all genres. Davina McCall (*Big Brother*), Nicky Hambleton-Jones (*Ten Years Younger*), Sarah Smith (*Channel 4 News*) and Jane Moore (*Dispatches*) are all household names. Women hold senior positions within Channel 4 including at board level, head of department level and commissioning.

Disability On-Screen

From its inception, Channel 4 has been at the forefront of making seminal disability programmes. Launch night had *Walter* starring Ian McKellen as a young man with learning disabilities, and since then Channel 4 has been at the forefront of airing groundbreaking, thought-provoking and challenging feature films and dramas that explore disability themes or feature disabled people in leading roles, from *The Waterdance* and *Angel at my Table* through *Hilary and Jackie*, *Antonia's Line* and "The Idiots" through to "Poppy Shakespeare".

From *Julia's Baby* to *Freak Out*, *Celebrity Blind Man's Buff* to *I'm Spazticus*, *Born Freak* to *Born to be Different*, Channel 4 has a proud history of reflecting disability on screen across the schedule. We strive to engage a broad audience in disability, exploring the subject in new and surprising ways, with programmes such as: *Make Me Normal*, *Truly Madly Deeply*, *The Strangest Village in Britain*, *The House of Obsessive Compulsives* and the multi-award-winning *The Boy Whose Skin Fell Off* and *DV8: The Cost of Living*.

Channel 4 also led the way in specialist disability strands, from *Same Difference* through deaf series such as *Sign On*, *The Vibe* and *Vee-TV* to the documentary series *People First* and *Inside Out*. Programmes like these provided a way into the media for disabled people and a platform for disability politics at a time when there were big battles to be fought on civil rights.

From the mid '90s onwards we have sought to include disability in the mainstream, working with programme makers to encourage good inclusive casting, regardless of disability, and honest, authentic portrayal across all genres and parts of the schedule. We aim to commission programmes that fully reflect disabled people's participation in society, giving disabled people a voice on subjects beyond their experience of disability and show that disability is just one aspect of their lives.

More and more mainstream programmes are featuring disabled people just doing the same things as everyone else, whether buying a new house on *Location Location Location* or taking part in talent shows like *Operatunity*.

Disabled people have appeared in shows such as *Skins*, *Shameless*, *The Secret Millionaire*, *Big Brother*, *Deal or No Deal*, *Balls of Steel*, *Wife Swap*, *The F Word*, *How to Look Good Naked*, *Channel 4 News* and *3Minute Wonder*.

Access Services (subtitles, sign language and audio description)

We work on the principle that disabled viewers do not want 'ghettos' of dedicated 'disability' programming but greater access to the mainstream schedule. Across the

channels, we try to ensure that our most popular programmes are provided with access services. More than 90% of Channel 4 programmes in peak time are subtitled.

The television regulator, Ofcom, sets quotas for subtitling and sign language provision (for deaf/hard of hearing viewers) and audio description (for blind/partially sighted viewers) and Channel 4 produces regular reports detailing the services delivered. Across our channels- Channel 4, E4, More4 and Film4 – we exceed our Ofcom quotas. We also meet with disability groups two or three times a year to discuss access service issues.

Other initiatives include producing promotions to raise awareness of access services and the provision of a phone line and a one-stop shop on the website for details of signed and audio described programmes: www.channel4.com/access. In 2008, Channel 4 joined with other broadcasters to run a successful campaign, which ran for six weeks across over 70 channels, to raise awareness of audio description. Research undertaken showed that awareness of the service had nearly doubled, from 37% to 60% among the general population and from 43% to 72% amongst people with visual impairments.

Channel 4 is also a key partner in the establishment of a new British Sign Language Broadcasting Trust. The Trust brings together broadcasters and representatives of the deaf community to commission and acquire programmes presented in sign language and to respond to the wishes of the audience who rely on sign language.



Blind Young Things

Disability Online Access

Channel 4 has made huge improvements to on-line accessibility. As a channel with a responsibility to appeal to a diverse audience, this is an area of new media that we take very seriously. Our internal and external new media providers, who build different parts of our website, are required to meet our accessibility guidelines. These ensure that the vast majority of our online experiences are accessible to all. In addition, new media staff attend training courses about the importance of online accessibility and how to achieve this.

As we further develop Channel 4's on-line presence we will continually strive to improve the levels of on-line accessibility.

Multicultural Programming

Since 1982, Channel 4 has been at the forefront of making innovative multicultural programmes – from the 1980s all black cast “Desmonds” to ground breaking British films such as “My Beautiful Launderette” and “Bhaji on the Beach”; films and programmes which explored themes such ethnicity, culture, and sexuality with a blend of drama and comedy.

The world has transformed since 1982, and for many years we did not have a separate multicultural department making programmes but instead sought to diffuse diversity through all our programming departments. The result is a strong and challenging slate of multicultural programmes across all genres. Our recent schedule has included: dramas such as *Fallout*, *Britz*, *Ghosts*, documentaries such as: *Hutch: High Society's Favourite Gigolo*, *Batty Man*, *God's Waiting Room*, *My New Home*, *The Last Days of the Raj*; comedies such as *Ain't It Funny Being Colored*; authored films such as *Darcus Howe: This Is My Country*, *Empire's Children*, *Amir Khan: Make Me A Man*; factual entertainment such as *Wife Swap (Muslim Exchange)* and current affairs such as *Immigration: The Inconvenient Truth*, *Dispatches: Undercover Mosque: The Return*; *From Jail to Jihad*.

Our mainstream programming also mirrors the multicultural society that we live in. Participants from all parts of society have taken part in shows such as: *The Secret Millionaire*, *Skins*, *Big Brother*, *Deal or No Deal*, *Tonightly*, *The F Word*, *Ramsay's Kitchen Nightmares*, *River Cottage*, *When Women Ruled the World*, *Fonejacker*, *How to Look Good Naked*, *Cutting Edge* and of course *Channel 4 News*.

We also marked “Black History Month” this year with 4OD, Channel 4's online “watch again service”, showing seminal programmes from the archive such as: *Desmonds*, *Mary Seacole – The Real Angel of the Crimea*, *The Last Slave*, *Empire's Children* and *White Teeth* amongst others.

Although we are proud of our output, we want to continue to build on our past successes. With a view to strengthening our commitment to the portrayal of minority groups and the representation of different viewpoints, we have appointed a new multicultural programmes commissioning editor with specific responsibilities for multicultural programmes in peak time. The new commissioning editor has a ring-fenced fund to provide a further £2 million for multicultural programmes to be transmitted at 9pm and 10pm. This new appointment, we believe, will be a significant innovation in the production and broadcasting of multicultural programmes in British television.



Fashion Stylist and On-Screen Consultant, Gok Wan.