

RACE EQUALITY SCHEME

Forward by Andy Duncan

Channel 4 is 100% committed to the promotion of race equality. This document sets out how we make that happen, what our legal duties are, and how we exceed our statutory requirements.

In legal terms, although our day-to-day broadcasting work falls outside the scope of the Race Equality Scheme, Channel 4 as an institution, unique not only in Britain but also in the world, is committed to the promotion of race equality and is engaged in many initiatives both on and off screen to further this.

Channel 4 invests over half a million pounds a year on a wide range of diversity and training schemes and is also a member of the Cultural Diversity Network (CDN), which sets out a number of diversity goals for the Channel.

In essence, the success of our business relies upon attracting and retaining people from the widest possible backgrounds with the widest, most diverse range of attitudes, opinions and beliefs. It is only by being diverse that we can successfully offer creativity, innovation and distinctiveness in our on-screen programming.

In principle, practice and design, diversity and race equality lie at the heart of what we do and what we stand for.

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I A Unique British Institution

Our History

Channel 4 was originally established in 1981, launching in November 1982 it 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 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 not 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 or acquire all our programmes from a broad range of television producers.. The establishment of Channel 4, under such a model, radically changed the broadcasting industry in 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.

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.

This principle and practice not only informs how we recruit and retain, but also what makes it onto the screen.

From its inception, Channel 4 has been at the forefront of making seminal 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 we do not have a separate multicultural department making programmes but instead seek, rather, to diffuse diversity through all our programming departments. The result is a strong and challenging, slate of multicultural programmes. Our 2007 schedule included: dramas such as *Britz*, *Ghosts*, documentaries such as *Batty Man*, *God's Waiting Room*, *My New Home* *The Last Days of the Raj*; comedies such *Ain't It Funny Being Colored*; authored films such *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 *Dispatches: Between The Mullahs and the Military*.

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: *Skins, Big Brother, Deal or No Deal, Balls of Steel, My Child Genius, That'll Teach Em, River Cottage, You Are What You Eat, Unanimous, How to Look Good Naked and Admission Impossible*; and of course *Channel 4 News*.

II Channel 4 - A Place to Work

Opening Up Opportunities

Channel 4 has high profile on screen talent from Krishna Guru Murthy to Robert Beckford presenting mainstream shows, and many talented off screen producers, directors and researchers. However, there is a perception that the broadcasting industry is traditionally the domain of people from a certain background - often white, middle class and male.

This is not reflective of the Britain we live in, or the ethos of Channel 4, and although the broadcasting industry is changing, Channel 4 is actively at the forefront of driving this change. We want to dispel that old image of broadcasting, and so 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.

- We have an employment target of 13% staff – 9% senior staff from British ethnic minority backgrounds.
- Having set targets we will audit them twice a year and share the results 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” in regular programme review meetings with our suppliers.

Channel 4 has an ongoing commitment to support Britain's diverse communities and has pledged more than £1.5million to the training and development of ethnic minorities across the industry over the next three years.

- Annually we will spend £525,000 on ethnic minority training including funding:
 - Three “Deputy Commissioning Editors” trainee scheme each year,
 - An annual entry-level Researcher Training Programme,
 - A bursary scheme and work experience for students on City University's MA in News and Television Journalism,
- We also provide general support and training to ethnic minorities working in television.
- Support for Black and Asian owned production companies.
- Networking events for people from culturally diverse backgrounds, and support for ethnic minority talent to further their careers.

Finding and Nurturing Talent

Channel4 is committed to nurturing talent, in front of and behind the screen, and we have a "Diversity and Talent Manager" - Ade Rawcliffe - who tracks ethnic minority people who work in the TV and film industry and leads Channel 4 initiatives:

- Managing Channel 4's diversity initiatives;
- Representing Channel 4 on the Cultural Diversity Network(CDN)and ensuring fulfilment of Channel 4's CDN 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;
- Working with Channel 4's commissioning editors and independent production companies across all programme genres;
- Providing a service to independent production companies and Channel 4 commissioning editors by responding to specific diversity staffing needs, for example, by sourcing talent.

On Screen/Off Screen

Our programmes are regulated by Ofcom under the Broadcasting Code, which requires Channel 4 to reflect diversity in the way it commissions programmes from independent production companies. We use a cross section of companies and we aim to represent the cultural richness of modern Britain; our commissioning teams and production companies seek, when relevant, to diffuse multiculturalism into their programmes.

We also publish:

- A Guide to Improving On-Screen Diversity, highlighting best practice
- A Guide to Diversity Casting
- An 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

All of these documents are available on the Channel 4 diversity website at www.channel4.com/about4/diversity.html

To Demystify and Inspire

Channel 4 is recognised as a unique British cultural institution, and far more than just an employer. As a 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 include:

- **Minority Ethnic Role-Models for Learning & Inspiration (MERLIN)** - Over 30 ethnic minority pupils from intercity London comprehensives come into Channel 4 and spend a day with commissioning editors, and learn about the broadcaster, and what its like to work in television.
- **Demystifying Channel 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 new talented young people they work with to come into Channel 4 to take part in creative workshops. We are running this in London in 2008 and will roll out regionally later on in the year.
- **Channel 4 Summer School**
Channel 4 runs a scheme with 9 placements for 12 weeks for young people from BAME (black, Asian and ethnic minority) backgrounds aged 16-19 years old. Young people get a relatively long period to work at Channel 4 in different departments.
- **Outreach into schools and colleges**
We make an especial effort to meet students from "new" universities, which have a higher proportion of BAME students such as Westminster University and Middlesex University to help them make contacts with the Channel and production companies – to gain work experience and to get that vital first step on the ladder. This also will form a part of our strategy for our re-launched work experience programme.
- **Charities Open Day**
We asked charities from London and Glasgow to two events to discuss opening up opportunities to their communities. The days consisted of an overview of 4Talent, discussion of issues and a plan of action which has been adopted by both 4Talent and the charities themselves.
- **Channel 4 Work Experience**
There is a legal requirement for all children above the age of 14 to do 2 weeks work experience. Channel 4, in 2007 has organised placements on an ad hoc basis but from next year we will offer around 60 places in a two week structured placement, aimed at children from a diverse set of background and especially from BAME homes. In addition, we will offer around 25 places on an ad hoc basis through our departments.

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, which includes the Britain's prominent broadcasters,

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. The Diversity Talent Manager, Ade Rawcliffe, represents Channel 4 at the meetings.

More information can be found about this initiative on the CDN website: www.cdnetwork.org.uk

Channel 4's action plan addresses the key areas of common concern amongst CDN member broadcasters: Employment, Casting and Portrayal, Talent and Audience Research. This is set out at: <http://www.cdnetwork.org.uk/channelfour.html>. This action plan is in the process of being updated for years 2007-2010

III Giving Voice to Employees

General Principles

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.
- 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
 - Religion and Belief
 - Dignity at Work

All of these documents are available on the Channel 4 diversity website at www.channel4.com/about4/diversity.html

The Channel 4 Board is responsible for ensuring the organisation fully complies with these diversity 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)

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

Therefore, we are confident that our compliance with Ofcom requirements (see Appendix 3) and our own voluntary initiatives and targets ensures diversity in Channel 4's employment practices, within the production sector from whom our programming is supplied and on-screen.

Staff Training

Channel 4 aims to be at the forefront of best practice and to offer training on race 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 race equality including concepts such as institutional racism.
- Knowledge and understanding of promoting good relations between people of different racial groups.

Diversity Committee

Channel 4's Diversity Committee is a forum for minority employees of Channel 4. It aims to be representative of and a voice for employees of Channel 4.

It meets quarterly and its purpose is to discuss, monitor and co-ordinate diversity-related activities across Channel 4, its scope is to provide a forum for everyone working on diversity-related initiatives at the Channel to monitor progress and co-ordinate and plan activities.

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

Assessment and Consultations

We carry out ongoing consultation with stakeholders examining what we do know, how we can do things better, and how we might think and operate in the future. Recent examples include:

- **Diversity Round Table** - Channel 4 invited representatives from diversity organisations, and prominent members of BAME community to discuss Channel 4's future, and how we can improve diversity. This round table event was organised by Ade Rawcliffe and chaired by Angela Jain (Head of E4).

- **Dignity Management Consultancy** – Channel 4 has engaged the consultants to examine:
 - Employment trends between Channel 4 and comparable organisations to help with future Channel 4 recruitment campaigns.
 - Review HR policy and practices for best practice.
 - Manage employee perceptions of the Channel including surveys and Internal focus groups.

See Appendix 3 for details of further details of our obligations in reporting to Ofcom.

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, Krishna 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 C4 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.” Channel 4 News has by far and away the greatest percentage of non-white viewers of any mainstream channel’s audience.

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.

Audience Research

We want to find out who watches our programmes, what they watch, and when. Channel 4 conducts audience research including both quantitative and qualitative audience research into ethnic minority viewing of the Channel 4 channels. Channel 4 is serious about finding out what ethnic minorities watch on Channel 4 and why.

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 years old from ethnic minorities – perceptions of channels and programmes.

Overall, to explore perceptions amongst people from various cultures of different channels and the language, vocabulary and descriptions they attach to these. More specifically, to understand:

- How different channels compare: who watches them, what genre of programmes they prefer, their strengths, weaknesses, and expectations;
- Expectations for the future.

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 on TV.

The key themes that are of special interest to C4 fall under the following areas:

- What it means to be British/English/Northern/Southern and whether people are proud to British;
- Whether ethnic envy exists between differing groups, and how it affects attitudes and behaviours;
- How ethnic minorities relate to the state institutions (police, army, govt);
- How different ethnic groups watch the media and their onscreen portrayal.

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

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

Its aim was to understand societal changes and its ongoing representation by the media:

- Understand what we mean by a diverse society, the differences between urban and rural communities, between cultures and ethnic backgrounds, the needs of some of the newer communities from Eastern Europe;
- Define the role and responsibility of the media in portraying people's views on multicultural Britain – both positive and negative. Is the media guilty of sanitising people's beliefs and experiences?
- Understand whether, where and how people believe racial prejudice exists in the media and to what extent people believe the media makes a difference, positive or negative.
- Programmes which cross-racial and cultural boundaries and how they can contribute to a multicultural society.

V Public Functions

Channel 4 is determined to be a fair and forward-looking employer and institution. 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 is liable under the Race Relations Act 1976. This means it has certain duties – known as the "Race Equality Duty" (see Appendix 1): the elimination of unlawful racial discrimination and the promotion of equality of opportunity.

Channel 4 has two public functions, which are set out in the Communications Act 2003 (See Appendix 2 for a fuller explanation)

Public Function 1 *Securing the continued provision of Channel 4*

This means that Channel 4 is required to have appropriate financial measures and controls so that its ability to maintain the transmission of the C4's television service is not compromised.

Public Function 2 *The fulfilment of the public service remit*

The public service remit requires Channel 4 to provide a broad range of high quality and diverse programming appealing to the tastes and interests of a culturally diverse society. 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.

To reiterate, because the government does not have any say in what kind of programmes we make, so the day-to-day broadcasting of shows we broadcast are all private functions and are not governed by the Race Equality Duty. The Channel 4 board ensures that the public functions are carried out in accordance with the law.

The Channel 4 board is responsible for carrying out both of these public functions. For further details please see Appendix 2.

Appendices

Appendix 1

Race Equality Duty

The Race Relations Act 1976 (the “Act”) and the Race Relations Amendment Act 2000 place a general duty on the public bodies listed in the Act to promote race equality. All public bodies listed in the Act, when carrying out their public functions, must 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.

This duty is often referred to as the ‘General Duty’ or the ‘Race Equality Duty’.

A further piece of legislation, the Race Relations Act 1976 (Statutory Duties Order 2001) (the “Order”), requires the public authorities listed in the Act to prepare and publish a Race Equality Scheme explaining how the public authority will meet their duties under the Act for each of their functions.

Appendix 2

Channel 4 Listing in Respect of its Public Functions

Channel 4’s Schedule 1A listing

Channel 4 is included in the Act in Schedule 1A under the sub-heading, *Public Corporations and nationalized industries*. It is in a group of public corporations listed in this part of the schedule, each of which is only included “*in respect of its public functions*”. Where an entry in Schedule 1A is limited to particular functions, it does **not** apply to that public authority in relation to any other function.

Therefore, in establishing which of Channel 4’s functions fall within the scope of the Race Equality Duty and the Race Equality Scheme, it is necessary to identify Channel 4’s public functions.

Channel 4’s public functions

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

- (c) securing the continued provision of Channel 4; and
- (d) 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 transmission of the Channel 4 television service is not compromised.

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.

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:

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

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.

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 these public functions.

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 function was carried out in 2007 and we commit to undertake a further review of our public functions and their impact on race equality taking into account any relevant legislative or other developments in 2010.

Appendix 3

Ofcom – Equal Opportunities report

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 between persons of different racial groups and to publish these arrangements. In fulfilment of this condition, we report annually to Ofcom on:

- (a) our diversity policies
- (b) arrangements for promoting equal opportunities in employment
- (c) the arrangements for monitoring job applicants and the composition of Channel 4 staff.
- (d) Supervision and evaluation of the steps taken to promote equal opportunities
- (e) Employment statistics
- (f) Priorities for the promotion of equal opportunities in the forthcoming year
- (g) On-screen portrayal