

**About 4 Statement of Promises 2002** Channel 4 has never sought to be the biggest broadcaster but it does set out to be the broadcaster that has the most to say. In a climate of economic recession, and with increasing competition in a multi-channel environment, Channel 4 makes its top priority the distinctiveness, the imaginative and the social impact of its programmes.

We will champion, for viewers and the creative community in equal measure, an interrogative independence of mind, a defence of cultural freedom and diversity, the free play of the individual imagination and an interactive relationship between our programmes and our audience.

In 2002 and beyond, Channel 4 will take an equally distinct attitude to the competition for ratings. We are a commercial broadcaster; unlike the BBC, the other public sector broadcaster, we depend for our revenues entirely on the market. However, we pay our dividend direct to viewers and not to shareholders. Our strategy is to attract sufficient numbers of the audiences most valuable to advertisers to provide the revenue to fund the ambitious programmes that it is our remit to make.

The maintaining of our broad reach across the population remains a benchmark of our influence, but the maximising of our total share of viewing is not a priority. Rather we will focus on how best to secure our reputations for original programming among our target audiences.

Channel 4's remit states we should foster the new and experimental, and encourage innovation in style, content, perspective and talent. In 2002/3 we aim to focus on these ambitions, setting Channel 4 apart from other television channels.

We will encourage diverse and innovative programmes and services. We will continue to provide a benchmark of quality that competes with both commercial and public service broadcasters. We aim to keep ahead of the competition in innovations across our terrestrial and other platforms, offering an outlet for new ideas, talent and formats.

As the independent voice of public service broadcasting, we will stand out from digital channels in the multi channel environment in our response to events and the way we reflect the emerging culture surrounding us.

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- We will leave the mark of the year on our schedules.
- Our programmes will encourage individual authorship, the personal signature of producers and on screen presenters. We want to attract the best talent and a diversity of voices.
- We will champion risk and non-conformism in all genres of programmes.
- In 2002/3 we are committed to building long running UK produced drama series. We will also produce our most ambitious landmark dramas from Britain's foremost writers.
- In Comedy and Entertainment, we will establish clear zones during the week where new talent can be supported by our established brands.
- We will set aside programmes and resources to encourage new talent on screen and behind the camera.
- We will position the Channel as the home for social documentary. We aim to attract the best documentary makers from Britain and across the world.
- We will commission seasons and clusters of programmes to underscore contemporary issues of public interest and bring a campaigning edge and interrogative perspective to our coverage.
- We will cover a wide international agenda in our current affairs and documentaries in 2002 and 2003.
- Education is core to the Channel. We will focus on series with strong educational values for the Channel, on valuable Programme Support, and in 4 Learning we can offer innovative informal learning and respond to the audience's increased demand for new media.
- Channel 4's reputation for risk and non-conformism appeals to a younger generation. We can bring that audience to public service broadcasting. As an example, the innovative news and information offered by the new Breakfast show will connect to a younger audience and contemporary lifestyles.
- Diversity is key to the Channel. We will continue to bring multicultural programmes into the mainstream schedule and keep a multicultural perspective in all programme genres.
- Channel 4 will use a wider range of production companies than any other broadcaster, and we will spend 30% of our production resources outside London. The Channel is committed to working to develop the independent production sector and encourage a diversity of talent, as well as making a major contribution to the creative industries in cities across Britain.

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### **Cross Platform Innovation**

Channel 4 remains committed to its strategy of developing from a single terrestrial channel and establishing its values in a multi channel multi platform world. 4 Ventures will work in conjunction with the main channel to ensure the relevance and impact of Channel 4 in the new media world.

Channel 4 will break new ground with cross platform initiatives around programmes such as Banzai, Eden and Big Brother. We will develop further cross platform developments in 2002 and 2003.

### **Drama**

Shackleton and Sunday will be the highlights of early 2002, major event drama with Britain's foremost writing, directing and acting talent. The Drama department has commissioned a raft of new work for 2002, including the adaptation of Zadie Smith's White Teeth, and Bodily Harm, written by Tony Grounds.

Channel 4 Drama will tackle major contemporary themes including the Health Service.

We are determined to add to our reputation for American long running drama series with similar UK originated drama. We have recommissioned Teachers, our first successful attempt to achieve this. We will also commission a second long running drama series, and make drama a more integral part of the schedule through the year in 2002. By 2003 we intend to have three long running original drama series on screen.

The Channel aims to bring late night experimental drama back to the screen with the successor to Dogma, providing an opportunity for new writing and directing talent.

### **Entertainment**

Entertainment's key priorities for 2002/3 are to offer fresh opportunities to our existing talent in 2002 and to launch new talent on screen in 2003.

We will launch the replacement for Big Breakfast.

The Channel has a strong slate of returning entertainment shows for 2002, with a major new series for Graham Norton, and new shows from Daisy Donovan and Iain Lee. There will also be a major new comedy drama from Annie Griffin. 2002 sees the return of successful sitcoms Black Books and Spaced as well as a new Smack the Pony.

The Channel will continue its commitment to satire, including new series from Mark Thomas and Rory Bremner.

Entertainment will commit to new talent with an extended run for Banzai, a new series of Comedy Labs, and new comedy in Estate Agents and an innovative factual entertainment documentary format Make My Day.

We will also launch two further series for new talent.

### **Documentary**

Other broadcasters have turned away from documentary, but in 2002 Channel 4 will commit to a range of longitudinal series that illuminate some of the key institutions of British life including the NHS, Oxford University and the House of Lords.

We will focus on authorship, working with some of the most talented contemporary film makers, including Paul Watson, Molly Dineen, Nick Broomfield and Errol Morris.

We will make room for personal view programmes in peak time.

We will continue to prioritise modern documentary and documentary formats that appeal to a younger audience, with Undercover Cops, Teenage Kicks and Steaming In, and a successor to Faking it. We aim to combine ambition, intelligence and energy with a popular sensibility.

AltTV will continue to give young talent their first break into peak time television, providing their first foothold on the Documentaries talent ladder.

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### **International**

Channel 4 will underscore its commitment to internationalism. There will be landmark documentary series across 2002 and 2003: Tuscany, The Last Peasants of Europe, Lahore Law, and Burgundy. There will be a season of programmes from China.

We will also commit to an extended series of Unreported World, our successful current affairs strand which offers journalists the opportunity to bring international stories to peak time.

### **News & Current Affairs**

We will maintain the distinctive journalism and intelligence of Channel 4 News seven days a week. Channel 4 News will maintain its foreign coverage and global perspective. We will increase the role of independent production in news coverage.

We will give multiculturalism a priority in news and current affairs in 2002. Our new strand Unreported Britain will give a half hour peak time outlet to multicultural stories.

We will have at least four major seasons in 2002 giving current affairs programmes real impact in the schedule. We will continue to highlight our coverage of politics in clusters of programmes in peak time and at significant moments of the year.

We will continue to focus our investigative journalism on Dispatches, with a new Editor in place from January.

We will transmit a major current affairs series exploring the effects of poverty on family life in the twenty first century.

### **Education**

Across 2002 and 2003, Channel 4's education programmes will focus on Life Skills, History, Science and Technology, Health and Disability.

Channel 4 will continue to look at formats for Life Skills programmes that allow a light touch but deliver strong educational values. Channel 4 will retain its commitment to series based on real experience, real scenarios and real value for time. We will continue with series

on sex education which have been proven to reach the target audience, as well as popular documentaries on surgery and sex changes.

Channel 4 will screen campaigns in 2002 on Miscarriages and Diabetes.

We will also focus on the old, with documentaries and back up support.

We will exploit our new strength in Features programming, based on the success of our property and domestic architecture programmes.

### **Programme Support**

We will continue to provide support for viewers following an average of eight hours of programmes each week. This will include telephone services and publications, both printed and on-line. While the majority of these support services will be specially commissioned, we will continue to support appropriate programmes with our successful stand-alone websites, including the Health website, the Black and Asian History Map and Brilliant Careers. During 2002 we will launch a major on-line initiative to attract new young talent into the creative industries.

### **Schools programmes and services**

We will provide a schools service across suitable platforms and media. In 2002 this will include a service of significantly more than the 330 hours specified in our remit, and the key themes will be primary history, secondary technology, and citizenship. We will show the second tranche of The Hoobs programmes.

Schools programmes will bring a major drama, Double Act, to the main schedule, a new dramatisation of Jacqueline Wilson's best-selling novel about identical twins.

Spring 2002 sees the beginning of a major poetry series for secondary schools, Arrows of Desire, which will continue into 2003/4.

In addition there are 13 new programmes in the market leading secondary technology series, The Technology Programme. There are also 20 new Maths programmes for primary schools, and 10 for secondary schools.

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### 4 Learning

4 Learning's strength lies in the Channel 4 reputation for risk and nonconformism. The service can target pupils and young adults with informal, innovative multi-media initiatives, and can appeal to the people traditional education services do not reach.

4 Learning will continue to offer the Homework High service for students and the new GridClub service for younger children, both award-winning sites that have proved immensely popular. We will continue to plan for the migration of the 4 Learning audience from television towards new media, but this will happen at a pace which recognises the realities of equipment and training in schools.

We will continue to provide printed materials and CD-ROMs, as well as our on-line and disc-based resources which are a major support in the development of ICT competence in schools.

### Arts

Channel 4 aims to showcase the most interesting new artists and arts film makers launching a new innovative Arts strand from the Autumn.

Channel 4 will commit to several major performance events in 2002 and 2003. We have commissioned a new opera *Death of A Princess*, and we will be working to find the opera stars of the future with our *Nights at the Opera* initiative. We will show some of the best new dance in a 4 Dance season featuring Pina Bausch and others. We will also continue our collaboration with Artangel, bringing their innovative *English Civil War* (a reenactment of the miners' confrontation at Orgreave) to the screen.

In 2002, Channel 4 will broadcast a definitive three hour biography series on Andy Warhol. There will also be a major music series from Howard Goodall and a series on Black Comedy.

The Channel will also continue to expand and develop its commitment to architecture with its coverage of the RIBA Awards.

Channel 4 will build on its reputation for contemporary popular music in 2002. The 4Music zone will continue to search out the most interesting current music, and the Channel will also arrange major music events of its own as well as showcasing events such as the MoBO Awards. We intend to develop a major music event for 2003.

### History

Channel 4's ambition for History in 2002 is to develop new ways to present history and to widen the range of subjects covered. Major series in 2002 include *War Against Napoleon*, a season on ancient Rome, *Commandos* and *The Edwardian Country House*, all of which seek to bring fresh innovations to history programming. We will also explore new history formats in earlier time slots.

We will build on the strengths of *Time Team*, and develop a new series for Tony Robinson.

We have built a reputation for strong biographies, and will develop that further in 2002.

We will focus *Secret History* on specific subjects and group its programmes for bigger impact.

### Science

Science had a weaker year in 2001, and we aim to rectify that in 2002 with major series on the Universe, the formation of the Earth, the Ice Age and an anthropological series, *The Barbarians*.

We plan to build on *Scrapheap Challenge* as well as launching a new format for popular technology called *Salvage Squad*.

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### **Multicultural**

Channel 4 is committed to bringing multicultural programmes into the mainstream of the schedule, and a multicultural perspective can be found across all our different programme genres. The Multicultural Department has a specific remit to be ahead of the curve and interrogate multicultural Britain in unexpected ways.

We will commit to strong diverse authorship across 2002 and 2003. Trevor Nelson will tell the story of soul music in the UK. Omid Djallili will follow up his report on asylum seekers in 2001 with his take on the social pressure points in contemporary Britain. We will encourage the voices of a new generation, and give four young opinion formers a platform in the new series Made In Britain.

To coincide with the cricket, our Indian Summer season will look at contemporary India, exploring the contradictions of modernity and tradition in India as well as the ties with the UK. The season will include our late night Bollywood films.

Our multicultural education season will highlight the pressures on ethnic minorities in the school system, and explores some of the alternatives.

In Autumn 2002 a three part series will investigate the causes of poverty, corruption and war in Africa. This major series will look at the continent's current situation in the light of its geography, the colonial experience and political developments since Independence.

We will also bring a distinct multicultural perspective to popular documentaries for a younger audience.

We will take the lead in the Cultural Diversity Network, promoting a workable policy for multicultural programming across broadcasting. We will make it a priority to bring a new generation of production talent from ethnic minorities to the Channel.

### **UNDER REPRESENTED VOICES**

#### **Disability**

In 2002 we plan to build on the success of the 2001 Blinded season and keep disability firmly in peaktime. We are also carrying forward Freak Out, building a season of programmes around Born Freak, in which Mat Fraser tells the history of the freak show.

The second series of Vee-TV will continue to open up new opportunities for young deaf people in broadcasting. The production team on the first series mixed deaf and hearing staff at every level and key deaf members were given on-the-job training and support. During the production of the second series there will be more structured training including skill and career development for new recruits and returning members of the team.

In 2002 we plan to develop the Vee-TV model and expand opportunities for disabled as well as deaf people. We will also publish, with other members of the Broadcasters' Disability Network, a new Manifesto and Action Plan on disability.

We will raise awareness among producers for the need to include people with disabilities in productions on screen and off screen, as we have already done in our policy of increasing multicultural representation.

#### **Gay**

In 2002, Channel 4 will re-emphasise its commitment to intelligent and intellectually provocative gay programmes that would not find a place elsewhere in British television. Series in 2002 will include The Truth about Gay Sex, Lesbian Love Stories, and The Queens Wedding, a signature documentary by Paul Watson shot in Manchester.

#### **Religion**

Channel 4's religious output aims to reflect the range of faiths and beliefs in society. We will produce two major drama documentaries in 2002, and will continue our commitment to Witness as the home of single films.

The Muslims in Britain season in Spring 2002 will focus on the experience of Muslim

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communities across Britain. It includes investigative current affairs programmes as well as documentaries on white converts to Islam and the religious aspirations of young Muslim men.

In 2002/3 Simon Jenkins will present a series on the British Church, and there will be landmark series presented by Philip Pullman.

There will also be a ground breaking landmark series on Death and the experience of dying, a series which has been three years in the making.

### Religion

We will launch a new cross platform content initiative to enable viewers to criticise and comment on our programmes in a modern successor to Right to Reply. We will continue our successful online discussions in the C4.com chat rooms after major programmes. We will continue to monitor our key reputations among our target audiences.

### Nations & Regions

Channel 4 is committed to spending 30% of its programme resources outside London. We will continue to ring fence programmes and series for regional companies, and in 2002 will ring-fence factual strands for prime time production including the returning series Football Stories. We will maintain our commitment to the Regional Development Programme. We will increase our company development investment for regional companies and we will roll out further initiatives in key creative cities across the UK.

### Sport

We will continue to take cricket to new audiences on television, demystifying the sport and making it more accessible. This will be backed up by our marketing campaigns and investment in the grass roots development of cricket, where we are working in partnership with the England and Wales Cricket Board.

In racing, we will be introducing an interactive overlay to our programming, where viewers can get further information about the day's action and, as a partner in the At The Races

consortium, we will be launching a new digital racing channel.

Our major new sporting series for 2002 is the World Rally Championship, where we will use cutting edge broadcasting technology and innovative editorial techniques to transform the coverage of a popular but previously underserved sport.

### FilmFour

Film4 Ltd will continue to provide original British films to the core channel. The FilmFour Channels provide an unparalleled range of films in the subscription market, including the only dedicated non English language channel FilmFour World.

FilmFour lab provides an entry point for new film makers. These films will come to air as a season in 2003/4. There is £.5m to support short films, and funding for a number of low cost feature films in production during 2002/3.

### Independent Producer Relations

Channel 4 is committed to a large part of its programmes coming from the independent production sector. We wish to ensure that the independent sector retains its diversity and capacity to grow in a world where power is passing to international converged producer broadcasters. In 2002/3, we will establish new and clearer ways of working with the best independent talent and we will use initiatives such as The Slot, AltTV, The Other Side and Offenders to bring new people to the Channel.

In the context of the severe advertising recession, we will make a priority the improvement of our relations with independent producers based on a mutual recognition of our joint opportunities and threats.

### Tim Gardam

Channel 4 Director of Programmes  
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