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Plan TV
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PROJECT DIAMOND: A CASE STUDY



DIAMOND



WHAT IS CDN

The Creative Diversity Network is a forum, paid for by its member bodies. Our role is to bring together organisations, who employ and/or make programmes across the UK television industry to promote, celebrate and share good practice around the diversity agenda.

Current members of the CDN are BAFTA, BBC, Channel 4, Channel 5/Viacom, Creative Skillset, PACT, ITN, ITV, Media Trust, S4C, Sky and Turner Broadcasting.

Together we seek to engage and empower the industry to drive change, and understand the business case for wider representation and inclusion.



WHAT IS DIAMOND

Diamond (Diversity Analysis Monitoring Data) is a new industry-wide diversity monitoring system created by broadcasters BBC, Channel 4, ITV, Sky, and Channel 5/Viacom and supported by Pact and Creative Skillset, through the CDN. It will provide detailed, consistent and comprehensive monitoring and reporting of diversity.



WHY DIAMOND

Shine a light on the issue

Offer solutions

It is there to drive change

Brings out the best in all partners

What is possible when you come together

Improves the bottom line

CHALLENGES

It is an unknown

It will cost you financially – at the start

Makes you feel vulnerable

Negative distractions

Compromise

Staying focussed

Lack of expertise

Technological advances

IMPACT

The long term impact based on evidence is still to be discovered

It has been a catalyst for conversation and increased transparency

Business opportunity

Globally leadership

Influence government agendas

Partnership working and building

Unified industry perspective

TIPS

Be patient : it will take time

Transparency is your friend

Know what your ultimate goal is

Do not get dragged off course

Feel the fear; and do it anyway

Work with experts

Tell the whole story

Keep talking to the UK