

Dr. Jami Rogers

Dear Mr. Gettings,

I am a researcher in diversity issues at the University of Warwick and a Committee member of The Act For Change Project.

I am writing to question Ofcom's decision to not recommend that there should be ring-fencing of funds to produce programmes across genres that reflect the diversity of the United Kingdom in 21st century Britain.

It is becoming clear that without forcing all broadcasters – not simply limited to our national broadcasting jewel – to hire diverse talent to make programmes as well as appear on screen, that the broadcasters will continue to use the presence of one or two members of a minority programme per programme to insist that they are meeting their diversity goals. This ***must*** go beyond token appearances to fulfil an obvious need to diversify their programming. Broadcasters in this country must be forced to increase their diverse talent on screen – with careful monitoring that will ensure the breaking of stereotypes (e.g. of black men as criminals in drama), increase the number of leading roles for women, minorities and people of colour, ensure that programmes are being made by a population that is as multicultural as our nation.

We need the broadcasting watchdog – yourselves – to reconsider your decision and provide the BBC and other broadcasters with a set of standards that will ensure going forward:

- 1) Minimum standards that the broadcasters must fulfil – the BBC itself must fulfil the diversity requirements under its charter.
- 2) On screen diversity must be implemented by ensuring for a minimum number of lead roles (leading roles, not the sidekicks or secondary love interest – the biggest roles in the pieces) to be provided across the range of diverse talent.
- 3) There should be a minimum amount of money ring-fenced for programmes commissioned, produced and made by men and women from diverse backgrounds.
- 4) There should be a minimum number of diverse personnel employed in areas of editorial responsibility.
- 5) An acknowledgement that off screen diversity is as important as on screen diversity (which still needs massive improvements).

I am deeply disappointed that Ofcom has chosen this path but it is not too late to amend it. If the British Film Institute can begin to implement change, then Ofcom, the BBC and other broadcasters should be following in its footsteps.

Kind regards,
Dr. Jami Rogers

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<http://www2.warwick.ac.uk/fac/arts/english/research/currentprojects/multiculturalshakespeare/>