



## **FOR IMMEDIATE RELEASE**

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## **TRANS MEDIA WATCH REPRESENTED AT THE 2011 CDN AWARDS - 06.12.11**

Trans Media Watch will be represented at the 2011 Creative Diversity Awards at Media City UK by Paris Lees, Sarah Lennox, Susie Green (Chair of Mermaids) and Trans Media Action co-ordinator Nathalie McDermott of On Road Media. We will also be representing GIRES who have generously offered a grant of £250 to help cover our travel expenses.

The Creative Diversity Network (CDN) is an association of Britain's leading broadcasters and affiliated organisations pledged to improve the representation of ethnic minorities and promote broader diversity such as disability, gender, and age in television both on screen and behind the camera. Its member bodies work collaboratively to share expertise, resources and models of good practice.

It is fair to say that before an approach by Trans Media Watch in 2009, the CDN was barely aware of the trans community and had given little thought to improving portrayal or ensuring that the many different voices contained within it are heard. Small steps are now being taken towards changing this with the welcome support of the diversity groups within Channel 4 and the BBC. We are however under no illusion as to how far there is yet to go.

The CDN steering group is made up of the BBC, Channel 4, S4C, ITV, ITN, Sky, Pact, BAFTA, MTV, Turner Broadcasting and the Media Trust. Its membership includes most of the independent production companies in the UK. The award ceremony will provide a unique opportunity to raise awareness and support for the trans community among the many industry professionals who will be attending.

<http://www.creativediversitynetwork.org/awards.php>