

ITV launches on screen Black Voices initiative

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ITV is to launch a series of short films offering black people a platform to share stories of racism and their vision of changes they believe should happen.

Aiming to promote understanding and discussion around a cause of profound importance, in order to contribute towards inspiring long term change, ITV will feature of range of people discussing their experiences of racism, including MPs Helen Grant and David Lammy, founder of Operation Black Vote Lord Simon Woolley, journalist Charlene White, *Emmerdale* actor Jay Kontzle and other colleagues from across ITV.

The 60" text and audio based short films, devised by ITV Creative, will run across ITV and STV's promotional airtime, social feeds, as well as a dedicated campaign site at itv.com/blackvoices.

The website will house all of the different contributors' stories as they reflect on their feelings within the current climate and their hopes for the future. It will also contain links to organisations such as The Runnymede Trust (The UK's leading think tank on race) and Operation Black Vote.

ITV announced its Diversity Acceleration Plan last week, following extensive discussion with ITV Embrace, ITV's own network for Black, Asian and minority ethnic colleagues. The plan set out steps ITV will take to create more opportunities for those from Black, Asian, minority ethnic and other underrepresented groups to deliver measurable change across all levels and parts of ITV (<https://www.itv.com/presscentre/press-releases/itv-announces-diversity-acceleration-plan>).

Rufus Radcliffe, Board Sponsor for ITV Embrace and Chief Marketing Officer & Director of Direct to Consumer at ITV said:

"At ITV, we have been reflecting on our role in creating a more socially conscious and fairer society. We have a platform to speak to millions of people every day, and we feel it's important to allow others a chance to speak. Black Voices are intended to shed light on what some black people have had to endure over the years, and still endure even today, in the hope that we can accelerate change in diversity and inclusion."

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Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>