



Diversity in the Media: History of the Cultural Diversity Advisory Group to the Media, 1992-2007

Anver Jeevanjee

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The UK's Cultural Diversity Advisory Group to the Media (CDAGM) is an independent voluntary group that seeks to ensure quality and diversity in TV, radio, newspapers, and other print media. Formed in 1992 and self-funding, the CDAGM has consistently and repeatedly challenged unfair portrayal of members of ethnic minority groups, as well as their lack of mainstream access and involvement. This thought-provoking book tells of the barriers to progress, but also highlights the positive impact of the CDAGM in relation to institutions, such as the BBC, ITV, Newsquest, Westminster Media Forum, DCMS (Department for Culture Media and Sport), and Parliamentary Select Committees. The work of the group has influenced developments across the UK, where there is now regular dialogue between minorities and representatives of the media/press. With its insights about media/press 'gate keeping,' and packed with materials concerning the ease and ingenuity with which legitimate concerns can be sincerely addressed, *Diversity in the Media* is an invaluable handbook for everyone concerned with democracy, fairness, and social inclusion – including program creators, editors, journalists, practitioners, researchers, students, and general readers.

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