



## **CHILDREN'S MEDIA FOUNDATION (CMF) STATEMENT ON PROPOSED CHANGES TO CITV STAFF AND COMMISSIONING TEAM**

**Tuesday, 29<sup>th</sup> November 2016** - The Children's Media Foundation is concerned that ITV's proposal to replace the dedicated Manchester CITV Creative team (with its years of experience) with generalists in the London-based ITV Creative team, and pass the commissioning and acquisition of children's programming to "the existing genre teams" will be detrimental to the quality of children's content on ITV

In this country, we have a long tradition of commissioning, producing and broadcasting world-class children's content that is sensitively made by specialists, is thought-provoking, and reflects the lives of children across Britain.

There are several potential effects of the change to ITV's commissioning and Creative structure:

1. It will reduce the opportunities for expert children's programme-makers across the UK to pitch to commissioners who have a deep understanding of the audience and the needs of different age-ranges within that audience.
2. It will do nothing to improve the range and quality of content on CITV, which, as part of ITV's commitment to its family audience, should commission or acquire locally-oriented shows that address what British kids are in danger of missing in their daily diet of multi-channel TV. ITV will lose distinctiveness as a result.
3. The content for CITV needs to be nuanced to appeal directly to children and made from their perspective. Children need and deserve content that addresses them as children, and excites, inspires and/or entertains them when they get home from school, reflecting their specific life-stage concerns. This is a very different context from the family-entertainment commissioned for weekends and early evenings and requires special care and experience.
4. ITV may be left exposed on compliance issues (such as how to handle imitative behaviour etc) if the specialists are made redundant.
5. It may impact on regional diversity on-screen if all activity is London-based.

We would urge ITV to reconsider cutting costs at the expense of quality, range and focus for the children's audience.

-Ends-

[www.thechildrensmediafoundation.org](http://www.thechildrensmediafoundation.org)

The Children's Media Foundation is a not-for-profit company limited by guarantee.  
Company number 497733, Registered address: 3 Liberia Road, London N5 1JP



For further information: Valerie Taylor, [valerie@valerie-taylor.co.uk](mailto:valerie@valerie-taylor.co.uk), 07889 666594

#### NOTES:

The Children's Media Foundation is a not-for-profit organisation dedicated to ensuring UK kids have the best possible media choices, on all platforms and at all ages. Made up of a network of respected, experienced professionals from across the children's media industry, the CMF initiates and supports campaigns to improve funding and regulation, and informs policy-makers, the press and parents about the issues in the children's media landscape.

The CMF aims to draw together industry, audience, research and policy with a view to ensuring diversity and choice in UK kids' media. Initiatives include the Children's Media Yearbook – an annual review of the development, creation, distribution and regulation of kids' content and a snapshot of the issues, news and trends affecting the industry – and the Parent Portal – a web resource allowing concerned parents to digest and consider the most current research into the key issues of concern around children and the affects of media on them.

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