[GB] Broadcasters' Disability Network and ITC Launch New Guidelines

IRIS 2001-10:1/17

David Goldberg
deeJgee Research/Consultancy

Supported by the Disability Rights Commission, new guidelines for television and radio programme producers on the issues of the practicalities and benefits of working with people with disabilities, entitled "Adjusting the Picture", were published at the end of October by the Independent Television Commission (ITC) and the Broadcasters' Disability Network.

The guidelines cover a range of issues, e.g., language issues ("talking with" and "talking about" disabled people); employment matters; programme-making (stereotypes, representation and contributors in a variety of settings); and what considerations should be taken into account regarding audiences which may include disabled persons, e.g., "physical access checklist", "adjustments for studio audiences", "audiences at home" and "programme support".

Possibly unique, the Broadcasters' Disability Network was established in 1997 and "brings together the UK's major broadcasters to explore and address disability as it relates to the media industry." Membership includes the BBC, BSkyB, Carlton TV, Channel 5, Channel 4, Discovery Networks Europe, GMTV, Granada Media, Pearson, PACT (Producers' Alliance for Cinema and Television), Turner Broadcasting System, and United Broadcasting and Entertainment.

Adjusting the Picture, a Producer's Guide to Disability

© European Audiovisual Observatory (Council of Europe) 2026

© European Audiovisual Observatory (Council of Europe) 2026