

***Clip: ITV Pridecast w/ Sam Tatlow***

**Name: ITV Pridecast w/ Sam Tatlow**

**Sam**

**00:00:00:24**

You know, I, as a disabled person, have to fight for some of the rights that that I feel I have to fight for and am often ignored or discriminated against in a different way that somebody who may be from the LGBTQ+ community. But that doesn't. I feel like I can empathise with with those experiences, and it makes me feel like I'm in a gang almost. I feel like I'm in a gang. I feel like we're all in a gang together and we're all kind of here to support each other.

**Liam**

**00:00:28:02**

Hello and welcome to Pridecast. This is a podcast about all things LGBTQ+ brought to you by ITV. During the show, we chat about being proud to be LGBTQ+ today. We speak to people from across the community to find out where they are on their journey and where they're headed. We'll also keep you updated on the latest LGBTQ+ news and the things that matter to you. This is the ITV Pridecast.

**Liam**

**00:01:02:07**

Well hello there and welcome back to the ITV Pridecast. Well, after having a bit of a summer break, the Pridecast, I'm really glad to say is back. And in this episode, I chat with my colleague Sam Tatlow. Now, as we'll find out, Sam plays an incredibly important role at ITV in promoting diversity and inclusion across the company. She's also a fantastic ally to the LGBTQ+ community, and in this edition of the Pridecast, I find out what it means to be an ally and how people can support the community if they aren't necessarily a part of it. Sam also talks about how we can all work on ways of supporting diverse groups, and the importance of having an inclusive society.

**Liam**

**00:01:57:22**

Well. Hello there. Sam, how are you? Nice to see you.

***Clip: ITV Pridecast w/ Sam Tatlow***

**Sam**

**00:02:01:14**

Lovely to see you, Liam. Thank you so much. Um, I'm really well. Thank you.

**Liam**

**00:02:05:11**

Good to hear. Good to hear, indeed. Um, when I started to introduce this episode of the Pridecast, um, I talked about how your, you know, really, really important at ITV and kind of promoting diversity and inclusion. I wondered if you could start with telling us, like, you know what it is your role is at ITV and, and you know what the important role is that you play.

***Clip: ITV Pridecast w/ Sam Tatlow***

**Sam**

**00:02:28:00**

Thank you. Liam. Um, that's really lovely of you. Um, so yeah, I'm Sam, I'm one of the creative diversity partners at ITV. Um, my role is that I work, um, with my colleague Nahrein, who's also one of the creative diversity partners. We work, um, within the Inclusion team. Um, our boss is Ade Rawcliffe. She's the Group Director of Diversity and Inclusion. She sits on the management board, and it's our job to be delivering, uh, the diversity acceleration plan, um, and the commitments that fall within that. So, um, my role is that I work really closely with the commissioning teams and producers who produce content for ITV. Uh, we are responsible for supporting the teams to ensure that the content that goes out on ITV reflects modern Britain. So whether that's the, um, presenters or contributors or actors in our programmes, um, as well as the writers, the directors, the producers, the researchers, the production coordinators, um, so it's an on and off screen role. Um, what's really interesting about this role for, for us is that, um, we are- ITV is a broadcaster but also has a studio arm. So we don't we aren't just involved in content that goes out on ITV. We also, um, support the teams who produce content for other broadcasters. So, um, Two Four is a production company that is a label within ITV Studios, and they will produce content for Channel 4, for the BBC, as well as ITV. So we support those teams and we're about we're about increasing representation. There are um, you know, today I'm talking to you on the Pridecast. So thinking about a representation of the LGBTQ+ community, um, as well as representation of people of colour of deaf, disabled and neurodiverse people, um, the broad, broad range, just to ensure that our audience is watching content that reflects the world that we all live in.

***Clip: ITV Pridecast w/ Sam Tatlow***

**Liam**

**00:04:41:06**

In many ways Sam, you know, that is it's huge, isn't it? The brief that you have. And I think, you know, for many people who will be listening to this, a very reassuring things to hear is that it's not just about on screen talent you talked about there, how, you know, it's from producers to writers to to everyone behind the scenes, really, which I suppose really, you know, it has to be all encompassing, doesn't it? Really?

**Sam**

**00:05:04:19**

It really, really does. Because the more you think about it, you know, if you're not reflecting, um, the diversity within the teams, then then those ideas aren't going to, um, be authentically represented on screen. But also if we don't have a diverse workforce, those ideas, um, don't come from people's lived experience. So therefore they're, they're harder to, to even be dreamt up, let alone, um, be delivered in a way that feels like it authentically represents them. So absolutely, it's about that representation, but it's also about giving opportunities. You know, um, we we should- Our workforce should reflect the world that we all live in. Just as much as the content should reflect the world that we all live in. Um, and so, yeah, there's lots of work for us to be doing. It's a huge job, but it's also incredibly fun and keeps me very busy.

**Liam**

**00:06:02:04**

I can imagine. And of course, I imagine for you in this kind of role, it's learning something new every day. I imagine, like you, you know, you, you, you kind of learn more strands of diversity and more, um, you know, it's a way to learn about people, isn't it? Really?

***Clip: ITV Pridecast w/ Sam Tatlow***

**Sam**

**00:06:17:16**

Absolutely. And do you know what? That's the best thing about this job? Because, you know, I am a white, cisgendered woman, um, straight woman who is disabled. So I sit within a couple of strands, but not all of them. So I'm not part of all of the communities that I'm trying to increase the representation of. But because I have a specific lived experience, I'm able to draw from that, um, just as much as the rest of my team sit in, um, you know, have their own lived experiences, which, um, you know, from the communities that they are also from. What's really fun about my job is that I get to learn from others' experience. Um, and I get to genuinely, um, grow as a. It's going to sound really- Um, I'm sure the others may describe it as really woke, but I think it's brilliant is that, you know, I spend all day, every day learning because there's new things that are that are brought to my attention, people talking to me about their own experiences and, and what that means for them in the workplace or what their what that's meant for them, um, from the content that they are producing. So, I love that, and it means that we're always moving forward. Um, and I think what's also really important about that is I have to acknowledge and my team has to acknowledge that we, you know, we are all learning when we're all we're not all expected to know everything all of the time. Um, as I just said, you know, we don't all sit in all communities ourselves in terms of our, our own lived experience. So we all brought draw down from what our own experiences are. But, um, I, I love the fact that we always learning and I love the fact that, um, that we can't be expected to know everything. Mistakes sometimes are made, but we learn from that. And I think, I think that's a brilliant thing.

***Clip: ITV Pridecast w/ Sam Tatlow***

**Liam**

**00:08:11:19**

that in many ways, it's what it's all about, isn't it? Is that we, you know, we learn from our mistakes and, and we become, uh, you know, more enriched with, with different cultures and, and, and different people, really. And, and you mentioned there that I suppose the, the aim of, of your team is to, to reflect modern Britain. And, you know, I suppose you know- Has that in some ways come do you think much more to the forefront of our minds in recent times? You know, I'm thinking back to things like Black Lives Matter. I'm thinking back to the pandemic and how, you know, there was a real, um, I think we became aware of about how certain groups in society, you know, were more affected by the pandemic than others. You know, I'm thinking, for instance, disabled people that may have been, you know, confined to home even more so than perhaps able bodied people. You know, I imagine that your role has become much more focussed since big events like that have happened.

***Clip: ITV Pridecast w/ Sam Tatlow***

**Sam**

**00:09:05:03**

Yeah, absolutely. So I joined ITV in December of 2020. So Black Lives Matter had- So the summer had happened when George Floyd's murder had happened and the world and this country, um, had experienced that event and things were put in motion. Um, and also we were still in the midst of the pandemic. So, um, I prior to working at ITV, I was working in the industry for a, um, training consultancy company. So wasn't that a broadcaster? Um, what I found, um, really not surprising, but really encouraging was that when I joined ITV at that time, it wasn't me joining and the team being formed in a way that meant that we had to try and convince the business that this was something that was important. They already understood that they took that on board, and it wasn't a case of what do we need to do? It's we understand how do we do it? And everybody was very much focussed on the practical how can we help. And that has that has continued, I think part of part of um, part of what's helped is that, um, as I said, Ade, uh, my boss sits on the management board. So therefore, um, top level conversations within the business, um, have diversity and inclusion included at all times. Um, but also, um, the business is just really engaged in it. So we've been able to really kind of supercharge our work. And, and I think in the last almost two years, being able to really get going on a lot of stuff, um, and a lot of really great work, um, which is, uh- that sounds like I'm patting myself on the back. But as a business, I think the business is doing some really brilliant stuff.

***Clip: ITV Pridecast w/ Sam Tatlow***

**Liam**

**00:10:58:08**

Oh, to me, Sam, you you rightly deserve to pat yourself on the back. So, uh. Yeah. Well, you know, when I think about this, actually, and, you know, I mean, I, I've attended a few of the diversity panels that we have, you know, in regional news. So ITV Wales, where I currently work at, you know, we have regular diversity panel meetings. And it's really interesting when you hear different people's perspectives on how we should do news, for instance, you know, we're doing a lot obviously at the moment on the cost of living crisis. And one of our panellists, you know, said to us in the diversity meeting, he, you know, he was like, you know, often when you talk about the cost of living, you talk about, you know, the price of bread or the price of milk going up. But there are certain groups in society that don't always necessarily consume bread and milk, you know, and and he was saying, you know, it would be really worth maybe seeing the, you know, the cost of rice going up and different types of food really that perhaps, you know, we we wouldn't always focus on. And I thought that was a really, really interesting point. And I imagine, you know, by having someone like Ade on the, you know, the management board, she's able to bring that different perspective to the directors as to, you know, perhaps how the company should be going forward.

**Sam**

**00:12:13:11**

And it's about asking those questions, isn't it? Because that's what that example you just brought up is a really interesting change of perspective on something that we all, or a lot of us, assume is the standard way of thinking about something. So it's about including as many different perspectives into things so that we can shift our focus slightly. Because us measuring the cost of living on bread and milk is the way that it's been done for many years, but does not necessarily mean that that's how it should always be done. And that's the same whether you're talking about production and how you hire researchers as much as how you make a big entertainment show for Saturday night.



***Clip: ITV Pridecast w/ Sam Tatlow***

**Liam**

**00:12:59:14**

With that in mind, I mean, with your day to day role, is it a case of constantly checking yourself and checking your own thoughts? And you know, when you, you know, you come up against a situation, do you have to think, hold on a second. Let's take a step back and let's try and put myself in other people's shoes and and see what things are like from their perspective.

**Sam**

**00:13:20:18**

Absolutely. And it's what we do as a team a lot. You know, we if issues are coming up, then we will discuss them and ensure that we're kind of, um, testing them out with each other. I had an example of that this afternoon. Um, which happened, but I think this is a great point for me to bring in the networks, actually. So Pride is one of our networks, or we have five of them, and they are a great resource for us because that's that's one of our, you know, we're very open to our, our colleagues across the business. And if anybody emails us, we will always engage. But the networks are a great way for us to have that bridge between our team and the work that's happening and the and the colleagues. So at any point we can sense check things or run things past our co-chairs of the networks, or they can bring things to us. And I think you're absolutely right. It's about us kind of questioning ourselves and kind of taking a step back and going, is that the right way? Is that what we think? Is this the right direction of of us going in? It's like like for example, um, Pride adding the 'Q' to the logo. And that was something that absolutely felt right and was brilliant for, for the network to be doing. And it reflected kind of that how the conversation has moved on within the country and how it should be moving within the business as well. And it's about us taking that that stock and saying, are are we reflecting where the world is right now? And, um, what is that perspective that maybe we're missing or we've not thought about yet?

***Clip: ITV Pridecast w/ Sam Tatlow***

**Liam**

**00:14:57:18**

I mean, you know, you mentioned there that you you started with ITV in December 2020. Um, you know, I suppose for you from your perspective and all the work that you're doing, you know, we constantly as a company have to check ourselves, don't we? We need to check ourselves. And that's how we, you know, we can make sure that we are reflecting modern Britain in many ways. I suppose what I'm going to say now is, you know, where would you like to see the company go next? What's the what's the aspiration for the company at the moment?

***Clip: ITV Pridecast w/ Sam Tatlow***

**Sam**

**00:15:28:18**

I think, I think the aspiration is to keep pushing ourselves. I think, you know, we need to be led by our colleagues internally around kind of what they want to see and how how how they want things to be moving forward. We're, as I said, we really we really listen to our colleagues, whether that's through the engagement survey, whether that's through direct contact with us, through the networks. We really we really make sure that we're kind of open to that. So there's that. And in terms of kind of content and, um, what our audiences consume, I mean, I think ITV has been on a huge journey and anyone who watches, um, ITV regularly will I say this to everybody? Actually, it's really interesting. Um, if you are a regular watcher, you know, you watch ITV regularly, you will see that ITV is a very different place to what it was five, ten years ago in terms of the the kinds of programmes that you're watching, but also who is included in those programmes. We still have a core audience that we must be serving, and so we are never going to be something that we are not, which is having its broadest reach for its broadest audiences, bringing, um, you know, the soaps and the our big entertainment shows, as well as our trusted news programmes are the cornerstones of what makes ITV, ITV. So we will always be doing that. But it's about how we can make sure that through those key programmes and through that key mass audience, how do we make sure that we're reflecting the audience, that we that is watching our programs, but also how can we make sure that we're pushing ourselves forward? And I think the next 12 months is going to be really interesting for ITV, particularly with the launch of ITV X, what that means for the company in terms of its audience and the kinds of content that can be commissioned and will be consumed by possibly. And I you know, it's it's not new news to say we hope will be slightly different audiences as well, you know, maybe slightly younger audiences, audiences that maybe wouldn't naturally have thought about coming to ITV before. Um, so I think the next 12 months will be really interesting.

***Clip: ITV Pridecast w/ Sam Tatlow***

**Liam**

**00:17:50:02**

Yeah, absolutely. And you know what I wanted to kind of touch on Sam was that, um, you know, you said before about, um, you know, how much the, the networks play an important role, I suppose, in kind of bringing information to you at your team, but also, you know, you being able to give information to the networks as well. And I kind of wanted to speak to you, though, about what you said. You know, that you you know, the fact that you're a, you know, straight, cisgendered woman. And you know, how important is it to you to be an ally of the LGBTQ+ community?

***Clip: ITV Pridecast w/ Sam Tatlow***

**Sam**

**00:18:27:09**

Oh, it's hugely important to me. I've, um. So I did a theatre degree at university, so I'm. I'm a performer at heart. Um, Liam, you probably sensed that from knowing me a little bit. Um, I'm not sure if that's kind of come across in, um, to whoever's listening. Um. Uh, so I spent a lot of time with a really broad range of, um, a broad range of people, but particularly, um, those from the LGBTQ+ community on my course. So, um, you know, it's a really it's really important to me. I've always found the community really, um, embracing and encouraging, and I, I think that as a disabled woman, coming from a marginalised group myself, I'm able to empathise with some of the the challenges and barriers that other, um, communities feel. That doesn't necessarily mean that I experience them myself, but I can empathise with that. And I, I think we're all kind of in this together in many ways. Um, you know, I, as a disabled person, have to fight for some of the rights that, that I feel I have to fight for. And, um, I'm often ignored or discriminated against in a different way that somebody who may be from the LGBTQ+ community, but that doesn't. I feel like I can empathise with with those experiences. And I, I think we're all in this together. And I really kind of, I don't know, there's just it makes me feel like I'm in a gang almost. I feel like I'm in a gang. I feel like we're all in a gang together and we're all kind of here to support each other. And, um, that's what I love about our networks. But it's also what I love about the wider communities is that we're here to support each other.

**Liam**

**00:20:17:04**

Oh, yeah, 100% there. And I think, you know, you really touched on it where you said, you know, the word empathy and, you know, empathising with other people. And I think that's, that's that's key to, to life, isn't it really. But I think, you know, I think when you perhaps have some thinking your own life where, you know, you can perhaps try and put yourself in other people's shoes, it's so much easier to do that when you're, you know, maybe don't you know, you're not necessarily part of a certain community. You can go and see what it's like from for other people, can't you?

***Clip: ITV Pridecast w/ Sam Tatlow***

**Sam**

**00:20:47:05**

Absolutely, absolutely. So and it's also about that kind of, um, feeling that you want to learn and want to want to listen. I'm somebody who, like, loves learning about other people and, and really enjoys kind of hearing about other people's experiences. Probably a good thing considering the job that I do. Um, but as a person, that's what I enjoy. So, um, absolutely. I'm always willing to to learn and always willing to, um, be corrected if I'm making mistakes or, um, to be given, um, feedback on how things can be done slightly differently. And, you know, in previous jobs, um, have, you know, I remember the first time I, I worked with a young person who was transitioning and kind of learning about that process and making sure that I was getting the language right and pronouns and supporting them to ensure that they were kind of being supported in the workplace and supporting their colleagues as well as them as an individual. That was such a learning process for me, and it felt uncomfortable for lots of us. But it meant. We were all going on a journey together. So I, you know, I as much as, um, I think a lot of the times people feel uncomfortable around, um, these situations and these, um, around language or around, um, when discussing communities that maybe they're not part of. It's the same when people are talking about disability. So I guess that's where some of the empathy comes from. But I just I think it's what makes life interesting. Um, so that's why I'm just really, I guess, passionate about it as well.

***Clip: ITV Pridecast w/ Sam Tatlow***

**Liam**

**00:22:30:06**

I think that's a really important point, actually. And you made it earlier, Sam, where you said that, you know, in your team you're not expected to know everything and mistakes can be made. And it's about learning from those mistakes. And I suppose, you know, for anyone who's listening to listening to this, you know, what would be the advice that you give to them if they're, for instance, say, a middle aged, straight white man who, you know, I think of someone who, for instance, you know, say it's the news producer or it's a writer of, of, you know, a production or whatever. And they, they really want to be able to kind of, you know, A. become an ally, but they don't necessarily know how to, you know, how to kind of go along the lines of that. And they don't really know how to, you know, they don't want to basically put their foot in it if they get the language wrong or whatever. You know, what would you say to anyone in in that position? Yeah.

***Clip: ITV Pridecast w/ Sam Tatlow***

**Sam**

**00:23:25:23**

Um, so I, you know, it's it's a question that I come up against quite a lot. And I think, um, what I would say first and foremost is obviously coming from a tele perspective, what I would say is consume content that tells the stories of people from different communities. I think that's the best way to learn. I think that's the best way for you as an individual to immerse yourself. So ensuring that you are doing some of the learning yourself and really immersing yourself in those communities. So, you know, I, I make sure that if there's something, you know, um, when It's a Sin was on, obviously everybody watched it, but it's about a, it's about a community, whether that's, um, you know, the John Bishop film that went out last week. Um, John and Joe Bishop: Life After Deaf about the deaf community. I think watching content that's about those communities that you're teaching yourself. And then I think in terms of approaching it and discussing subjects like this, I think first and foremost, you have to come into those conversations and start with kindness. You have to come into those conversations with an open mind, and you have to come in, um, willing to be corrected and not being not being defensive about that. I think I would always encourage people to ask questions, but if that question is intrusive, not, um, to be happy to be told, I'm not answering that question or actually that question isn't okay to ask, um, but to engage in the conversation and not shy away from it. And I think quite often people who feel uncomfortable about talking about these things, um, avoid it, and therefore it makes the situation worse. So doing some of the learning yourself and not not expecting others to teach you about it from kind of the ground up, you've got to do some of that yourself, but also engaging with people and and having an open conversation with them and being happy when people, if anybody comes, you know, responds with, I don't want to answer that. And that's okay.



***Clip: ITV Pridecast w/ Sam Tatlow***

**Liam**

**00:25:36:03**

That's a really interesting point, actually. And I think that, um, you know, you're really right there in, you know, it's it's sometimes people asking questions that they, they, A. might not like the answer to and they may, you know, they, they unintentionally may offend, but but at the same time, you know, to, to remember that that's okay. And, and and you know, just make sure that, you know, learning the correct terminology or the, the correct way of doing things is, is this is the perfect outcome. And I suppose in many ways, you know, I think the biggest- It's so true that there's, you know, it was said in, in one of my favourite books, actually, *To Kill a Mockingbird*, that there's nothing to fear but fear itself, of course. And actually, that's very true there that if we, you know, we fear asking something, can we don't do it, then, you know, we never get the, the best outcome, do we really? So for people who are listening to this, that actually asking the question and most of the time probably people are going to be quite glad that you've asked the question, aren't they?

***Clip: ITV Pridecast w/ Sam Tatlow***

**Sam**

**00:26:36:04**

Yeah, absolutely. More often than not. Absolutely. You know, but also coming it's the it's the way people come about with questions, you know, as, as a, as a disabled person, I'm quite used to people often asking me slightly inappropriate questions. I've now got to an age where I'm very comfortable with saying I'm not. Going to answer that? That actually isn't okay for you to be asking me that question. And here's why. Um, but it's about how you approach the question. So, um, it's acknowledging maybe. I'm really sorry, I don't know. I don't know the correct language in this space. So can I just ask you, how should I be describing you? How do you like to be described? What are your pronouns? Can I ask, how can I support you in like, what access requirements do you have? Or if you don't have that language asking I don't know how to talk about disability, race, ethnicity, um, sexuality or gender. Can you tell me how, like what words would you encourage me to use? And if you're approaching the conversation in that way, then you're only going to get kindness back. The vast majority of the time. Um, so it's about how you approach it always, I think.

**Liam**

**00:27:51:18**

And also, I suppose it's, it's about how the individual that you're asking responds because they, you know, in what you're saying there, there is a real sense of empowerment, isn't there, that you can respond and say, actually, that's not the right way to ask me, because I suppose the people that do, you know, face discrimination in whatever way that they, they have done, maybe sometimes, you know, there can be a feeling of inferiority and you kind of just have to accept what the person's saying or whatever. But from what you're saying there, there is a real sense of actually, no, I can say no. And this isn't the right way of, um, referring or responding to me. Really.

***Clip: ITV Pridecast w/ Sam Tatlow***

**Sam**

**00:28:33:01**

Absolutely. Particularly when there's a hierarchy involved. And if we're talking about television production, quite often there is. So if you if you're the runner on the programme, um, and it's your producer who's asking you those things, imagine what that would feel like. If you're a producer who's 20 years older than you, you said, oh, um, hi, Liam. I can I just just double check. How do you like to be described? Because I want to make sure that I'm doing it right when we go into this next meeting. How amazing would that make you feel? You know, that really gives you that, um, opportunity to own your own narrative and to and and also makes you feel like that person really wants to learn and that in the future, if they did say something that you felt uncomfortable about, you would be able to approach them because you know that they would take that well. So yeah, absolutely. I think it's it's all about the approach, isn't it?

**Liam**

**00:29:22:14**

And that does break down the kind of barriers, doesn't it, in a way, because I think especially I know from an LGBTQ+ perspective that if someone who acts as an ally can, you know, use that kind of language, refer to you in that kind of way, then you're much more likely to want to open up to them and speak to them about your life than just be confined to your own community. Really, even though that is very, very important to embrace your own community.

***Clip: ITV Pridecast w/ Sam Tatlow***

**Sam**

**00:29:46:18**

Yeah, absolutely. And finding those bridges, because you're right, what I think and do you know, if I'm being totally honest, I think finding your community and feeling comfortable within your community is so important. And as a disabled person, that's something that I've more recently found. You know, there wasn't a lot of disabled people working in television, and now there are much more. And there's there's, um, there's a bit of a gang of us. And we had an amazing time at the Edinburgh Television Festival this year, where it was the first time ever that I felt like I had a genuine community in a work space, in that environment, and it was so empowering and it was just super, super exciting to have that. So as you say, it's really important to have your community, whether that's within the workplace or outside of the workplace, but also feeling like you can share some things about your community with your colleagues or those who aren't part of your community, so that they can understand and maybe join you in some of the richness of it. You know, um, we we all, as a team supported Pride and went to London Pride this year. It was the first time that we were able to go, and it was amazing. And we were there as allies, but we were all there together and it felt really brilliant to be there as ITV and, you know, being there to be able to support our Pride network was just I, I, I really I had a really brilliant time. It was great.

**Liam**

**00:31:10:14**

Oh you were absolutely fantastic. So if I remember correctly, you were, you know, holding the the very large ITV banner at the front of the, uh, of our slot in the parade. So it was, uh, you were an integral part in more ways than one, that's for sure.

**Sam**

**00:31:25:17**

Well, I managed to find myself on the Lorraine coverage and the This Morning coverage and the GMB coverage somehow. So that wasn't intentional, but it definitely resulted in a lot of screengrabs on the Monday morning for my friends and family being like, are you on the television? Like, what's going on? It's like, yeah, yeah, that's my job. Now.

***Clip: ITV Pridecast w/ Sam Tatlow***

**Liam** **00:31:47:22**

The celebrity that is Sam Tatlow, that's for sure. So, well, one of the things I mean I see some Tatler there. I'm being awfully rude, actually, because I don't really refer to you as as Sam Tatlow MBA should know, Really.

**Sam** **00:32:03:16**

I mean, if you'd like to. Liam.

**Liam** **00:32:08:11**

I mean, please tell us a bit about that because you've got I mean, obviously anyone that gets that kind of recognition has done an amazing thing in society. Um, so, yeah, tell us what you've done to to be recognised in this way.

**Sam** **00:32:22:17**

Well, it's it's. So thank you. It's, um. I was awarded an MBE for my services to disabled people in the summer. This summer, this year in the Queen's, um, Jubilee birthday Honours, which has now turned out to be, unfortunately, the Queen's last birthday honours. So if ever there was an honour to receive the numerous layers placed on top of it, it's just, um, quite a yeah.

Overwhelming, really. Um, I was. So I don't think there are words to describe it. I'm so overwhelmed by it. It is such a lovely thing to receive. I'm. I'm just yeah. I don't really know how to talk about it still. And it's a kind of. It's a couple of months. A couple of months have passed. Um, so yeah, I received it for the services to disabled people. Um, I when you receive it, it's really weird.

You get a letter and then you have to keep it secret for a month, and then it gets announced publicly. So for that month, you keep it super secret. Um, but you're never told who nominated you or. Or really. Why? Um, you're told kind of what it was in services to, but not kind of the reasonings behind it. But, um, I mean, as I said, I'm a disabled person myself. I work in this space of increasing representation, um, within the television industry and have been doing that for, um, coming up to about 15 years, I think. Um, I'm also chair of the board of trustees for a disabled

***Clip: ITV Pridecast w/ Sam Tatlow***

led theatre company called Graeae Theatre Company, who are amazing. Do some really accessible and inclusive work are, um, creative director um CEO Jenny Sealey directed the opening ceremony for the Paralympics um in 2012, as well as doing she's just celebrating her 25th anniversary with Graeae. The company's amazing so to be chair of their board. I started my career after graduating with them, so to now be chair of their board, it's like one of the biggest honours ever. Um, and I do work with BAFTA in terms of making sure that they are doing, um, they're doing some brilliant work, actually. They're building has just been reopened. And the accessibility and the thought behind every single decision that they made was brilliant. So I worked with them, I chair their disability group, and was on their film review in 2020 when, um, they were reviewing all of their processes and practices. So I do lots of little bits here and there and involved in things, but I'm not actually told 'You got it because of this.' So I'm kind of assuming, I guess.

**Liam**

**00:35:15:16**

Wow, I didn't know that that you didn't know who who would like, put you forward, put your name forward. So I guess you still you still don't know who who's done so.

**Sam**

**00:35:25:04**

No, I've got assumptions, but I don't know. I know that a couple of people have to nominate you for it to happen. Um, but yeah, you're never told and you're never. Yeah. That's never kind of released to you. Which, if I'm being totally honest, I think it's a bit of a shame, because I think it would be really lovely to know so that you can thank them. Um, because I would love to thank them. Um, yeah, but you're not told.

***Clip: ITV Pridecast w/ Sam Tatlow***

**Liam**

**00:35:50:10**

Wow. Well, you know, all I can say Sam is that from the time that, you know, I've been working with you at ITV, you know, it's I think it's absolutely rightly deserved. Of course. So, you know, congratulations. I know that, um, you know, when I, when I first saw the news that you'd, uh, you got it. I was so thrilled and delighted for you. I, you know, fist pump in the air myself, like, you know, that you got it. So, um, but I suppose, you know, like you were saying there that, you know, really, you know, unfortunately, in many ways, you know, it was it was the the Queen's last, uh, honours, birthday honours that you received. Of course. And do you know, will you be receiving the the MBE from King Charles now, what do you know what the procedure will be?

**Sam**

**00:36:30:13**

I don't know. So when I got the letter, it said that because of Covid they were quite behind in, in, in presenting them to, to people. So they were about a year behind. And now because of recent events, I assume they will be even further behind. Um, when I first received it, I thought I knew that the Queen wasn't doing it anymore, so I assumed it would come from somebody other than the Queen. It may well come from the King now, which? He's, you know, super exciting. How exciting would that be? Um, or or even, you know, Prince William, anyone? I mean, to be honest, anyone. I love all of this. Like, if I just the whole pomp and ceremony and all of it. All of it. I just love it all. So, um. Yeah. And I don't mind who gives it to me.

**Liam**

**00:37:17:14**

It's an absolute little bit of stardust, isn't it, to, to kind of show what wonderful work you do and, and, you know, I suppose that you'll be, uh, you know, getting a trip to the palace, hopefully sometime soon then.

**Sam**

**00:37:29:21**

Yeah, um, a trip to the palace and some serious thoughts on an outfit. Um, but, yeah, um, luckily it won't be for a while yet, so I don't know, but, yeah, it will be a trip to the palace.

***Clip: ITV Pridecast w/ Sam Tatlow***

**Liam** **00:37:44:15**

Yeah, well, maybe that's a good thing. It gives you a little bit of time to choose your outfit, that's for sure.

**Sam** **00:37:49:09**

Yeah, absolutely.

**Liam** **00:37:57:17**

Looking ahead, now then, um, you know, I suppose, like, not just for the future of diversity and inclusion at ITV, but also, you know, in the wider community really in the wider, you know, the wider aspects of the UK. You know what I suppose. Where would you like to say that, you know, within the next five, ten years we would, you know, where we would be basically?



***Clip: ITV Pridecast w/ Sam Tatlow***

**Sam**

**00:38:19:21**

I, I think it's almost impossible to say, to be honest, because I think in many ways the world moves very quickly. If the last three years have said anything, have taught us anything. I think it shows us that actually the conversation, particularly now, moves on very quickly, whether action process and what and the outputs of those actions, um, move quickly is another is another thing. But I think the conversations around how we refer to each other, uh, the language that is used, how we all expect each other to behave with each other. I think that that all moves quite quickly, and I think without sounding like a grandma, which, which which I do feel like when I say it. But I think the younger generation, as they're coming up, have very different expectations to people like me who are in their mid 30s, maybe did when, when, um, when I was younger. So, um, I, I imagine we will be in a very different space. I hope that we are we are in a space where we, um, are feel able to listen to each other and accept each other for who we are. More I think there is I think we're living in a world that is quite it's hard for a lot of people at the moment. The world is quite a hard place. Um, for all of the reasons that we that we know. But I hope as things move on where we're able to, to, um, progress with kindness and that we're all able to kind of feel like we can listen to each other, it doesn't necessarily mean we have to agree with each other, doesn't necessarily mean that we all have to be doing or thinking or feeling the same thing. But as long as we can listen to each other and and and appreciate each other's, um, experiences and, um, viewpoints, then I think that would be a good place for us to be.

***Clip: ITV Pridecast w/ Sam Tatlow***

**Liam**

**00:40:26:18**

Totally. And I suppose in many ways, you know, like you say, that the tough times that people are going through at the moment, especially when we think of things like the cost of living and and things like that, you know, groups who are perhaps more so, minority groups, you know, often it tends to be that they, you know, have more of a burden of things like the cost of living and things like this than the wider society. And I'm not saying that overall, and I'm not saying that it's generally the case, but, you know, it is very important there what you say in terms of making sure people do listen to all aspects, you know, all viewpoints, because you know, that's only the way that we make sure that no one gets left behind. Really?

**Sam**

**00:41:07:00**

Yeah, absolutely. You're totally right, like I am. I'm currently really, really concerned about that in terms of how society is almost ignoring that at the moment. I feel like particularly disabled people are being forgotten about and the impact that the cost of living is having on them, the energy crisis, the social care crisis, and what that means for people's independence. We're getting into really dangerous territory at the moment, and by not hearing from those people and not listening to those people and really seriously taking it on board, we're going to get ourselves in quite a dangerous place, I think. But also, you know how if the world is tough for everyone, we probably we we do really need to appreciate that. If it's tough for everyone, imagine how tough it is for those people who were finding it tough before, because the cost of living crisis is one thing that's are hitting us all now. But there are a lot of people who were in poverty before. So what? What happens when you're in poverty before poverty, like, you know, so I think it's it, it's it's about being kind and listening, but it's about taking that on board and, and and seriously thinking about what, what do we need to do to support each other.

***Clip: ITV Pridecast w/ Sam Tatlow***

**Liam**

**00:42:36:03**

And I suppose a final thing for me, Sam, that, you know, that's why your role in particular and what your team does is so vital, because TV can teach people so many things. You know, so many people who perhaps don't have these experiences can learn through what we do here in TV.

**Sam**

**00:42:55:07**

Absolutely. You know, whether that is Mo Gilligan being a panellist on The Masked Singer, which is, you know, a big Saturday night programme. But there are kids watching that thinking, 'Oh my God, that guy looks just like me, and he's on The Masked Singer. That's so fun. I might be able to do that. That's really cool.' Or whether it's, you know, the, uh, the Joe and John Bishop film that went out on ITV last week about the deaf community. From that one hour film, the number of people searching, um, out how to learn BSL went up by 210%. That was from a one hour film when um Rose Ayling-Ellis took part in Strictly. She was she obviously won the series and it was super, super exciting, um, that the increase in, um, learning of searches and how to learn sign language went up by 480%. So that is the impact of television. Like it is huge. The millions of people have watched it. It really shapes kind of people's perceptions. It makes it makes others feel represented, and it changes the perception of how we think about the world around us. So it it plays a really, really important role.

**Liam**

**00:44:17:20**

Well, Sam, thank you so much for that. Uh, I feel like we got such an insight into what you do, but also, you know, hearing such great advice for people out there who, you know, looking to be not only really an LGBTQ+ ally, but an ally across many, many groups and communities. So, yeah, thank you very much for that.

**Sam**

**00:44:37:06**

Thank you Liam, I've really, really enjoyed myself. Um, so thank you. Thank you for asking me to join you.

***Clip: ITV Pridecast w/ Sam Tatlow***

**Liam**

**00:44:49:21**

Oh wow, what an insight there into the work of the Diversity and Inclusion team here at ITV. And uh, Sam, thank you so much again for being on this episode of the Pridecast and for all the work you do to support not just our community, but all communities at ITV. And a reminder, if you're part of the LGBTQ+ community and work for ITV, why not join the ITV Pride network if you haven't done so already? Thanks again for listening to this edition of the ITV Pridecast. I hope you can tune in for the next episode.