**EMBARGOED UNTIL TUES 22nd June 2021**

**Krishnan Guru-Murthy to join BAFTA albert as Chair of the News Consortium**

The Channel 4 News presenter will help guide the albert News Consortium as it looks for ways to collaborate and further reduce its environmental impact.

**Tuesday 22nd June**: albert is pleased to announce that Krishnan Guru-Murthy has accepted the position of Chair of the albert News Consortium.

The group, which formed in January 2021, was set up to support the broadcast and production community specifically engaged in news television. Members of the group currently include: ITN (producers of ITV News, Channel 4 News and 5 News), BBC, ITV, Sky News and Channel 4 with more members expected to join in the coming months.

As Chair, Krishnan will help guide the focus and strategy of the group, using his in-depth knowledge of the news industry to help explore which actions can have the biggest and most positive impact on the environment, as well as explore how the climate change conversation is represented on screen.

Krishnan Guru-Murthy started his own career in the late 80s at the BBC working as a presenter, reporter and producer for a wide variety of shows from Newsround to Newsnight. He has been with the Channel 4 News team since 1998 covering key global events. He also presents the Channel 4 News podcast Ways to Change the World, in which he interviews one guest each week and explores the big ideas influencing how we think, act and live.

“To have credibility with our audiences in our coverage of climate change and the transition to net zero it is vital that we in the news industry also change our ways and play our part. I’m delighted to be chairing the albert News Consortium to help drive that change,” said Krishnan Guru-Murthy.

The chairmanship comes at a key moment for both albert and the News Consortium with the eyes of the world focussing on COP26 in Glasgow in November 2021.

Michelle Whitehead, albert Project Lead added: “The challenges faced by the broadcast news community are quite unique, not least because news producers have to react with a moment’s notice to breaking news and have to broadcast from all over the world. We wanted to create a separate group that could discuss the challenges they face and work on tailored solutions that can help them achieve net-zero carbon emissions. We’re thrilled to have Krishnan Guru-Murthy on board to help lead our group. His industry knowledge combined with our sustainability focus will no doubt lead to a very successful partnership”.

Since the launch of the News Consortium, a dedicated news training module has been created which will be offered for free to everyone working in news production. The training will cover key environmental terms, the tools needed to create news in a more sustainable way as well as discussing how to find the climate angle in news stories. The specific news training module will sit alongside albert’s wider training offer and can be booked via the website: [www.wearealbert.org/events/training](http://www.wearealbert.org/events/training)

**ENDS**

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About albert

albert is the screen industry authority on environmental sustainability. Founded in 2011, the project supports the industry in eliminating its environmental impact as well as developing on-screen content that is compatible with a sustainable climate.

A BAFTA, indie and broadcaster backed project, albert is proudly industry funded, meaning all our activities are available at the lowest possible cost to organisations and zero cost to individuals.

With events, online tools and training, practical guidance and thought leadership, albert is enabling all screen industry professions to identify and act upon opportunities on and off screen, for effective climate action. Find out more: [www.wearealbert.org](http://www.wearealbert.org/)

About the albert news consortium   
  
The news consortium, which launched in January 2021, was set up to support the broadcast and production community specifically engaged in news television. It works alongside the BAFTA albert consortium - now in its 10th year - and the albert sports consortium which launched in 2020 with Hazel Irvine as its chair.

The news consortium focuses on the specific environmental issues related to news and works collaboratively to create initiatives designed to reduce the impact of news production as well as inspiring sustainable futures through its content. The founding members of the group include ITN, (producers of ITV News, Channel 4 News and 5 News) BBC, ITV, Sky News and Channel 4.