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Working Group II
Achieving greater diversity in broadcasting: the whole picture

Summary of the discussions
Elena Sotirova, EPRA Secretariat

Celene Craig, *EPRA Chairperson*, welcomed participants and introduced the second session of the annual Diversity Working Group which focused on the possible means to facilitate wider diversity in broadcast media, notably in terms of the strategic approach of NRAs to issues of age, ethnicity, disability and sexuality.

Key findings of the discussions:

Overall, there seemed to be a consensus that regulators have an important societal role to play as the guardians of diversity in the audiovisual sphere, aligned to their fundamental purpose of supporting freedom of expression and democratic values.

1. It's all about Data

Having data is very important and this must be the starting point for each regulator when tackling diversity because it facilitates understanding of the scope and scale of the issue. Once the gaps are identified, it is easier to create focused strategies.

This crucial need for data collection is what motivated broadcasters to create the *Creative Diversity Network (CDN)* – a unique forum bringing together member organisations across the UK television industry including the BBC, and creating a common standard for monitoring diversity across all the main broadcasters. CDN is also the creator of "Project Diamond" (Diversity Analysis Monitoring Data) which is an end-to-end process for collecting and reporting diversity data, including gender, race, ethnicity, sexual orientation and gender reassignment. In her keynote address, **Deborah Williams**, who is Executive Director of the Network, shared the way in which the latter succeeded in filling these gaps. Its first report collected actual diversity data from individuals who have a role in making television, both on- and off-screen, as well as data on the extent to which those surveyed perceived representation of the protected characteristics on-screen. While the first edition of the report was based on less than 6,000 contributors, the second one, which will be issued in December 2019, will be based on more than 20,000 people. Increasing the row data will naturally allow more accurate conclusions on representation and on-screen diversity, which is the broadcasters' objective. Broadcasters also have the ability to access their own data and are, therefore, in a position to use it to challenge independent producers commissioned by them. Deborah Williams flagged that public service broadcasters, in particular, have a

very specific role to play in ensuring that they are representative of the UK population as a whole – both on- and off-screen.

Vikki Cook reported that data has been identified as key by *Ofcom* which issued in September 2018 its second diversity in television report. Improved methodology for the data collection resulted in better quality and more detailed information contained in the new report. For this second edition, the data gap has reduced significantly across the TV industry but its quality still needs a greater level of granularity. The report notes a problem at senior level across all of the protected characteristics, given lower levels of personnel turnover in higher posts.

2. Collaboration/cooperation

Once they have data at their disposal, regulators must be aware of everyone's corresponding "territories", e.g. their respective starting points and final objectives. This could be achieved by collaborating and sharing everyone's individual activities and experience. This conclusion was confirmed by **Sonia Monjas González** who presented the work of the Mediterranean Regulatory Authorities Network regarding migrants and refugees in media. Strengthened partnerships between media, public administrators (including regulators) and civil society and supporting media's work through providing guidelines (including e.g. terminology used) and promotion of media literacy, ethical journalism, and education are the possible collective responses to improve inclusiveness and promote a better understanding of the media.

3. Community media and Media literacy

When it comes to inclusiveness, community media are one of the best examples of the successful integration of marginalized groups into mainstream activities, as their core role is to bridge language barriers, create space for alternative narratives and self-representation, give access to knowledge for coping in a new environment, establish and integrate networks, and develop important media literacy and skills development for migrants and other marginalized groups. **Henry Loeser** from the *Community Media Forum Europe* illustrated the role of diversity as a key component of community broadcasting. A look inside the ethos of community broadcasting was provided with specific research case studies about important values expressed in community media policies and organisations; a special Council of Europe report on the role of community media for inclusion of refugees and migrants was also highlighted.

4. Linguistic diversity and the specific PSB remit

Another key as to representation of the audience is linguistic diversity, as it naturally enables the accessibility of media content. **Marcel Regnotto** explained why linguistic diversity is so important in Switzerland and described its very structured approach to catering for the country's four official

languages. To achieve this goal, the Swiss law concentrates its strategy on SRG-SSR. The licence awarded on 29 August 2018 requires from the latter to build bridges between the four language communities by promoting understanding, cooperation and exchanges between the regions, by providing equivalent offerings in German, French and Italian and taking Rhaeto-Romansh into consideration appropriately, by taking into account the respective different language regions in the current information offering and in other offerings with high public awareness and by publishing key figures relating to the fulfillment of this mission.

5. Conclusion?

The panel unanimously concluded that the ultimate goal of "diversity" was one of inclusion because this is what society expects in general from broadcasters and regulators. In this regard, it was debated that when trying to increase for instance the proportion of disabled employees within a given organisation, good will is not enough. In order for diversity to be successful, it is important to know how to lead it because people can progress only in a space where they feel valued and respected.

In summary, there was general agreement that NRAs need to adopt a strategic approach to Diversity and Inclusion and a robust evidence base is essential in pursuing and progressing the Diversity goal. The need to embed Diversity within the culture of an organisation – that of the NRA and broadcaster – was also highlighted.