

Tuning in to Diversity 2010

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Tuning in to Diversity 2010 Conference Budapest, 26 February 2010, morning session

“One Diversity Toolkit, several training methods” workshop for PSBs representatives

The Diversity Toolkit has been implemented for three years by many PSBs of several EU countries. The different training methods adopted to implement the Toolkit will be discussed by the participants, both trainers and trainees in the training sessions organized at national level.
Report by Jacob Schulze, FaceEurope (Sweden)

Chair: Pari Niemann (NDR, Germany)

Presenter of best practice: Tímea Noémi Daróczi (MTV, Hungarian Public Broadcaster)

Tímea Noémi Daróczi presentation:

The general picture: training is successful when you have support from the management but you cannot change the perceptions of all employees

Cristina Toth anchorwoman from the news department at MTV was part of the training team and the management of MTV was behind the projects, so there was a strong impact already from the start.

The PSB Diversity Toolkit had been translated and the DVDs subtitled in order to reach out to all staff. The seminars – discussions concerning portrayal and practise – started with information on the discrimination which is very important to underline in Hungary. To start up discussions the trainers set up a kind of “games” in order to let every trainee put forward a personal experience.

All in all 40 journalists were invited to courses and 36 per cent turned up. They were divided into five groups working for 3 hours each. The decision was made that a half day seminar would be the most effective time allocation. A whole day would be more difficult to organize.

The discussions were quite lively, but some 10 per cent of the participants were not interested in the issues. One or two of the journalists were even openly hostile to the Roma population.

During the training sexual orientation was also an issue in the debate – a sensitive topic in Hungary.

Tímea and her colleagues paid special attention to the chapter of the Toolkit “*Who do you see?*” dealing with poor representation of minorities on screen in general reports- not focusing on integration. After the training MTV has started to compile an expert list of representatives with Roma background. There is now also a code of ethics about fair portrayal in MTV.

Q & A

Has anything changed?

Tímea: Some journalists have changed their ideas, some people will not – but they will be careful with expressing prejudice openly.

Was the training mandatory?

Yes the training took place on work time and all journalists who were invited were expected to participate

Follow up?

So far the action has not been followed up in MTV

Selection of staff to train

We think that it is equally important to train technical staff- because they are part of the production.

Discussion and comments

- In Poland the PSB management is not interested in diversity issues which makes it difficult to start operations of training and diversity management, said polish NGO representative.
- NDR – one of the German PSBs had seminar for a whole day – which was worthwhile – but it is also a matter of how you select participants. Here many participants experienced an “Aha-effect” – they would get a new perspective on diversity.
- In Greece, the ERT (PSB) made follow up of training every month in the region of Thessaloniki, where the leading editor of the newsroom led the training
- There were positive experience from training together with NGOs – at least part of training.
- The second part of the Diversity Toolkit – with checklists and models for diversity management like “The six cylinders” was appreciated in ERT. In this case the trainers underlined that social problems are covered by journalist – but not solved – that is the role of politicians.
- Many trainers were positive to mix programme makers with people from HR departments in order to have a wider picture.
- There was a consensus on the idea that this kind of training has to be fun – a serious topic but participants must be able to see the joy of working with it.