

# A Diversity Toolkit for factual programmes in public service television

Public service broadcasters have a duty to serve the entire population and to reflect the cultural, racial and linguistic diversity of society in content and among their workforce.

However, experience shows that all too often programmes can reinforce stereotypes and perpetuate misunderstandings about minorities. Programme makers and journalists need to raise their awareness of the effects of unconscious mindsets and the lack of information about minority communities and perspectives.

Over the past ten years, a number of European public service broadcasting professionals working specifically with and for cultural and ethnic minorities, have been meeting regularly under the auspices of the European Broadcasting Union's Intercultural and Diversity Group (IDG). They have exchanged experiences and co-produced joint programmes. This Diversity Toolkit brings together the collective knowledge of these TV professionals. It concerns public broadcasters in general and news- and information programmes especially.

The Toolkit was further developed through a series of workshops financed by the European Social Fund and has been published by the European Union Agency for Fundamental Rights (FRA).

The core of the Toolkit is a DVD with sample news clips from a dozen broadcasters across Europe illustrating the difficulties encountered when reporting on minorities. Each news clip is accompanied by background information and some questions and comments about the issues raised.

The Toolkit also contains a wealth of background information on how to promote the principles of cultural diversity in broadcast organisations and TV programmes.

It contains sections with examples of good practice, checklists, links to relevant websites, case studies, and recommendations related to news and information programmes, recruitment and training, progress evaluation and general management policies.

The Toolkit may be used for non-commercial purposes by journalists and programme makers in their daily work, or as a tool for training sessions and workshops.

Print copies of the Toolkit, including the DVD, can be ordered free-of-charge from: [duret@ebu.ch](mailto:duret@ebu.ch) or [media@fra.europa.eu](mailto:media@fra.europa.eu)

