GENDER EQUALITY & DIVERSITY

EXECUTIVE SUMMARY

As of April 2020, more and more citizens throughout Europe have been confined at home, and Schengen’s internal borders are closed. With more than 100 million Europeans in lockdown, audiences are increasingly tuning in to public service media (PSM) broadcasting for news and entertainment. At this time, a range of implications in terms of gender equality and diversity are beginning to emerge for broadcasters and media companies, both in organizational terms and concerning the topics and news coverage specifically related to the COVID-19 pandemic.

The good news is that the cultural and organizational shift previously expected to take place over the next decade has been brought forward by the crisis, and most organizations – having to operate suddenly with a remote workforce – have stepped up inclusive practices that have placed people back at the centre of every interaction and activity.

EBU Members have already demonstrated an acute awareness and a high degree of preparation, responding to the COVID-19 crisis with organizational and content strategies that fully embody the gender and diversity prism, such that they can fully honour their public service remit.

This document highlights the issues as well as the responses from EBU Members as PSM organizations, as discussed on Monday 6 April 2020 during a roundtable call attended by 36 participants from 24 EBU Members organizations, supplemented by individual telephone interviews with Members.

Following are the 5 identified implications, including examples of how Members have addressed them.

GENDER EQUALITY

In terms of gender equality, three specific issues have been identified, regarding which solutions have been discussed:

1. RISE IN DOMESTIC VIOLENCE

Authorities in various countries have reported an increase in domestic violence during their lockdowns. How can PSM organizations support women and other victims by informing them of the possible solutions and thus helping prevent another ‘pandemic within a pandemic’?

Three key strategies have emerged among public service broadcasters:

1. PSM need to work closely with governments, relevant ministries and the associations that focus on violence against women to broaden their dedicated victim-support programmes (such as freephone numbers) and must broadcast these initiatives far and wide.

2. PSM need to cover extensively the issues in their respective markets while being mindful that they also have a role to play in helping potentially violent men, by informing them that they can get help before they act.

3. PSM need to develop a narrative inviting everyone to take action – more specifically encouraging citizens to keep an eye on their community and alert
the police or relevant authorities if they detect a potential danger in their neighbourhood.

2. MORE DOMESTIC CHORES FOR WOMEN

With people locked in at home and schools closed, women have been significantly impacted by a further rise in domestic tasks and care needs. Study after study has shown that even as women have stepped forward in the workforce, in married heterosexual couples, women still shoulder the bulk of the household chores. The implications for PSM are twofold:

1. There is an obvious need to report and highlight these societal issues, but with careful attention not to fall into gendered reporting, i.e. scrutinizing language and illustrations to avoid framing caring as a women’s issue instead of a family one, which subliminally lets fathers and partners off the hook regarding childcare and household responsibilities. Furthermore, the struggles of single parents should be addressed.
   - Specific guidelines for newsrooms can be issued
   - Some Members have launched campaigns to educate their audiences in this respect

2. The second implication concerns PSM employees, 45% of whom in Europe are women.¹ How do the above phenomena impact staff and what can be done to lighten the domestic burden?
   - Several EBU Members have strengthened and updated their Work From Home (WFH) policies
   - Many have put in place free access to counselling for employees and their families

3. GENDER BALANCE ON SCREEN: WOMEN EXPERTS

As the virus has spread and massively impacted every aspect of our lives, broadcasters have increased the number of news programmes and talk shows delving into the specifics of the pandemic, many of which feature scientific or economic experts. PSM organizations need to ensure that they achieve or maintain balanced representation of on-screen experts and prevent male over-representation. Three tactics where identified in support of this issue:

1. Projects like the BBC 50:50 Challenge² are particularly useful in times of crisis, to maintain a high degree of awareness and motivation among programme teams to keep a balanced output. Metrics and awareness need to be nurtured.
2. Some EBU Members have developed internal lists of women experts, sometimes shared among editorial teams. Several countries dispose of publicly accessible lists of female experts developed by broadcasters in conjunction with institutional partners (regulators, European Commission, etc.). Whichever the source, there is a clear advantage in building up a list over time.
3. Some EBU Members are developing diversity and gender checklists to be used when accessing archives, to make sure that older content will not offend today’s audiences.

¹ EBU Gender Report 2019 and 2020
² https://www.bbc.com/5050
DIVERSITY

1. REACHING AND REPRESENTING THE WEAKER IN SOCIETY

In a global health crisis several layers of society are impacted dramatically and do not receive the information they need to protect themselves: the poor, the homeless, refugees, disabled people. How can PSM make sure COVID-19 coverage reaches all and represents all?

Most of the initiatives discussed revolve around these issues:

1. **Accessibility**: PSM need to make breaking news and government instructions easily accessible to the visually and hearing impaired.
2. News items should capture all realities, which requires interviewing or at least representing citizens from all backgrounds and social classes while paying regular attention to the vulnerable.
3. Several Members are making their COVID-19 coverage available in minority languages in addition to their national language, whether in linear programming, on their websites or via social media.
4. Some creative mobile platforms or interactive programmes have been developed to support migrants at every step of their journey and counter misinformation from people traffickers.

2. PREVENTING XENOPHOBIA

History has shown that pandemics can very often lead to a rise in conspiracy theories, false information and discrimination. Chinese communities have been the target of bias and ostracization due to virus-related fears. The response from PSM has so far been articulated along two axes:

1. Newsrooms need to cultivate a taste for inclusive language and avoid framing reporting in such a way that it stigmatizes specific communities.
2. PSM can proactively develop inclusive narratives that dismantle the stigma burdening specific communities such as the Chinese or the Italians (as at the beginning of the pandemic) by instead focusing on the positive contributions of these communities.
GENDER EQUALITY

1. RISE IN DOMESTIC VIOLENCE

As confinement measures linger on and become stricter in many European countries and beyond, the risk for domestic violence has risen. News reports have already documented a rise of 30% in official complaints in France, while in Spain phone calls to the free 016 hotline, which advises women who are victims of domestic violence, increased by 18% in the first week of confinement. In the UK, calls to national abuse hotlines shot up 65% in the first week of the lockdown. Women and children are particularly vulnerable as they may find themselves locked inside with the person abusing them.

How can PSM support women and inform them of the solutions available to them, thus helping to prevent an altogether different type of pandemic? Three key strategies have emerged among public service broadcasters:

1. PSM need to work closely with governments, relevant ministries and the associations that focus on violence against women to broaden their dedicated victim-support programmes (such as freephone numbers) and must broadcast these initiatives far and wide.

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4 Source: RTVE
2. PSM need to cover extensively the issues in their respective markets while being mindful that they also have a role to play in helping potentially violent men, by informing them that they can get help before they act.

3. PSM need to develop a narrative inviting everyone to take action – more specifically encouraging citizens to keep an eye on their community and alert the police or relevant authorities if they detect a potential danger in their neighbourhood.

In Spain, RTVE has a team of Equality Editors who have worked closely with the government and Ministry of Equality, which set up a free number (016) that can be used to alert the authorities of any dangerous situations. There are also WhatsApp chats using which victims can manifest themselves discreetly. It is also running the “Estamos contigo” campaign (We are with you) via its online portal “Todxs Por Igual”, an equality-focused portal which collates news and programmes from linear TV and radio channels on the subject of gender equality and diversity (thanks to an efficient news tagging system). The portal is attracting more and more visitors and is becoming increasingly successful in its aims, just as the country’s government is also becoming more committed to the issue of equality. https://www.rtve.es/noticias/todxsporigual/

Like many other broadcasters, RTVE has partnered with national associations combating violence against women by regularly giving out their freephone numbers on main linear news programmes. Local initiatives are given visibility through regional broadcasts.

RTBF, in Belgium, has used “Les Grenades”, its news portal with a feminist and gender-equality focus aiming for stronger representation of women’s voices in the media, to publish several articles on how the COVID-19 pandemic is affecting women. RTBF is also supporting a nationwide campaign backed by dozens of associations that has resulted from the inter-ministerial conference on women rights held on 2 April. It has furthermore been highlighting the topic and regularly promoting the freephone numbers that can be used by women and children in danger, during its news programmes on linear TV and radio channels. The broadcaster also asks the population to keep an eye on their neighbours and works to raise awareness among the police, the justice system and the healthcare sector about how to recognize and deal with victims of domestic violence. https://www.rtbf.be/info/dossier/les-grenades

Some Members have run these stories from an international perspective, afterwards relaying the freephone domestic numbers to call, for example this BBC World article written by the gender and identity correspondent: https://www.bbc.co.uk/news/world-52063755

Italy’s RAI has established a task force for the social emergency stemming from COVID-19. It has intended to be a forum which will coordinate all activities within the social field (the service industry, social responsibility, social cohesion, accessibility, social budget) in addition to the emergencies strictly related to COVID-19, which in particular are affecting people with disabilities/autism, the elderly and children (who can no longer attend school). It plans to submit proposals on content, awareness campaigns and calls to action to its editorial staff, channels and departments.

Concerning the issue of domestic violence, Italy’s RAI has covered YOUPOL extensively in its news. This is an official police app that allows victims to signal a dangerous situation directly to the police via a smartphone. It was initially designed to combat bullying, harassment and drug dealing but is now being extended to reporting cases of domestic violence. https://www.tg1_rai.it/dl/RaiTV/programmi/media/ContentItem-dfeaa5b7e-9eb6-4ff-b7e3-f792402160d9.html
In Germany, ARD/BR added an interactive dimension to its live programmes by taking phone calls from the public in programming dedicated to these issues through which people can voice their concerns. This is part of its broad effort to support the wellbeing of viewers/listeners. ARD/BR has also promoted telephone helplines for contacting associations supporting female victims of domestic violence, pregnant women in distress and similar cases – both on linear and through the BR social-media channels. An article on the BR homepage containing guidelines for dealing with domestic abuse is being translated into several other languages to support non-German speakers in Bavaria. [https://www.br.de/nachrichten/bayern/wichtige-telefonnummern-bei-problemen-und-konflikten-zu-hause.RtmLF1U](https://www.br.de/nachrichten/bayern/wichtige-telefonnummern-bei-problemen-und-konflikten-zu-hause.RtmLF1U)

**Swedish Radio** has also focused on the consequences for children at risk from domestic violence and other forms of danger in the home, now that they are spending more time indoors. Current affairs programmes are describing the way the pandemic affects those who are already the most vulnerable in society. Overall reporting via the different programmes is maintaining a strong awareness of these issues.

Germany’s **WBR** lists all the options available for victims of domestic violence. This is shown prominently on the current website of its linear programme FrauTV (Women TV), as well as being frequently addressed during programmes. [https://www1.wdr.de/fernsehen/frau-tv/index.html](https://www1.wdr.de/fernsehen/frau-tv/index.html)
2. MORE DOMESTIC CHORES FOR WOMEN

With people locked in at home and schools closed, women have been significantly impacted by a further rise in domestic tasks and care needs. Study after study has shown that even as women have stepped forward in the workforce, in married heterosexual couples, women still shoulder the bulk of the household chores. EU research shows that 92% of women aged 25 to 49 (with children under 18) take care of their children daily, compared with 68% of men daily, in heterosexual married or cohabitating couples. A total of 79% women cooked and/or did housework daily compared with 34% of men. And 85% of single-parent families in Europe are headed by single mothers.

The implications for PSM are twofold:

1. There is an obvious need to report and highlight these societal issues, but with careful attention not to fall into gendered reporting, i.e. scrutinizing language and illustrations to avoid framing caring as a women’s issue instead of a family one, which subliminally lets fathers and partners off the hook regarding childcare and household responsibilities. Furthermore, the struggles of single parents should be addressed.

2. The second implication concerns PSM employees, of whom 45% in Europe are women, according to EBU research. How do the above phenomena impact staff and what can be done to lighten the domestic burden?

With several governments suddenly requesting for offices to be shut down, many EBU Members have put in place Work From Home (WFH) guidelines and policies that encourage

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7 https://bit.ly/2yPXcAG
employees to be mindful of their wellbeing. The EBU has also published the WFH Tips and Considerations report, available through the dedicated COVID-19 website: https://www.ebu.ch/covid-19

Georgia’s GPB is running a targeted campaign with the aim of dismantling stereotypes of gender roles in society. It has produced a whole series of videos as part of the UN campaign “Men united for children”, aired on live broadcast and accessible via the GBP website and YouTube channel. These clips showcase fathers involved in home-schooling and entertaining kids by reading stories – tasks that are traditionally expected to be carried out by women, even when those already hold down jobs elsewhere. https://bit.ly/2V4Bm3U

At Austria’s ORF, employees are entitled to free and anonymous emergency counselling, as part of a national service employing psychologists to help people overcome situations of stress, fear or anxiety. Additionally, employees with pre-school children and no childcare options can secure a leave of absence on full pay for a limited period.

Spain’s RTVE has also launched a service to provide psychological support for employees and extended this to their first-degree family members (children and spouses) for 6 months, as well as focusing on logistical solutions for singles parents.

In Germany, ARD/BR is considering extending special “care days” during the summer holidays in order to support parents who have taken holidays to care for their children as a result of the COVID-19 lockdown and the resulting school’s closure.

SRG SSS, as a matter of policy, offers eight care days for its employees, which are being actively used in the current circumstances
3. GENDER BALANCE ON SCREEN & WOMEN EXPERTS

As news and factual programming delve into the information available on the pandemic, experts in scientific, economic and other fields are being called on to share their views and expertise on air. Statistics show that women make up 70% of front-line healthcare workers fighting COVID-19 but only 16% of the World Health Organization (WHO) COVID-19 Task Force. Moreover, in February 2020, only one-in-three experts quoted in the media about COVID-19 were women. A study on UK media published in May 2020 claims that male experts dominated UK shows during the coronavirus crisis in Spring 2020.

This is the ideal time to make sure men and women experts receive equal coverage. Three sets of tactics have been discussed among EBU Members:

1. Projects like the BBC 50:50 Challenge are particularly useful in times of crisis, to maintain a high degree of awareness and motivation among the programmes teams to keep a balanced output. Metrics and awareness need to be nurtured.

The BBC's 50:50 project is proving an efficient tool for increasing women's representation in terms of content and maintaining a high degree of awareness among editorial teams. Programmes still airing on the BBC are maintaining the gender breakdown on screen and sharing their contact lists internally. Choice of stories has also been affected. With the need to look at more practical issues, more women experts have been invited to join the conversation. https://www.bbc.com/aboutthebbc/reports/policies/5050

2. Some EBU Members have developed internal lists of women experts, sometimes shared among editorial teams. Several countries dispose of publicly accessible lists of female

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8 https://www.womeningh.org/operation-50-50
9 https://www.theguardian.com/tv-and-radio/2020/may/04/male-experts-domi
experts developed by broadcasters in conjunction with institutional partners (regulators, European Commission, etc.). Whichever the source, there is a clear advantage in building up a list over time.

Some EBU Members have over time developed internal lists of experts, shared in some cases but not systematically with newsrooms. Some have made public lists of experts or have access to institutional lists such as the Brussels Binder and others subsidized by the European Parliament. Some have put together lists in collaboration with national journalist federations.

The association Women in Global Health provides a list of international women experts who are working to strengthen global, regional, national and local capacities to prevent, detect and respond to outbreaks.

Some ARD stations already dispose of a women experts’ database, but for data protection reasons these cannot be published.

Germany’s MDR had another approach: they identified 12 female experts in their broadcasting area and invited them to a meeting at MDR to discuss how to recruit women experts. Afterwards, these experts were given editorial “sponsorships” and maintained close contact with the programme teams, enabling the recruitment of female experts into the database.

At ORF gender balance in programmes is one of the priorities contained in the ORF equal opportunities plan. Therefore, equality officers are regularly in contact with editorial teams to raise awareness about the need to give equal coverage to women and men subject-matter specialists.

The BBC each year compiles and publicizes a list of 100 inspiring and influential women from around the world, spanning a wide range of fields. https://www.bbc.com/news/world-50042279

At CBC/Radio-Canada daily reminders from editorial leaders encourage producers to seek gender balance in their COVID-19 coverage. Metrics and benchmarks are in place to monitor the quantitative breakdown in terms of shows and invitees (at the moment women make up 30-40% of invitees), Additionally a special project is ongoing at Radio-Canada to centralize, in a master tool, all the women experts invited in by the different departments.

RAI is mindful of the need to promote women experts. Concurrent with the COVID-19 pandemic, it has launched a new-format podcast series hosted by the scientific journalist Silvia Benvivelli, who in each episode explains the meaning of a scientific term related to the virus. https://www.raiplayradio.it/playlist/2020/03/DizionaVirus---Glossario-minimo-per-unepidemia-10e534e0-d54b-4333-89d3-54c0168be5ac.html

3. Some EBU Members are developing diversity and gender checklists to be used when accessing archives.

As broadcasters delve into their archives to repurpose programmes, film and documentaries to fill in the current shortage of content production, they should be aware that some of the older content will not offend audiences’ sensitivities today, particularly when it comes to gender stereotypes. Some broadcasters have developed a coherence checklist of gender and diversity values for schedulers.

10 https://brusselsbinder.org/
11 https://www.womeningh.org/operation-50-50
DIVERSITY

1. REACHING AND REPRESENTING THE WEAKER IN SOCIETY

It is unclear how the coronavirus is impacting the weaker and less represented socio-demographics, but it is common knowledge that, in a global health crisis, several layers of society will be impacted dramatically and not receive the information they need to protect themselves. Think ‘the poor, the homeless, refugees, disabled people’. How can PSM make sure COVID-19 coverage and information reaches all and represents all?

Most of the initiatives discussed among Members revolve around these issues:

1. **Accessibility**: making breaking news and governments instructions to the population easily accessible to the visually and hearing impaired.

2. **News should capture all realities**, which requires interviewing citizens from all backgrounds and social classes.

3. Several Members are making their COVID-19 news available in **minority languages**, whether on live broadcasts, on their websites or via social platforms.

4. Some **creative mobile platforms** have been developed to support migrants at every step of their journey and counter misinformation from people traffickers.

Italy’s RAI has increased the availability of sign language for its news segments. It has also introduced a kids cartoon, called *Able Cartoon*, that is accessible by all types of abilities.
Spain’s RTVE has introduced sign language and subtitles for all COVID-19-related government announcements. Subtitling has been added to archive material together with close captioning, resulting in a significant increase in the workload, with matters made more difficult by the fact that the workforce has been working remotely and the usual suppliers of subtitling services have not always been available. In the second half of March, RTVE’s news audience was up by 30.3%. Every programme had been subtitled.

At CBC/Radio-Canada, after receiving some complaints from the hearing impaired community in Canada about the lack of signing during coverage of COVID-19 press conferences, the organizations coordinated with national, provincial and local governments to ensure that signers were available at all such news conferences and were included in the feed. CBC offered to provide a second camera for the signers so that they could be shown “picture in picture” during broadcasts. All local governments agreed to this.

For more detailed guidelines and best practices about accessibility, please refer to the EBU Access Services Experts Group.  

Belgium’s French-speaking RTBF has issued guidelines for their newsrooms to diversify the profiles of citizens interviewed, including families in lockdown from several different backgrounds and social strata, including the more vulnerable members of society such as the homeless, isolated and single-parent families.

Swedish Radio had an established news service for the most represented minority languages, which has been especially popular recently among the audiences concerned. The SR news service has covered different problems relating to the pandemic in the national minority languages, which are Finnish, Meänkieli, Sami and Romani. For example, more than 400,000 people in Sweden have roots in Finland and are cut off from travelling to visit their relatives while the Finnish border is closed. The Sami people, who normally herd their reindeers across the borders of Finland and Sweden, are also affected. The (mostly) Roma EU migrants who have been coming to Sweden are mostly cut off from Swedish news about COVID-19 and need information in their languages about what to do. We know that groups of Roma people in other parts of Europe also listen in to the daily Radio Romano news and current affairs show. For all these communities, Sveriges Radio’s minority language services have been a valuable resource.

Additional news services are offered in Arabic, Somali, Farsi/Dari, Kurdish and English. Newly arrived minorities have engaged massively with these services, which are available online and via the SR app. In particular, audience growth for Somali content has been impressive. The Somali minority has been hit very hard by the pandemic as several of the first deaths in Stockholm happened in the Somali community.


هنا تجد جميع تقاريرنا عن فيروس كورونا المستجد في السويد
Nyheter om det nya coronaviruset på fler språk
SR has links on their news site to news in other languages and has also made sure that the Swedish Crisis and Health Authorities link to SR on their websites. Finally, SR also has a daily news digest in simplified Swedish, in two versions:

- One targets newly arrived immigrants who have limited knowledge of the language “Radio Sweden på lätt svenska”. 
  https://sverigesradio.se/radioswedенpalatっvenska
- The other is for listeners with cognitive disabilities who need news in clear language ("Klartext").
  https://sverigesradio.se/klartext

At Germany’s ARD/BR, news and updates about COVID-19 on the main website are also provided in languages other than German, aimed at multicultural audiences living in Bavaria. https://www.br.de/nachrichten/corona-news-in-english-tuerk-hrvatski-italiano-arabic_RtP4XBT

At Austria’s ORF, specific information and instructions related to the COVID-19 pandemic is also being offered to the population in additional languages (English, Turkish and Croatian) and in a clear language (for the less educated or disabled persons) on both the public website and regional radio station Radio Vienna. https://orf.at/corona/stories/3158537/

Migrants are another invisible community that is extremely vulnerable during the pandemic. InfoMigrants is a platform set up by France Médias Monde (FMM), Agenzia Nazionale Stampa Associata (ANSA) and Germany’s international channel, Deutsche Welle (DW). Aimed at supporting migrants at every point of their journey, the format counters misinformation from people traffickers. Distributed mainly via smartphone applications and social media, content on InfoMigrants is available in English, French, Arabic, Dari and Pashto. A second purpose is to inform Europeans about the daily realities faced by migrants. InfoMigrants is especially important during the current COVID-19 pandemic as many are particularly vulnerable to the virus and depend on reliable information. https://www.infomigrants.net/en/about

Several European broadcasters have developed specific programmes and editorial lines targeting ethnic minorities and language groups in their country or across the continent. JaafarTalk is a weekly talkshow on DW Arabic hosted by Jaafar Abdul Karim and is one of DW's most successful formats. Discussing topics include subjects that are usually off limits in Arabic media, such as the legitimacy of polygamy. Mr Karim is especially popular among young Arabic speakers, who appreciate the vivid controversies stoked by the discussions. Guests are encouraged to argue strongly for their positions, while the studio audience as well as online viewers vote on the most convincing arguments at the end of the show. JaafarTalk was quick to adapt to the COVID-19 crisis and produced its latest edition entirely using Zoom. The guests, some of whom are also in self-isolation, reported on their experiences, gave tips and shed light on interesting facts. The half-hour discussion was streamed live on Facebook so that users could join in the interactive discussion. JaafarTalk achieved 670,000 hits at the first go. 
https://www.facebook.com/dw.jaafartalk/videos/219374072614066

Germany’s WDR had been developing a special programme for refugees, WDRforyou, over the past four years. It is the biggest German public service offering for refugees. It is also a best-practice example in terms of digitalization and broadcasting over social media (600,000 subscribers on Facebook, 106,000 on YouTube and several thousand on Instagram). It reaches a large audience and provides scope for regular interaction. It is the only platform offering information and guidelines on the COVID-19 pandemic (including interactive
sessions with medical experts) in Arabic, Farsi and English (and German) that are specifically tailored to the needs of recently arrived migrants. A representative from the refugee camps was also interviewed recently, voicing refugees’ sense of helplessness and anxiety in the face of the pandemic.

https://www.youtube.com/channel/UCCLTfM5rbatSdc8n4KQE-Sg
https://www.facebook.com/WDRforyou/

Finally, WDR also airs Radio Cosmo, broadcasting in the nine main migrant-community languages during the week and adding three more on weekends. It is currently focusing on essential information about the health crisis.

https://www1.wdr.de/radio/cosmo/sprachen/index.html
2. PREVENTING XENOPHOBIA

History has shown that pandemics can very often lead to a rise in conspiracy theories, false information and discrimination. Chinese communities are feeling the effects of bias and ostracization due to virus-related fears, and occurrences of violence toward Asians have already made the news. How can PSM mitigate these factors and make sure the populist ‘us versus them’ narratives are muted rather than amplified?

The response from PSM has so far been articulated along two axes:

1. Newsrooms need to cultivate a taste for inclusive language and avoid framing reporting in such a way that it stigmatizes specific communities.

2. PSM can proactively develop inclusive narratives that dismantle the stigma burdening specific communities such as the Chinese or the Italians (as at the beginning of the pandemic) by instead focusing on the positive contributions of these communities.

Italy has a large Chinese community estimated at half a million, or 0.5% of the population. National broadcaster RAI has been mindful of the stigma that was cast on the community as the COVID-19 infection started spreading. For instance, it widely covered the visit by Italy’s President Mattarella on 6 February to a multicultural school with a high number of Chinese pupils, with the aim of building a narrative on inclusion and solidarity.

http://www.rai.it/dl/RaiTV/programmi/media/ContentItem-61207672-3636-4519-8b35-4c8f8131eb46-tg1.html

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12 https://www.theguardian.com/global-development/2020/mar/25/as-if-we-were-the-disease-coronavirus-brings-prejudice-for-italys-chinese-workers

13 https://www.youreducation.it/razzismo-londra-ragazzo-asiatico-pestato-branco/
Georgian broadcaster **GPB** has taken forceful measures to prevent discrimination toward foreign communities:

1. It has launched a campaign against national discrimination. The first confirmed case of COVID-19 affected someone of Azerbaijani nationality, although also citizen of Georgia. This country borders on Georgia and, unfortunately, the media unintentionally began to focus on ethnicity. As the public broadcaster, GPB made an extra effort to avoid stigma and consequently launched a public service (social advertisement) campaign supporting ethnic minorities.

2. Special attention has also been paid to people of Asian origin, especially the Chinese population. Discriminatory and dangerous tendencies have emerged on social media, even from journalists during a live broadcast, openly accusing the Chinese people of spreading the virus. After this, the GPB management met formally with the Chinese ambassador to discuss a common strategy to avoid stirring up national strife.
6 APRIL 2020 ROUNDTABLE
LIST OF PARTICIPANTS

- Austria (ORF) Claus Pirschner - Gender Equality Officer
- Belgium (RTBF) Safia Kessas - Head of Diversity
- Bulgaria (BNR) Irena Lazarova - Intl Relations Director
- Belgium (VRT) Inge Vrenge - Head of News
- Canada (CBC/Radio-Canada) Heaton Dyer - Head of Strategy
- Canada (CBC/Radio-Canada) Nadine Alcindor - Project Manager: Femmes Expertes et Diversité de Sources
- Canada (CBC/Radio-Canada) Nicky Davis - Director of Engagement & Inclusion
- Croatia (HRT) Daniela Drastata - Producer
- Croatia (HRT) Nela Gudelj - Human Resources Manager
- Georgia (GPB) Tinatin Berdzenishvili - Deputy Director General
- Germany (BR/ARD) Sandra David - Equal Opportunities Officer
- Germany (BR/ARD) Andreas Schwarz - Diversity Officer
- Germany (DW) Zahra Nedjebat - Head Intl Relations & Diversity
- Germany (DW) Bettina Burkart - Equal Opportunity Officer
- Germany (WDR/ARD) Isabel Schayani - WDRforyou Programme Manager
- Germany (WDR/ARD) Iva Krtalic - Diversity Manager
- Germany (MDR/ARD) Olaf Heilemann - Diversity Manager
- Ireland (RTE) Zbyszek Zalinski - Head of Diversity
- Italy (RAI) Simona Martorelli - Director of Intl Relations & Public Affairs
- Italy (RAI) Elisabetta Barozzi - Intl Relations and Public Affairs Manager
- Luxembourg (100.7) Mieke Krieps - Head of HR
- Norway (NRK) Hilde Thorensen - Head of Diversity
- Romania (RR) Eduard Nicolau - Head of Professional Training & Evaluation
- Romania (RR) Adriana Burlacu - Gender and Diversity Training Consultant
- Russia (VGTRK) Ekaterina Orlova - International Relations
- Spain (RTVE) Jesus Araque Sanchez - Director of Welfare, Equality and Diversity
- Spain (RTVE) Teresa Muñoz Guerra - Equality Officer
- Spain (RTVE) Beatriz Pacho Velazquez - Diversity Officer
- Sweden (UR) Danjel Nam - Head of Diversity
- Sweden (SR) Helle Kari Höjeberg - Channel Manager Minority Languages
- Sweden (SVT) Seher Yilmaz - PM Diversity and Employer Branding
• Sweden (SVT) Christina Johannesson - PM Future Competencies
• Sweden (Nordvision) Charlotte Niklasson - Director of European Affairs
• Switzerland (Swissinfo) Jo Fahy - Head of Multimedia
• UK (BBC) Miranda Wayland - Head of Creative Diversity
• UK (BBC) Angela Henshell - BBC 50:50 External Partners Manager
• UK (BBC) Nina Goswami - Creative Diversity Manager & BBC 50:50

36 PARTICIPANTS – EUROPE & CANADA
24 MEMBER ORGANIZATIONS

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