

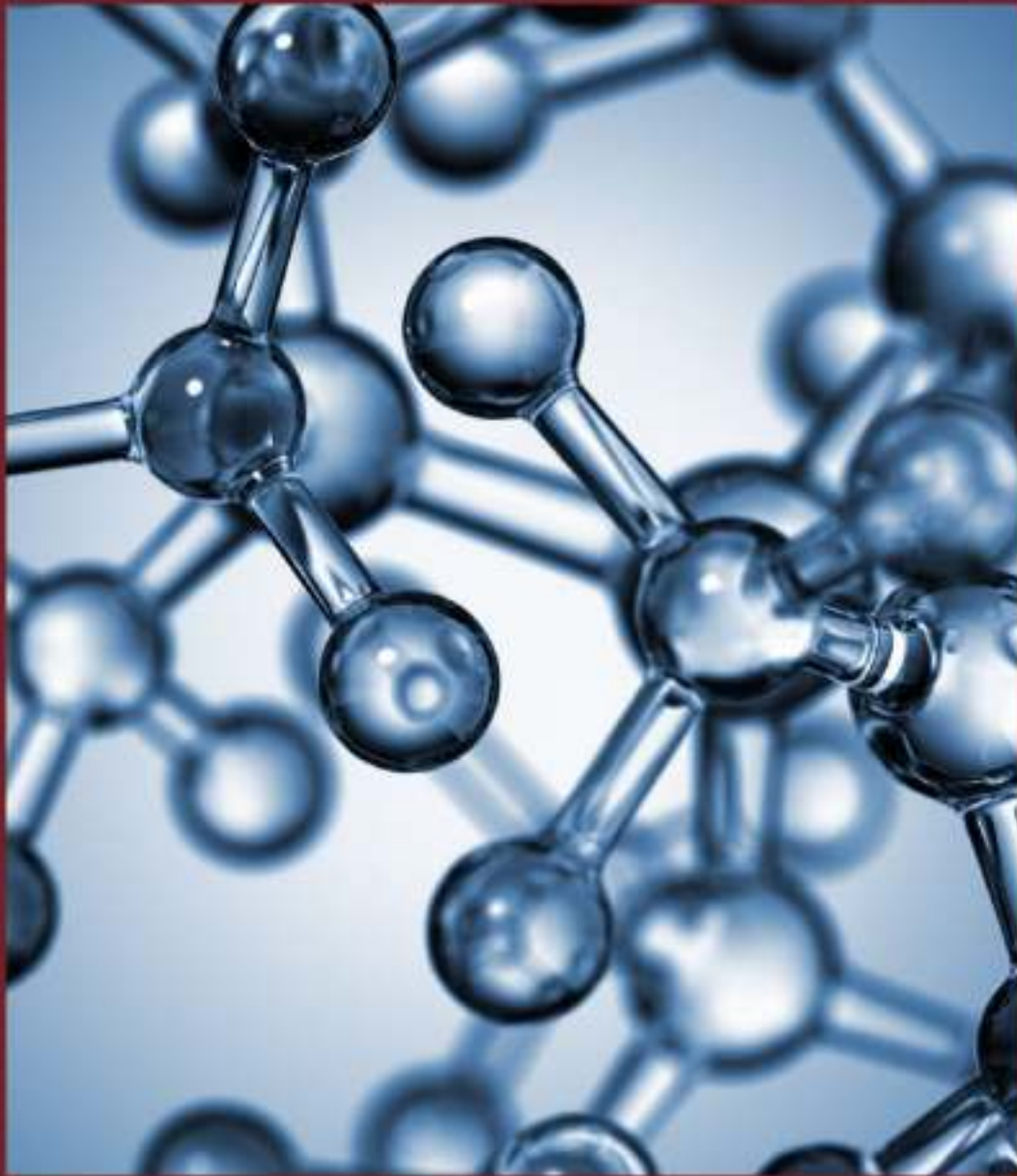


DIVERSITY IN
JOURNALISM -
*FUTURE OF THE MEDIA
SUBMISSION*

*The need to create a plurality of
voices in Irish media*

PURPOSE

- 12.5% of the Irish population have a migrant background. 26.2% of people with disabilities were unemployed pre-Covid. Marginalised people from all areas find it difficult to get equitable work
- People from non mainstream backgrounds do not see themselves in the media or hear their voices and concerns reflected and this could be addressed to better reflect the full and changing makeup of the Irish population
- While there is a will to change this, journalism outlets are finding income generation difficult and supports from the general public are diversifying as is loyalty to any one brand
- The Open Doors Initiative proposes to train up people from marginalised backgrounds with an interest in journalism, and help supply funding towards six month fellowships in media outlets
- This can be built on year on year and rolled out nationwide leading to greater integration and general societal benefit
- It needs to be an integral part of all future planning to get buy in from all media and participants, and hence be part of the Future of The Media Commissions recommendations



POSSIBLE STAKEHOLDERS

- The Open Doors Initiative to coordinate
- TU Dublin for student training
- RTE, Virgin Media, The Irish Times, The Journal, Connacht Tribune for the pilot programme
- NUJ as a supporting partner
- Google for funding of scholarships plus other potential supporting partners including the Future of the Media Commission

DEVELOPMENT OF PILOT

Secure buy in from the Future of the Media Commission and discuss how this can be part of their work

Bring TU Dublin on board as partners and map out one-year course starting Sept 2021 and funding (Pos2Work Skillsnet a possible source)

Secure Google commitment as sponsors of the fellowships

Look into other sponsorship partners (avoiding conflicts)

Secure media partners for the fellowships (starting Sept 2022)

Recruitment of participants from April 2021 by ODI and supported by media partners

Additional supports for participants through the year of the training may be required - travel, subsistence, course aids

Mentors for the successful Fellowships to be put in place in media organisations

NEXT STEPS



Secure

Secure commitments from all partners to the pilot plan



Check on

Check on buy in from TU Dublin and assess costs e.g. schooling, support costs etc.



Begin

Begin funding applications and work with the Future of Media Commission from their areas of relevance



Start

Start assessing interest from possible participants



Plan

Plan recruitment campaign - how to target marginalised groups and secure people on merit



Contact

Contact:

