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# Norway - world champion in gender equality?

But the media industry has been falling behind



## #Metoo hit the world in 2017 – and we found a bad internal culture in our own newsrooms.



Erik Waatland

#### Video og intervju:

#MeToo i mediene: 1 av 10 kvinner under 30 sier de har blitt utsatt for seksuell trakassering det siste halve året



Ole Alexander Saue

#### Får med heile bransjen på ny metoo-undersøking: I januar kjem resultatet

To år etter at metoo-bølgja trefte norske mediehus samlar presseorganisasjonane heile bransjen for ny kartlegging av seksuell trakassering.

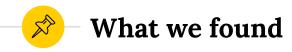


SARAH WILLAND, organisasjons - og kommunikasjonsdirektør i TV 2 forteller om de siste måneders håndtering av MeToo-saker. Gard L. Michalsen

#### Stort intervju:

Nå er TV 2 snart i mål med generaloppgjøret etter #MeToo. Har behandlet 18 varsler mot åtte personer





#### Lack of awareness

The discussion of diversity and power was not present nor in the newsroom or in the board rooms.

#### No objectives

Only 1 of the Media Companies had goals and measured the diversity in there top and mid-level.

#### No consequences

No incentives or sanctions for leader who doesn't succeed.

# Lack of diversity is about democracy, innovation, recruitment and economy



#### We built a Mentor Programme

#### Collaboration

The Media Network
Media Businesses
Assosiation
AFF

## Anchoring

Interviewing 9
Media CEOs
The joined - and
payed for it

#### **Bold Ambitions**

All attendees defines objectives for themselves, for their media house - and for the society



But: The Media Network was established to

work with gender equality.

That's not the only diversity problem we have...



#### Diversity is not only about gender

Are we responsible to fix other diversity issues?

Should other minority groups be left behind?

We have power.
We have to use it.

We do not want to pull up the ladder after reaching the top. The Media Network changes ist goals and purpose

Our tools are useful and our role is important.

### And then came covid-19:

We went from strategic modus to production modus.

Home office kills innovation and transformation of culture stops.



### We are not alone to do the gardening

#### **Clear objectives**

7 of 9 Media Companies have set a goal for diversity in their top and mid-level management.

#### More gardeners

The Media Businesses'
Assosiation
The Assosiation of
Norwegian Editors and
The Norwegian Union of
Journlists
points out diversity as
one of their main goals
– for the first time.

#### Lots of awareness

The discussion of diversity and power are present both in the newsroom and in the board rooms.

