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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-bølga treffe norske mediehus samlar presseorganisasjonane heile bransjen for ny kartlegging av seksuell trakassering.



SARAH WILLAND, organisasjons- og kommunikasjonsdirektor 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



**We asked the CEOs
what they wanted
to do about this?
*They asked for help!***





What we found

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



**Great success!
Adepts has been
given new
opportunities
Mentors gives
diversity questions
much more
awareness**



But: The Media Network was established to work with gender equality.

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



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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 its 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' Association
The Association of Norwegian Editors and
The Norwegian Union of Journalists
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.

An aerial photograph of a dramatic mountain landscape. A paved road with white dashed lines winds through a deep valley, featuring several sharp hairpin turns. The terrain is rugged, with steep, rocky slopes and patches of green vegetation. In the distance, a river flows through the valley floor. The sky is overcast and hazy. The text "The road ahead..." is overlaid in the center of the image.

The road ahead...