

Response to DCU-MEDIVA report on diversity training

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Relevant info about myself

- Hold an MA in journalism from Dublin Institute of Technology (DIT), 2004
- Began career at Metro Eireann newspaper, a specialist publication reporting on ethnic diversity issues. It was established by two Dublin-based Nigerian journalists in 2000 (www.metroeireann.com)
- Currently freelancing for Metro Eireann and national mainstream publications, mainly on ethnic minority issues. Examples of output at www.catherinereilly.com

Diversity training – a bit fuzzy

'...many [journalists] were hostile to the very notion of "training" in any sense...'

- ◉ The report struggles to definitively capture what diversity training entails (who, what, when?)
- ◉ Diversity training in Ireland is ill defined, unregulated and is an industry (albeit small). *Why shouldn't* journalists be sceptical?
- ◉ Strong potential for diversity training to be 'box ticking' exercise

Diversity off agenda, full stop.

A number of interviewees questioned the likelihood of diversity training succeeding ' (e.g. in the face of increasing time pressures and demands for new and multiple skill-sets). '

- Recession
- Deadlines
- Readership
- New media (competing with; updating skills)
- Libel, defamation training \$\$\$\$\$!

Workplace diversity...as training?

'Several instead argued that the only worthwhile measure of diversity should be workforce diversity.'

- ◉ Complex statement
- ◉ Irish media, very connection-driven and class driven
- ◉ Few minority journalists in Irish mainstream media outlets

Recommendations – earnestly put, but fanciful?

- Recommendations relating to the creation of a diversity champion/department in each organisation, and diversity training becoming a central component of professional development seem far fetched
- My own take: migrant community leaders need to shoulder responsibility and proactively liaise with media (Irish context). Both parties (media and migrants) should consider mentoring programmes