Diversity issues at SVT gained momentum when, in 2002, the company denied a woman wearing a headscarf a position as presenter of a show. The Ombudsman against ethnic discrimination concluded that SVT's decision was against the law. As a result, SVT reconsidered and rephrased their diversity plan. Another consequence was that Christina Jutterström, former CEO of SVT, established the Multicultural Centre with the task of examining to what extent the programming complied with SVT's obligations. Since the establishment of the Multicultural Centre in 2002 each programme is also monitored on the way it provides a gender perspective. One of the main features of this Centre is that it underpins a strategy that diversity should permeate the content, programming and staffing of SVT and not be a 'side project'. Although the strategy has been adapted since then, it continues to state that mainstreaming should be the norm. Many news desks now monitor diversity including from a gender perspective and it is found fairly easy to keep track of male and female contributions.

Aims and objectives

- To monitor the gender perspective in each programme and to ensure compliance with SVT's public legal obligations
Results and impact

The tool has had no impact on the number of women in decision-making positions and the number of women reporters. The tool has had impact on the presence of women in other occupations and the number of women featuring as experts in media outputs. The tool is rated as having an effective impact on gender equality in the organisation.

Creator/owner/responsible institution

SVT - Sveriges Television

Stakeholder, Firstname: Catarina
Stakeholder, Family name: Wilson

Additional information

Subtype: Surveys or other quantitative monitoring tools (e.g. analysis of human resources data, quantitative analysis of media contents)

Nuts code: SE

Metadata

ONGOING: No
TYPE: Statistics
COVERAGE: National
TARGET GROUP: Media company managers
KEYWORDS: television, broadcasting, media organisations, media professionals, public media organisations, women in male-dominated professions, balanced participation, self-regulation tools, monitoring tools