



RTÉ



Diversity and Inclusion in RTÉ
Re-imagined For A New Generation



Introduction

Diversity and Inclusion (D&I) lie at the heart of RTÉ's 2018-2022 strategy and are reflected in our vision, mission and values. The strategy states our individual and shared responsibility to represent and reflect the experiences and perspectives of all the people of Ireland.

In the context of changing times and a renewed strategy and vision, we have re-examined our approach to D&I, both on air and within our workforce (off air). With the leadership of the Director-General and the Executive Board, we are collectively driving the necessary changes in the ways we work and how we recruit talent and select contributors. We are also continuing the positive engagement within our wider communities. And we all have a role to play.

We are determined to embed D&I into everything we do on and off air, so that our organisation – what we do and who we are – truly reflects the diversity of Ireland today.

This booklet highlights the key principles of the new D&I strategy and introduces our D&I commitments.

Four key principles underpin this strategy. We will be:

1. Authentic – we will be truthful, accurate, informed, genuine and real

2. Inclusive – we will be representative, respectful, reflective, accessible, open-minded and connected within RTÉ, and partnered with community and educational bodies across Ireland

3. Fair – we will act with integrity; follow through; hold everyone, including ourselves, to account; and remain balanced and bias-aware

4. Equal – as individuals, we are unique and have our own diverse voices; we are all part of One RTÉ and we serve the audience, together



Diversity and Inclusion – vision and strategy

RTÉ is determined to create relevant content that reflects the diversity of an ever-evolving nation and explores the differing experiences and realities of Ireland's people. To do this effectively, we will ensure that there is fair and authentic representation of gender, age, social experience, sexual orientation, race and ethnicity, disability, civil and family status, religious beliefs and membership of the Traveller community in our content and on our services.

We recognise that the media has a powerful role to play in the promotion of acceptance, respect and inclusion – Ireland is best served when we do this well.

Our vision is to champion Irish culture by captivating audiences with trusted, engaging and challenging content; by celebrating our country's rich diversity; and by cultivating Ireland's talent.

Our mission is to enrich Irish life with content that challenges, educates and entertains.

Our values are, as an organisation and individually, to be outward looking, creative, respectful, sustainable, accountable, collaborative and transparent.

A clear, committed and complete approach to D&I is the necessary foundation to realising our mission, executing our vision and living our values. RTÉ plans to recruit a dedicated, full-time lead to drive D&I forward.

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Diversity and Inclusion – commitments

Four broad commitments have been agreed. In line with the timeframe of our new strategy, specific goals have been identified from both a medium-term (2018-2022) and long-term perspective (by 2030).

RTÉ is committed to a set of on-air diversity goals that will, over time, align with the diversity of Ireland's population. In parallel, RTÉ values all those who work at and contribute to RTÉ and is committed to encouraging and supporting a diverse and inclusive workforce.

As an initial step, in October RTÉ is launching its first ever D&I survey to all employees. The data that is collected, will be analysed and reported, and will inform and shape of our future D&I strategy and actions.

These D&I commitments are best considered under four categories



1. Represent and reflect the voice and diversity of Ireland

We will represent and reflect the voice and diversity of Ireland by implementing goals in line with RTÉ’s 2018-2022 strategy and longer-term targets (by 2030) so that, both on and off air, we mirror the nation’s diversity (by gender, Irish/non-Irish ethnicity, different ability and sexual orientation). By doing this, we commit to ensuring our audiences recognise themselves in us, and us in them. Our representation goals are to have:

- A 50/50 gender balance across RTÉ as a whole and, where possible, within key levels of management
- 5% rising to a minimum of 10% of persons from a non-Irish background
- 5% rising to a minimum of 8% of persons with a disability
- A minimum preliminary goal of 4% of persons who identify themselves as members of the LGBTQI community

NOTE: We recognise that Ireland’s diversity cannot be limited to or solely measured by aspects of gender, ethnicity, disability, sexual orientation and gender identity. RTÉ, through a more diverse workforce, is committed to reflecting the reality of Ireland as a nation made up of individuals with a wide range of social backgrounds, thinking styles, perspectives, experience, age profiles, religious beliefs and so on.



2. Engage and educate our workforce

We will educate our workforce in what D&I means to the organisation and encourage an active role in creating a diverse and inclusive environment. In parallel, RTÉ will engage with employees through regular D&I surveys, so that we can capture the composition and experiences of our workforce.



3. Fully integrate D&I into our workplace policies and practices

We will fully integrate D&I into our workplace policies to ensure that they are fully inclusive and supportive. We will also review and enhance workplace practices, such as the RTÉ Journalism Guidelines and RTÉ’s commissioning procedures.



4. Act as a leader in championing D&I and promoting strategies to address inequities in the creative and media industries

We will act as a leader in championing D&I across Ireland and in promoting strategies, including a focus on social mobility, to address inequities of access, representation and development in the creative and media industries in Ireland.

1. Represent and reflect the voice and diversity of Ireland



Diversity and Inclusion commitments

3. Fully integrate D&I into our workplace policies and practices

2. Engage and educate our workforce



4. Act as a leader in championing D&I and promoting strategies to address inequities in the creative and media industries

Diversity and Inclusion – action plan

Our four D&I commitments require a detailed plan of action that is properly established and resourced. A pair of D&I champions (individuals with direct responsibility for and ability to influence one or more of the D&I commitments) will be accountable for each action item. The aforementioned dedicated D&I Lead will play a vital role progressing each action item and the D&I strategy as a whole.



1. Represent and reflect the voice and diversity of Ireland

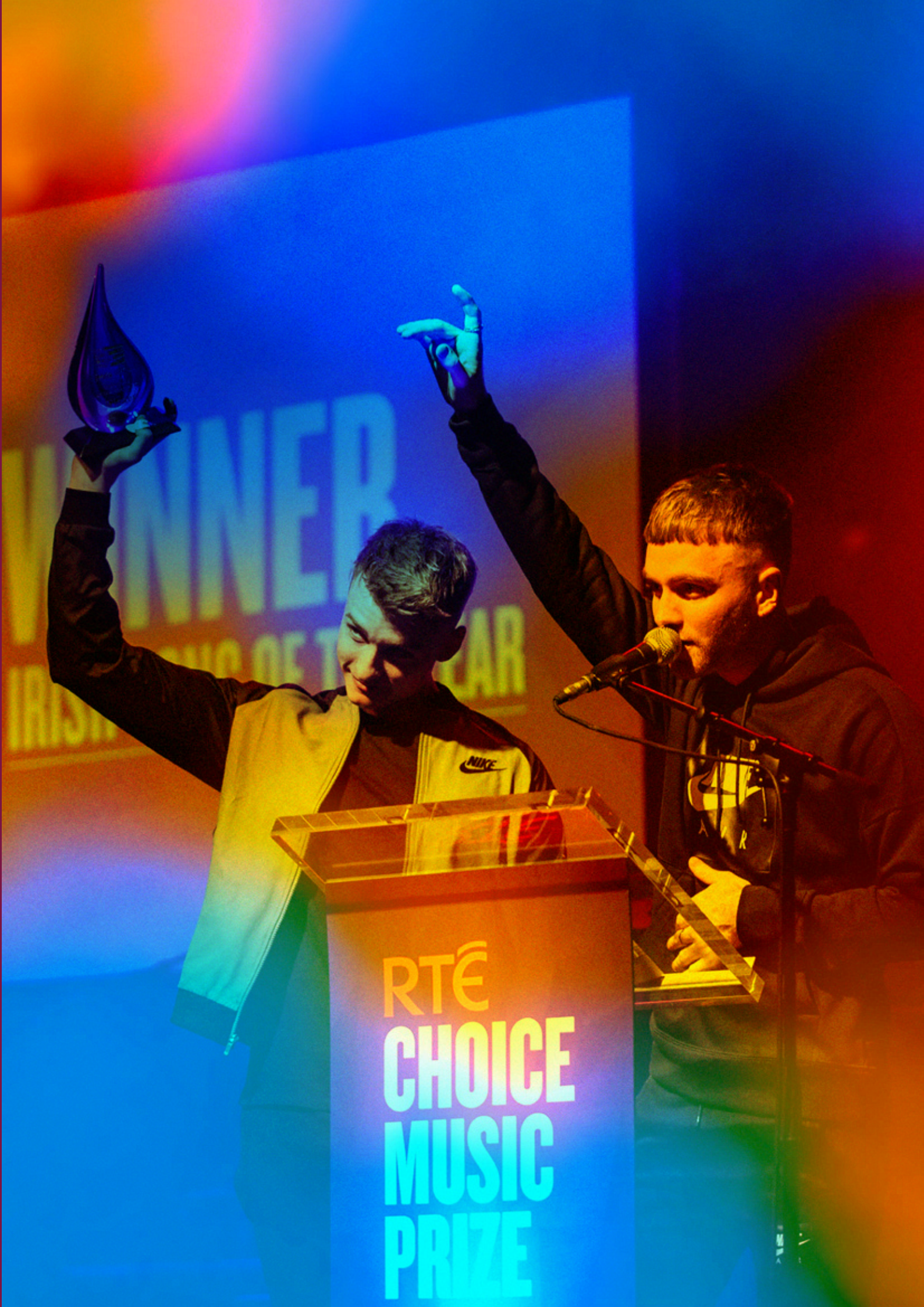
| | Timing | D&I champions |
|---|--|---------------|
| Recruit a D&I Lead to drive the D&I agenda across RTÉ. | Q4 2018 / Q1 2019 | HR |
| Document a detailed D&I action plan. | Q4 2018/Q1 2019 | HR |
| New Voices, New Perspectives – a database of programme contributors and sources of views and opinions for programme makers; this resource would be created through a series of workshops aimed at finding new and different voices and faces from a range of areas, backgrounds and perspectives. | Continue from 2018 throughout 2019 | Content |
| Roll out facilitated, creative workshops for programme makers to align with the New Voices initiative. | 2019 | HR/Content |
| Select and communicate a group of up to 6-10 D&I champions (individuals with direct responsibility for and ability to influence one or more of the D&I commitments). | Q4 2018/Q1 2019 | HR |
| Train D&I champions | 2019 | HR |
| Establish robust and accurate on-air diversity measurement techniques. Highlight the necessary parameters and requirements to enable benchmarking, target setting and progress evaluation of on-air diversity. | 2019 | ACM + Content |
| Implement, through collaboration with industry partners, regular on-air diversity monitoring and reporting. | Initiate in Q4 2019 and continue 2020-2022 | HR |
| Develop a new generation of talent through targeted mentoring and sponsorship initiatives. | 2019-2022 | HR |
| Transition arrangements for people from digital radio stations to national radio stations with a view to installing new, diverse voices on daytime radio by 2020. | 2019-2022 | Content |





1. Represent and reflect the voice and diversity of Ireland (continued)

| | Timing | D&I champions |
|---|-------------------|--------------------------|
| Focus on our visible ambassadors (for example, high-profile on-air presenters) to encourage a more diverse image. | 2019-2022 | Content |
| Develop initiatives that bring the Irish language into the heart of everything we do (for example, integrate the Irish language naturally and seamlessly into all our channels and services; and create quality content and tell great stories through the Irish language). | 2019-2022 | Content |
| Increase the numbers of people with a disability working here by providing specific accommodations, such as enhanced accessibility (physical and digital). | 2019-2022 | HR |
| Expand the use of audio description (AD) for the visually impaired and enhance usage of the Irish Sign Language (ISL) hub on the RTÉ Player. | 2019-2022 | ACM |
| Create/expand partnerships for placements from a broad range of institutions (such as the National Film School at IADT, DCU School of Journalism, NUIG's Acadamh na hOllscolaíochta Gaeilge, DEIS schools etc). | 2019-2022 | HR |
| Increase opportunities for people from lower socio-economic backgrounds as part of an internal approach to social mobility. | 2019-2022 | HR |
| Conduct annual surveys on Audience Reaction Panels to assess audience perception of diversity on air. | Ongoing 2018-2022 | ACM |
| Use the Brand Tracker to track and measure D&I metrics with our audience. | Ongoing 2018-2022 | ACM |



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IRISH

Diversity and Inclusion – action plan



2. Engage and educate our workforce

| | Timing | D&I champions |
|--|--|------------------------------|
| Roll out a D&I awareness training module for all our employees. | Q4 2018 | HR |
| Roll out a D&I awareness training module for all our people managers & leaders. | Q4 2018 | HR |
| Roll out a D&I survey to all our employees. | Q4 2018 | HR |
| Carry out a training needs analysis and roll out a suite of training programmes as a result (these may include workshops on bias awareness, inclusive leadership and respect in the workplace). | 2019 | HR |
| Include D&I in induction training for all new employees and newly promoted managers and people leaders. | 2019-2022 | HR |
| Embed learning interventions, coaching, mentoring and enhanced internal communication (e.g. leverage the RTÉ Hub as a communication and collaboration platform). | Initiate by Q4 2019 and continue 2020-2022 | HR + Office of the DG office |
| Provide practical and tangible takeaways to all employees to mark the new D&I vision and strategy, and to act as a reminder of the key principles (including physical and digital keepsakes, revised email signature, new lanyards etc). | 2019, ongoing | ACM & Office of the DG |
| Design and deliver a series of ideation forums and focus groups to capture the insights from within RTÉ. | 2019 | D&I champions |
| Develop a series of employee resource groups – made up of allies, advocates and community members – and provide exposure and executive support to harness specific interests and abilities on a variety of D&I area. Examples include Diversability – physical and cognitive diversity and mental health; 50/50 – gender; Commitments – working families, carers, sportspeople and academics; Shared Wisdom – multi-generations. | 2019-2022 | HR |





3. Fully integrate D&I into our workplace policies and practices

| | Timing | D&I champions |
|---|---------------|---|
| Revise our recruitment and selection strategy (including targets for diverse candidate slates and interview panels). | 2019 | HR |
| Enhance policies and practices for working parents and carers. | 2019 | HR |
| Develop greater communication on flexible ways of working and tools available to employees. | 2019 -2022 | HR |
| Integrate diversity into commissioning processes. | 2019 | Content |
| Revise and communicate D&I guidelines for commissioning content (TV and radio) | 2019 | Content |
| Review & upgrade journalism guidelines and programme content standards to ensure they are fully inclusive and supportive of our D&I strategy. | 2019 | News & Current Affairs, Content, Office of the DG |





4. Act as a leader in championing D&I across Ireland to address inequities

| | Timing | D&I champions |
|---|--|----------------------------------|
| Open RTÉ’s campus to provide learning opportunities through placements and secondments via third-party partnerships across educational, social and community linkages (including increased connections to talented DEIS school students). | Initiate by Q4 2019 and continue 2020-2022 | HR |
| Formalise a programme for graduates and non-graduates from under-represented groups per year and support them through sponsorship and mentoring. | 2020 | HR |
| Use the New Voices initiative to get more diversity on to newsroom/journalist panels. | 2019-2022 | Content |
| Re-energise our previously successful outreach scheme by aiming to host up to 25 bespoke groups, every year, from second- and third-level education, inner-city social projects, overseas visitors and civic groups. | 2019-2022 | ACM + Office of the DG |
| Lead the debate on breaking down barriers so that all voices of Ireland (including those of RTÉ) are highlighted, heard and heeded. | Ongoing | D&I Champions / Office of the DG |
| Facilitate sectoral discussions with the BAI, Screen Ireland, SPI and AIRPI. | Ongoing | Office of the DG |
| Implement supplier diversity quotas (for work with extras, production runners etc). | Ongoing | Office of the DG |
| Position RTÉ as an employer of choice; adopt a ‘name and fame’ approach to identify D&I success stories and the benefits of working at RTÉ. | Ongoing | HR |



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