



Policy for ethnic and cultural diversity within SVT 2006

Contents

- Governing factors
- Introduction
- Programme-related activities
- Personnel
- The workplace
- Responsibilities and follow-up

Contents

Governing factors: Laws and regulations affecting SVT's efforts on behalf of the company's ethnic and cultural diversity

Introduction: Ethnic and cultural diversity within SVT

Programme-related activities:

SVT's efforts on behalf of ethnic and cultural diversity in its programming

Personnel:

SVT's efforts on behalf of ethnic and cultural diversity in its personnel policy

The workplace:

SVT's efforts on behalf of ethnic and cultural diversity in the workplace

Responsibilities and follow-up:

Description of responsibilities for SVT's efforts on behalf of ethnic and cultural diversity; related follow-up procedures

Governing factors

Laws and regulations affecting SVT's efforts on behalf of ethnic and cultural diversity

SVT's activities aimed at enhancing its ethnic and cultural diversity entail both programming and personnel. The programming context also includes personnel matters to some extent — for example, selection of programme hosts, reporters and other staff appearing in programmes.

Both programming operations and personnel matters are governed by laws, agreements, contracts and international commitments (for example, those deriving from EU directives).

Programming activities are regulated specifically by The Freedom of Expression Basic Law (*Yttrandefrihetsgrundlagen*), The Radio and TV Law and the terms of SVT's broadcasting licence. The Radio and TV Law requires SVT to "... uphold the basic ideas of the democratic form of government, the principle of all people's equal value and the individual's freedom and dignity". Among other things, that calls for the condemnation of racism, violence and brutality and the maintaining of equality between men and women (Government Proposition 2000/01:94, p.34). Moreover, SVT's broadcasting licence conveys such obligations as that to provide a diverse array of programming that reflects the various cultures present in Sweden.

The "Law on measures for countering discrimination in the workplace on the basis of ethnicity, religion or creed" requires employers to take active measures to promote equal rights and opportunities in the workplace regardless of ethnicity, religion or other creed. Such measures are to be goal-oriented and accounted for annually. In the context of that law, ethnicity means "... belonging to a group of people of the same national or ethnic origin, race or skin colour". In addition, the law declares "religion or other creed" per se to be sufficient grounds for establishing unlawful discrimination. SVT accounts for its active measures in accordance with that law in this document's sections *Personnel, The workplace, Responsibilities and follow-up* (except for the subsections "Programming activities" and "Programme assessment").

SVT's operations are also governed by the corporation's other policy and strategy documents and by the European Broadcasting Union's *Declaration on the role of public service broadcasters in a multiracial, multicultural and multifaith Europe, 1994*.¹

SVT's working-environment and sex-equality activities are accounted for in separate policy documents.

¹ European Broadcasting Union, EBU, Declaration on the role of public service broadcasters in a multiracial, multicultural and multifaith Europe, 1994.

Introduction

Sveriges Television (SVT) stands for humanism, which means respect for people's inviolable worth and a repudiation of forces limiting or denying human freedom.

To SVT, ethnic and cultural diversity means that the company's programming and services are to reflect the fact that Sweden consists of people having a variety of ethnic and cultural backgrounds. That is also to be reflected in SVT's personnel makeup. Within SVT, no one may be discriminated against on the basis of ethnicity, creed or cultural background.

SVT's commitments:

- to be major player in developing a society of ethnic and cultural diversity
- in its array of programmes and services, to counteract prejudice and stereotypical thinking as well as to increase people's awareness of one another and their understanding of persons from different ethnic and cultural backgrounds
- to strive to achieve for personnel — both in front of and behind the camera — equal rights and opportunities regardless of ethnicity, creed or cultural background

Programme-related activities

In each programme category, ethnic and cultural diversity shall be taken into account in planning, contracting and assessment. This applies both to persons participating in the actual programmes and to persons having programme-project functions, both in front of and behind the camera.

SVT's commitments in its programme-related activities:

- to avoid generalisations regarding ethnic, religious and cultural groups and to have people appear as individuals and not primarily as representatives of their various respective ethnic groups
- to depict people from different backgrounds in everyday situations
- to reflect and depict inter-cultural encounters
- to seek sources and experts with various ethnic and cultural backgrounds
- to question traditional views through depiction and investigation aimed at increasing knowledge about, and understanding among, people of different ethnic and cultural backgrounds
- to depict and examine the integration process in Sweden and other countries
- to use programme hosts of various ethnic and cultural backgrounds and experience
- to reflect society by ensuring that SVT's programme-related operations (including the programmes themselves) also feature people who speak Swedish in a regional dialect or with a foreign accent

Personnel

Ethnic and cultural diversity is an important part of SVT's public-service task. Diversity in backgrounds, experience and knowledge on the parts of staff and programme participants is essential to SVT's being able to fulfil its obligations and to making SVT the most important media company in Sweden. SVT's policy for ethnic and cultural diversity is to be paid particular attention in trainee intake, staffing, setting of salaries and management recruiting.

SVT's commitments regarding personnel:

- to regard multicultural qualifications², proficiency and experience as assets to SVT
- to treat staff and persons participating in programmes equally³ in matters of pay, promotion, training and other employment-related matters, regardless of ethnicity, religion or creed
- to pay attention to the diversity issue and to deal with matters of harassment and discrimination in development-counselling sessions and in personnel and managerial training

Recruiting and staffing:

The long-range goal of SVT's staffing is to increase the company's ethnic diversity and cultural skills.

SVT's recruitment policy calls for the appointment and promotion of those most suitable and qualified, regardless of sex, ethnicity, sexual orientation or physical handicap. Multicultural qualifications, like other qualifications, are evaluated in light of the job description, with requirement profiles drawn up in the recruitment process. Multicultural qualifications, skills and experience can be regarded as merits and affect selections made from among applicants otherwise equally qualified — and can be accorded weight in the filling of temporary positions, too. SVT's recruitment advertising shall make clear the company's position on diversity. All managers with personnel responsibilities and staffing responsibilities are required to pursue these matters on their own initiative.

The Development Department supports SVT's recruitment strategy by aiding managers in specifying multicultural qualifications and making them visible in staffing efforts and by serving as a reference group in the work on a recruitment database.

The workplace

² Multicultural qualifications: Knowledge of and experiences from different cultures

³ There are two sides of the principle of equalitarian treatment: similar cases should be treated similarly, thus avoiding direct discrimination; and dissimilar cases should not be treated similarly, thus avoiding indirect discrimination. Equalitarian treatment implies that each individual is accorded treatment based on her or his individual capacities.

The work environment and work organisation are to be so structured that all staff — regardless of ethnicity, cultural background, religion or creed — can function on equal terms.

SVT shall take the following into consideration:

- that the need can exist or arise for scheduled time off in conjunction with various occasions of special religious significance (religious holidays, Friday prayers, Sabbath observances, church services, etc.)
- that a need can exist or arise for discrete facilities for meditation, prayer and the like
- that a need can exist or arise to make language support and spelling-check computer functions available to those with mother tongues other than Swedish

Dress regulations:

SVT welcomes people of any ethnic adherence, religious belief or cultural background, for work, be it in front of or behind the camera. SVT encourages personal development and promotion, regardless of ethnic adherence, religious belief or cultural background. As television is a visual medium and the image essential to the communication of information, programme presenters are to wear clothing which does not distract the viewers from the intended content of the broadcast. Decision on clothing are made from case to case.

Discrimination–harassment:

It shall be clear that discrimination or harassment related to ethnicity or creed is never to occur within Sveriges Television. This applies both to SVT employees and to other persons engaged in SVT's operations, both on and off SVT premises. It shall be well known that *the person who feels discriminated against or harassed* is the one who determines what is discriminatory or harassing.

To achieve a good workplace in the multicultural sense, development counselling is to be used to signal the workplace mood and to indicate possible problems such as ethnic harassment.

Measures to counter discrimination on the basis of ethnicity or creed are to be indicated clearly in all workplace-environment plans devised.

Where does one turn?

Anyone who feels he has been harassed should contact his boss, unit personnel section, designated union contacts, the Personnel Director, or the Company Health Services' personnel consultant. All are bound by the code of professional secrecy. It is every supervisor's/department head's unconditional responsibility to be alert to these matters and, wherever necessary, to intervene and take appropriate measures.

Responsibilities and follow-up

One important precondition to work on behalf of ethnic and cultural diversity is that the policy be well known and well rooted throughout the company — at all levels. Within the framework of their operations planning, all of SVT's entities shall annually devise a plan for local efforts in accordance with the law's requirements for active measures to promote equal treatment regardless of ethnicity, religion or creed. Those entities' plans are to take the company's overall plan as their point of departure. The entities are to describe how their work is pursued in the following contexts:

- programme activities
- programme assessment
- workplace, working conditions and preventive anti-harassment efforts
- staffing/recruitment
- goals and assessment

Follow-ups of previous years' activities and a plan for the current year are to be submitted not later than late March to Executive Management and the Diversity Council, which will promulgate the deadline date annually. Responsibility for plans and follow-ups lies with each head of entity.

Stockholm January 2005

Christina Jutterström
CEO (Managing Director)

Leif Jakobsson
Director of Programming

Revised Oct 2006