

# Diversity behind the scenes makes for better reporting

By Leigh Andrews

4 Feb 2019

One of the basic tenets of journalism is to tell the true story. But everyone's version of the story is shaded by personal background - and what if your background doesn't match that of the subject? It shouldn't make a difference, but it does. Here's why UK publishers are now hiring diversity executives.



© Olegdudko via [123RF](#)

End-January 2019 *The Financial Times* appointed its first head of diversity and inclusion, while in November 2018, *The Telegraph* hired its first head of diversity, inclusion and belonging.

## What goes into managing diversity in the workplace?

No matter the words in the title, this relatively new role simply didn't exist a decade ago.

The fact that corporates are actively working to increase responsibility in these areas is certainly a good thing, especially as this 'silver bullet' step often comes a step too late after a company has made headlines for all the wrong reasons:



#FairnessFirst: H&M's diversity manager and the #pinkify debate

Leigh Andrews 22 Jan 2018



It's about more than just meeting quotas and balancing scorecards, though.

Rachel Gascoigne, leadership consultant at Wickland Westcott, comments in [Digiday](#) that the role is usually focused on improving diversity and equality by decreasing the gender pay gap and aiming to attract and nurture a truly more diverse workforce, as follows:

“ There's only so much you can do to increase diversity in the short term, but there's much more [that can be done] to increase the sense of belonging in daily decision-making... Diversity is being invited to the party; inclusiveness is being

asked to dance. ”

Brands across the globe are taking note and doing what they can to improve on this in the 'daily decision-making' sense:



### #FairnessFirst: Making workplace inclusion everybody's business

Leigh Andrews 14 Jan 2019



Among publishers, in particular, this can be tricky as newsrooms keep shrinking.

But shrinking newsrooms mean each member of the team is that much more skilled, effectively working as their own sub-editor and photographer, which becomes easier as technological advancements mean you can technically do it all on the go, from your phone.



### Investigative journalism is evolving as newsrooms continue to shrink

6 Sep 2018



### New report examines the challenges and hurdles of journalism innovation

29 Nov 2018



### Put truth first in news reporting and information-sharing in general

Leigh Andrews 18 Oct 2018



Luckily, the prevailing 'woke' millennial mindset means there's also been a concurrent shift away from glossing over hardship in writing of only the "bright, shiny things," and focusing instead on the issues that affect people on a daily basis and telling their stories.

That's what makes for more compelling reading, after all.



## On the humanisation of black stories in 2019

Rebone Masemola 15 Jan 2019



## #WomensMonth: Inside the truth of the female-strong EWN newsroom

Leigh Andrews 28 Aug 2017



## The best of times and the worst of times for journalism

Juanita Pienaar 14 Nov 2018



## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

- #Loeries2020: Behavioural economics as creativity, but not as we know it... - 24 Nov 2020
- #DI2020: Ignite your inner activist - representation through illustration - 27 Feb 2020
- #DI2020: How Sho Madjozi brought traditional Tsonga *xibelani* into 2020 - 27 Feb 2020
- #DI2020: Silver jubilee shines with Department of Audacious Projects launch - 26 Feb 2020
- #BehindtheSelfie with... Qingqile 'WingWing' Mdlulwa, CCO at The Whole Idea - 26 Feb 2020

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>