

Ilkhom Khalimzoda & Botond Vereb-Dér

**BOTTLENECKS IN PROMOTING
PLURALISTIC MEDIA IN FINLAND
FROM THE PERSPECTIVE OF
IMMIGRANTS**



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Table of Contents

Foreword.....	5
1 INTRODUCTION	6
2 WHAT EFFECTIVE MODELS HAVE BEEN CREATED IN OTHER PEER COUNTRIES TO PROMOTE MEDIA PLURALISM?	10
2.1 Practical efforts towards diversity in the media.....	12
2.1.1 Media Trainee Programs: More Colour in the Media	12
2.1.2 Journalist Networks Promoting Diversity in Germany.....	13
2.1.3 The AIJO Project.....	13
2.1.4 Media Pluralism Monitor	14
3 WHAT KIND OF PRACTICAL SUPPORT DO FINNISH MEDIA EDITORIAL OFFICES NEED TO INCREASE PLURALISM?	19
3.1. Analysis of interview materials with Finnish media houses' chief editors (Cultura Foundation and other works).....	19
3.2. Interview with immigrant/minority background journalists and/or journalism students	22
3.3 Goal-oriented workshop for fostering dialogue between employers and journalists with immigrant background.....	24
3.3.1 First: Can we look at the ethnic diversity in the Finnish media as an economic benefit? If considered so, what would be the current practices of fair representation, ethnic diversity, and inclusion?.....	24
3.3.2 Second: What services and specialised job/positions should companies make available? And what services should the journalist association provide.....	27
3.3.3 Third: What services and changes are needed for a company to enhance ethnic diversity, inclusivity, and create diverse materials? Additionally, how can language skills be developed, professional networks built, and cooperation fostered between immigrant journalists and media houses?	27
4 WHO ARE THE CURRENT ACTORS AND WHO SHOULD BE INVOLVED IN PROMOTING MEDIA PLURALISM?	29
5 WHAT ARE THE POSSIBLE GAPS THAT NEEDS TO BE FILLED NEXT, TO MAKE CONCRETE PROCESS IN PROMOTING PLURALISM?	30
5.1 Supra-Organisational level.....	30
5.2 Organizational level.....	32

5.3	Personal level - self-development.....	34
6	CONCLUSIONS.....	35
6.1	The Most Highlighted Practical Recommendations of the Survey	35
	References	38
	Authors:.....	39

FOREWORD

In Finland, like many Western European countries, media audiences are changing. This is evident from the increasing content in Finnish media offered in various languages (Ukrainian, English, Somali) and the growing diversity of the population. More people are becoming Finnish citizens and turning to Finnish media after residing in Finland for a long time. However, media pluralism and the representation of immigrant or minority background journalists remain limited, underrepresenting the demographic reality. Tasked by The Finnish Foundation for Media and Development (VIKES), this survey explores recent academic studies, experiences from peer countries, workshops with media organizations, and interviews with future journalists from minority backgrounds in Finland. The aim is to understand media pluralism in Finland and provide practical recommendations for a more inclusive and representative media landscape. By considering both recent migrants and second-generation individuals, we identify nuanced obstacles affecting these groups.

Despite demographic diversity and overall wellbeing of the society, people with migrant backgrounds in Finland face persistent challenges, including language barriers, discrimination, and limited integration opportunities. Recent reports indicate that transnational individuals in Finland are increasingly interested in local media, highlighting the need for greater diversity in media representation. Media engagement could enhance societal involvement for people with diverse backgrounds. The survey shows that much can be done to further media pluralism in Finland. Media audience research is necessary to evidence changes in the audience. More specialized training programs and advanced language training are required. These and other crucial findings are presented in detail.

The report is structured to first explore effective models from outside Finland, followed by identifying practical support needed by Finnish media to enhance pluralism. It then maps key actors, identifies gaps, and concludes with actionable recommendations.

Ilkhom Khalimzoda

1 INTRODUCTION

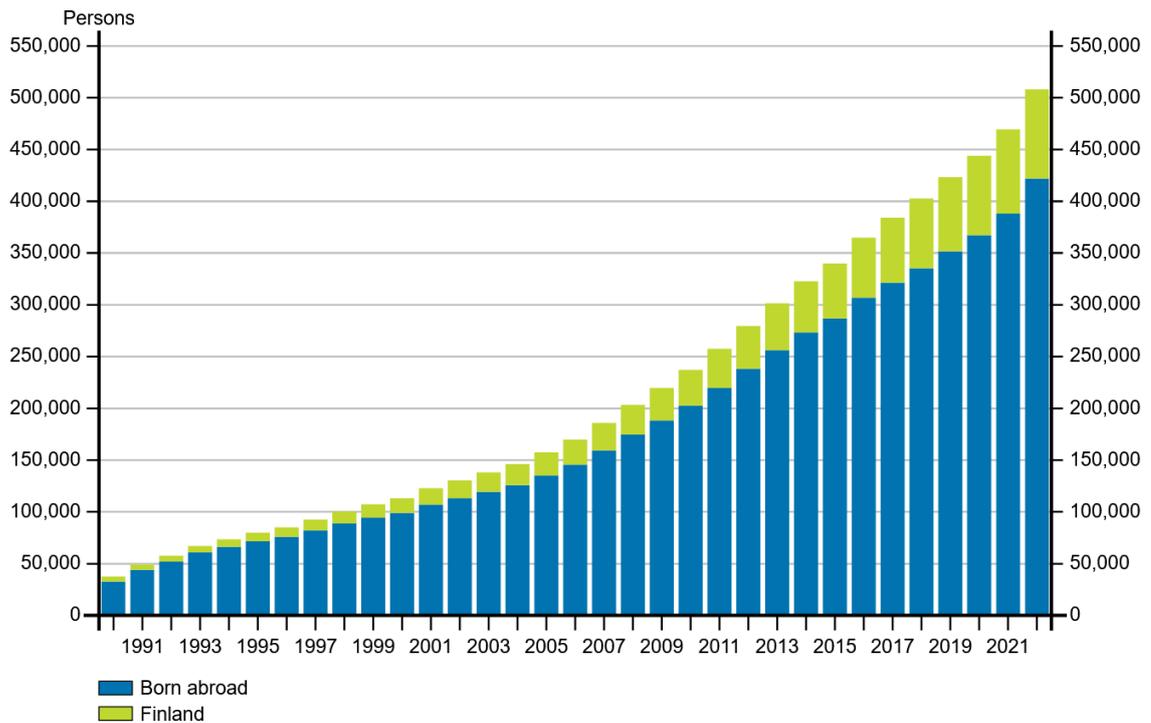
In this study, we provide a practical examination of traditional media pluralism in Finland from the perspective of immigrants and minorities. While the term "pluralism" refers to multiple voices in the media, we, as survey conveners, interpret it more holistically as "diversity." This broader concept encompasses not only different voices but also various sources, representation, diversity at work, and more.

Media use in Finland is rapidly diversifying, posing new questions to traditional media structures and practices. Factors such as immigration, multiculturalism, multilingualism are expected to change societal discourse and communication patterns, affecting journalism. According to (Karell et al., 2023), despite the progress, media outlets remain predominantly middle-class and male-centric and certain groups, such as ethnic minorities, the elderly, and socioeconomically disadvantaged individuals, find it challenging to be adequately represented in the media.

In this study, we aim to explore the challenges and opportunities faced by individuals from minorities and migrant backgrounds within the media field in Finland. To keep the scope wider and recognize possible obstacles to media pluralism, we have considered both recently migrated people to Finland and the so-called "second generation" as migrant backgrounds. If it is the migrated people we only focus on, often the language issue will pop-up as a main factor preventing people working at or giving interviews to the media institutions in Finland. By keeping it wider, we might reveal more nuanced obstacles prevalent to both first- and second-generation people with inter/trans-national backgrounds.

The number of international migrants keeps on growing. According to the World Migration Report (2020), the number of international migrants globally was 150 million in 2000 and 272 million in 2020. In Finland, the Statistics Finland (Figure 1) notes that the immigrant population has grown from around 0.8% in 1990 to roughly 9% in 2022.

Population by origin and background country 1990-2022 FOREIGN COUNTRIES, TOTAL



Statistics Finland / Population structure

Figure 1: Persons with international background in Finland 1990-2022

Despite being lowest in the Nordics, the overall demographics related to migration have continued to grow. However, many of the difficulties and challenges related to migration processes have remained. For instance, studies have consistently shown that those who immigrate to Finland experience a variety of difficulties and obstacles, including issues such as an exclusion based on language, discrimination, and racism, as well as limited perceived opportunities for “true integration” into the society (Karimi et al. Eds, 2023; Nshom, Sadaf & Khalimzoda, 2022), that may limit their engagement with Finnish media, relying mostly on foreign sources.

A study by Khalimzoda and Siitonen (2022) indicates that media engagement among people with migrant backgrounds enhances their societal involvement. The authors from the University of Jyväskylä highlight that transnational individuals, including those from mixed marriages, international backgrounds, or expatriates, show interest in local media and discuss its significance within their families (Siitonen, Khalimzoda, Kokkonen, and Olbert-Siitonen, forthcoming). This growing niche diversity in the audience, particularly among those who have not yet found Finnish media appealing for various reasons, underscores the need to prioritize diversity aspects more than currently done.

Vikes, in its call for this study, underlined the demographic composition of Finnish media practitioners that leans towards a more homogenous profile compared to the broader Finnish society. This discrepancy is particularly evident in the underrepresentation of minorities and individuals with migrant backgrounds in the media, potentially leading to a skewed reflection of their expertise. Eero Hyvönen, Chair of The Council for Mass Media in Finland, emphasized that simply modifying journalists' guidelines is not enough to address inequalities. He believes that a crucial step in combating structural racism is to include individuals from diverse backgrounds in editorial positions. He also asserts that: “This approach [diverse backgrounds in editorial roles] not only broadens expert networks but also contributes to more meaningful discussions on structural racism,” Hyvönen, (Baltzar, 2022).

In an in-depth theoretical and practical work published by Graf, (2011), they found out that, in the Swedish News Media, organizations differently perceive and value putting diversity into practice (see Figure 2).

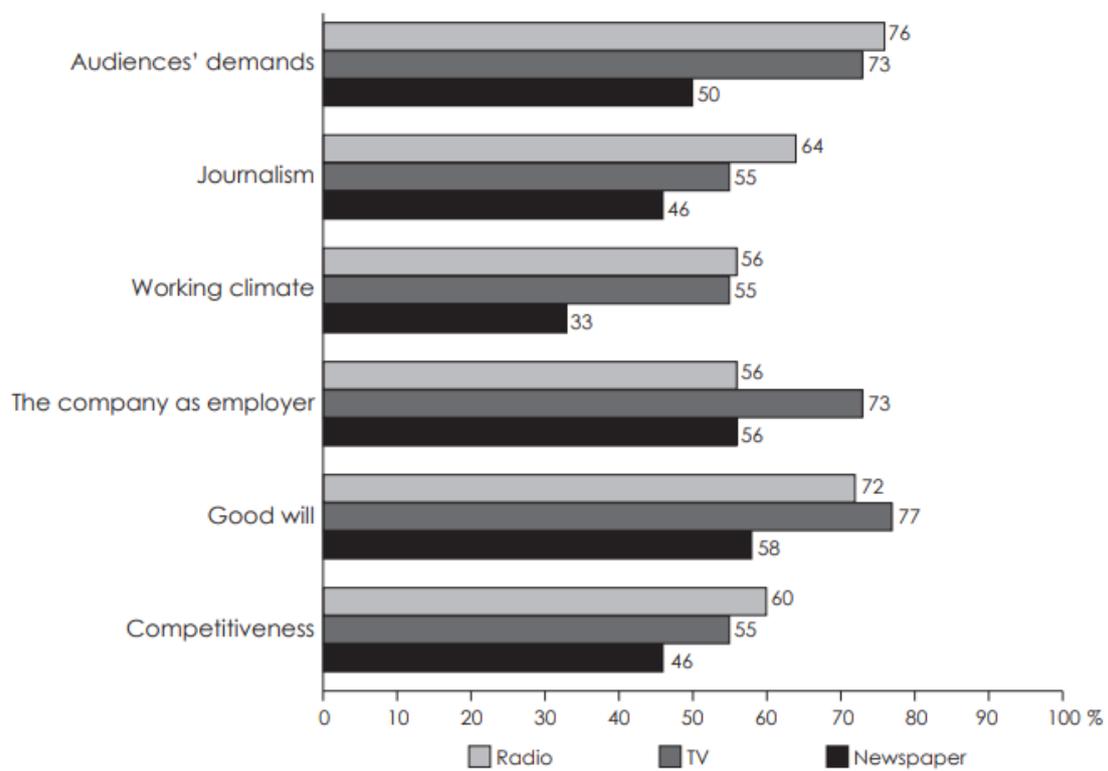


Figure 2: Fully Agree that Diversity Improves/Promotes

The investigation indicates a strong association between the concept of diversity and factors such as ethnicity and gender, with relatively less emphasis on age, religion, and sexual orientation. A significant majority of the surveyed firms, 87 %, emphasized the high or moderate importance of diversity initiatives within their organizations. The

consensus among most companies is that diversity programs positively impact business outcomes, influence the quality of journalistic products, and contribute to the overall goodwill of the company (Graf, 2011). The differences between ideals and reality exist. Respondents identified various factors that pose challenges to achieving diversity, with the most common responses including:

- Economic constraints and employment freezes
- Difficulties in recruitment, particularly in finding suitable candidates
- Entrenched older structures, hierarchies, and attitudes
- Lack of competence and awareness among key individuals.

These barriers highlight systemic, organizational, and attitudinal obstacles that need to be addressed to bridge the gap between diversity ideals and practical implementation (Graf, 2011).

Focusing on Finland, it's important to note that the perspectives of journalism students and media professionals from minority and migrant backgrounds are notably scarce. Considering this, we explored the experiences of neighboring peer countries, reviewed recent studies in Finland, and investigated the challenges and opportunities faced by individuals from these groups within the Finnish media field. Additionally, we conducted a workshop involving media organizations and future journalists from minority and migrant backgrounds. By doing this, we aimed at enhancing applied understanding of diversity in Finnish media and develop practical recommendations for media organizations in Finland to foster a more diverse and representative workplace and content.

In the following chapters, the report is structured to first explore effective models from outside Finland. It then identifies the practical support needed by Finnish media editorial offices to enhance pluralism. This is informed by recent studies with chief editors of Finnish media houses, the Cultura Foundation survey, and interviews with journalists from minority and immigrant backgrounds. Additionally, a workshop involving media organizations and interview respondents was conducted to further discuss the issues that emerged. The report maps the actors identified during these actions, highlights the gaps that need to be addressed to promote pluralism, and concludes with a summary of the findings.

2 WHAT EFFECTIVE MODELS HAVE BEEN CREATED IN OTHER PEER COUNTRIES TO PROMOTE MEDIA PLURALISM?

In the corners of the internet concerning EU countries, most literature on the diversity in the media, in the English language is mostly theoretical. Practical studies usually are in the national language(s). That makes it a bit difficult to tap into the practical actions and reports in local contexts. Therefore, it might have been very beneficial to have reports both in national language(s) and in English, for example. Statistics of some countries also do not reveal ethnicity of the employees, so in Finland. Although one can tap into the language or nationality records but that would also be limited. There is an exceptional study however, that came to our attention, given its relevance. Although a decade old, potentially extends to the contemporary challenges, delving into exactly what we were set to find out, doing so in the context of Sweden and Germany. In their work titled *Diversity in Theory and Practice: News Journalists in Sweden and Germany's* introduction, Graf & Jönhill (2011) give the initial motive for such study:

"...The idea behind this project first arose in 2005, as a result of discussions on stereotypes in media reporting on migrants. The following questions inspired our research: Who are the journalists behind these reports, and do they have migrant experiences of their own, or not? How culturally diverse are newsrooms, actually? We then noted the low percentage of migrant journalists in newsrooms (between 2-5 percent), and the lack of statistics and research on this in both Sweden and Germany, and became interested in closing this gap.

Some ad-hoc field studies in Germany – undertaken before we applied for funding in 2006 – have indicated that this issue of cultural diversity in newsrooms is seen as a non-issue, and in an interview we received the response that it is also irrelevant: "The only thing that counts is the professionalism, nobody is interested in where a person comes from". Our first impression of this response was that it was a mixture of ignorance and wishful thinking, and was also a defensive lie. We became even more interested in doing research on journalists with migrant backgrounds in the mainstream media..." (pp.9).

The main point of the quote is that the critique of diversity studies, asserting that "pluralism has nothing to do with ethnic background/diversity." is not new. This argument was there also in 2011; Furthermore, media practitioners reiterated it privately during surveys conducted in 2023 and 2024, using it to justify the lack of focus on diversity in the media.

In Sweden, there were approximately 25,000 employed journalists, with nearly 50 % working in the Stockholm region, according to the Statistics Sweden's labour market report in 2008. In Germany, there were approximately 48,000 full-time journalists, according to Weischenberg et al., in 2006. Specific numbers for Berlin were not available, but journalist associations in *Berlin-Brandenburg* had around 4,000 members in 2009, as per *DJV Berlin*. However, not all freelance or fully employed journalists were members of associations. The official website of the city of Berlin mentioned 130,000 media workers, including various types of media work such as PR.

The proportion of foreign-born journalists was relatively low in both Sweden and Germany. In Sweden, 5.9% of journalists were foreign-born, with only 2% from non-European countries, according to 2008 data from Statistics Sweden. In Germany, data from Ouaj in 1999 indicated that about 2-3% of journalists had a migrant background. Graf (2011) highlights that both Sweden and Germany have been actively discussing the need for greater social cohesion and integration, with the media playing a crucial role in this dialogue.

Researchers led by Graf (2011) conducted interviews with 48 individuals, including 35 with migrant backgrounds working in the press, TV, and radio. Of these, 21 were based in Germany and the rest in Sweden. The study focused on journalists from mainstream news media in Stockholm and Berlin. Both countries' media organizations faced similar challenges, and journalists reported comparable experiences, though with some differences. Sweden had more experience with diversity issues, having implemented documented diversity plans in certain media organizations to systematically promote cultural diversity. Initially, expectations were high, but the results were somewhat disappointing for some journalists.

In Germany, the process of implementing diversity was in its initial stages, and positive effects were experienced by many journalists due to their migrant backgrounds. Unlike Sweden, Germany lacked widespread documented diversity plans, relying more on single ad-hoc decisions within specific workplaces rather than systematically documented strategies. The concept of diversity management in some German media organisations attempted to align diversity efforts with economic benefits, viewing staff members with different ethnic origins as potential assets for the company, which we also do utilize in the workshop, which will come in the chapters ahead. In Germany, a major hindrance to diverse newsrooms, as expressed by most

interviewed journalists, were the assumption that a migrant background implies less competence compared to contributing more and different competences to the newsrooms.

A recent report examining ten top online and ten top offline news outlets in five countries, including Germany, found that none of the sampled outlets in Germany and the UK, both home to millions of people of color, have a non-white top editor (Nielsen, Selva, and Andi, 2020). That said, there are also some genuine efforts to promote pluralism, that we will present in the following sub-chapter.

2.1 Practical efforts towards diversity in the media

2.1.1 Media Trainee Programs: More Colour in the Media

The following chapter will heavily rely on and underline the theoretical and practical examination of diversity in the German and Swedish media by (Hultén & Graf, 2011). According to their work, The European network "More Colour in the Media" was established in 1995 to enhance the representation of ethnic minorities in broadcasting, with participation from Sveriges Radio and German organisations. In a 1998 project, it aimed to increase ethnic minority involvement in radio by providing training to unemployed youths with foreign backgrounds. Approximately 65 participants received training, and a majority found employment, leading to increased diversity in content and scope (see pp.40).

While the overall project involving multiple European countries was deemed successful, Swedish journalist Oivvio Polite criticised its focus, suggesting it did not prioritise ethnic minorities as audiences. In Germany, the Adolf Grimme Institute's initiative from 1996 to 1998 focused on gender roles, offering training to migrant women in journalism. Despite challenges with work placements and no employment guarantee, six participants secured permanent or fixed-term positions, while six received fixed freelance contracts (Jungk 1999). Participants highlighted the need for increased awareness at organisational leadership levels regarding multicultural employment policies.

In the early 2000s, new initiatives in Berlin aimed at providing trainee opportunities for immigrants in media organisations. Projects like *World Wide Voices* initiated in 2005, continued efforts to improve labour-market opportunities for migrant journalists. However, varying success levels were observed, and the dismantling of *Radio Multikulti* in Berlin negatively impacted diversity efforts in the region.

2.1.2 Journalist Networks Promoting Diversity in Germany

In 2006, Berlin journalists from the German Journalist Association established an *Intercultural Network* to promote diversity among journalists, particularly those with migrant backgrounds. The network, operating within the Journalist Association, aimed to strengthen cohesion, facilitate communication, draw attention to diversity themes, and lobby for inclusivity.

In 2009, the *New German Media Workers* network was founded, emphasizing the inclusion of a multi-ethnic society in German editorial staff without explicit ethnic references. This initiative aimed to challenge media stereotypes, address the limited representation of integrated immigrants in newsrooms, and promote talent through mentor programs, particularly in families with migrant backgrounds.

Initiatives in both Germany and Sweden primarily focus on public service broadcasting companies due to their prior responsibility in responding to diverse cultures. These companies, some in Germany, have developed diversity strategies, shifting towards mainstreaming diversity programming rather than niche programs. Recruiting journalists with migrant backgrounds is viewed as crucial for this shift, although funding constraints pose challenges. Private broadcasters in Germany argue for market forces to naturally enhance diversity, suggesting no special diversity measures are required. Diversity plans are generally absent within the German press and most TV and radio organisations. Swedish news organisations, on the other hand, often have documented diversity plans, with radio and TV organisations recognizing the benefits of diversity more than newspapers.

Both countries have made efforts to increase the recruitment of journalists with migrant backgrounds and improve news coverage for minority audiences. In Germany, for instance, networking initiatives were aimed to enhance contacts and career opportunities for these journalists, contributing to the progress towards more diverse newsrooms and mainstream media reporting. As conclusive remarks of this chapter, the book authors state that, the dominant normative argument is that news media bear a responsibility to reassess their role as integrative institutions and to transform their approach toward fostering social cohesion, as well as embracing cultural and ethnic diversity (Hultén and Graf, 2011).

2.1.3 The AIJO Project

This project was set to tackle bias in reporting. The representatives from eight major news organisations across the world, including Germany and Sweden, have set a way to leverage AI to understand, identify and mitigate newsroom biases, by looking at the biases in the media. They say that the failure to represent and report on different people, points of views and lived realities feeds the social divisions and ructions people

see around all too often. It leaves great swathes of people without a voice and perpetuates long-standing imbalances and injustices. If the moral argument isn't enough, money also talks. If news publishers under-represent or misrepresent parts of our population, they will likely fail to find new subscribers beyond their established base or, in the public service world, be called to account with potential penalties. To work out where machines could help, they have focused on several areas where bias can slip in, such as the planning, reporting, production, publication and promotion. They state that the media cannot change who is in charge of countries, institutions and companies but the media can decide how they report on the impact those leaders have on real people of all backgrounds and the way they represent diverse communities (see <https://www.aijoproject.com/>).

2.1.4 Media Pluralism Monitor

The European Union has made significant efforts to promote media pluralism, one of which is the Media Pluralism Monitor (MPM). This flagship project of the Center for Media Pluralism and Media Freedom (CMPF) periodically assesses the state of media pluralism across European countries.

The MPM evaluates potential weaknesses in national media systems that may hinder media pluralism. It uses 20 indicators, summarizing 200 variables, and covers four main areas: fundamental protection, market plurality, political independence, and social inclusiveness. Within the area of social inclusiveness, the representation of minorities in the media is a key focus of this study. Here, representation is defined as the availability of languages and access to Finnish media, rather than the extent to which people of migrant or minority backgrounds are depicted in journalistic content.

To provide further insight, this study includes a brief comparison of these scores among Finland, Sweden, and Germany.

In Germany, the indicator for *Representation of Minorities in the Media* is associated with a medium risk 35% (see Figure 3).

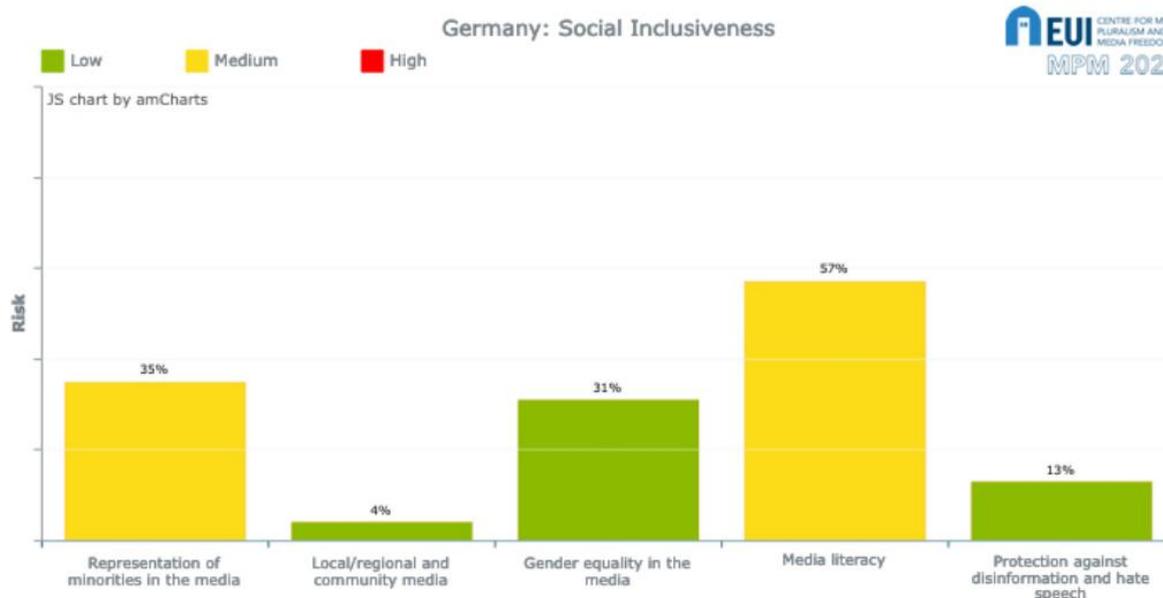


Figure 3: Germany: Social Inclusiveness

Nevertheless, in comparison to the MPM 2022 assessment, where it stood at 47%, this indicator has experienced a decline of 12 % points in the risk factor. The primary cause for these decreases is the establishment of a clear mandate for public broadcasters, emphasising the promotion of integration and social cohesion. The ongoing reform of broadcasting in 2022/2023 intends to broaden this mandate to ensure an *Offer for All*. While there are no fixed broadcasting schedules for specific groups in public broadcasting, internal bodies within the broadcasters guarantee plurality. According to insights from an expert interview with Judith Purkarthofer (Professor at the University of Duisburg-Essen), minorities lacking legal recognition do not systematically enjoy airtime access on public broadcasting, although efforts through programs and collaborations exist. Deutsche Welle, Germany's public broadcaster abroad, delivers national news in 30 languages through social media and websites. However, legal uncertainties surround the distribution of DW's programs via cable in Germany and the direct targeting of specific groups, such as Ukrainian refugees. Information services in Russian and Ukrainian are provided by other public broadcasters for these cases (Holznagel & Kalbhenn, (2022).

In Sweden, *Representation of minorities in the media* score is low 19% and has been decreasing year by year (see Figure 4).

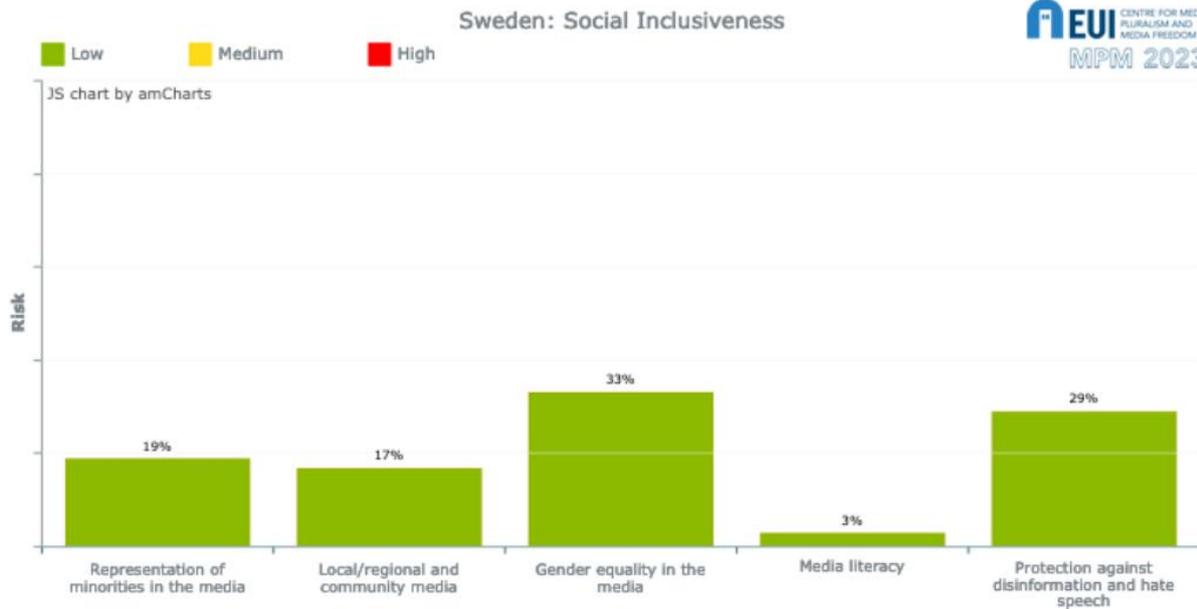


Figure 4: Sweden: Social Inclusiveness

Swedish broadcasters are obligated to address the needs of individuals with physical challenges and linguistic as well as ethnic minorities in the nation. The public service media (PSM) channels in Sweden ensure guaranteed access to airtime for various social and cultural groups. Broadcasting licenses for Swedish PSM specifically outline conditions related to airtime for five minority languages: Sami, Finnish, Meänkieli, Romani Chib, and Yiddish. SVT, through agreements with SR and UR, broadcasts news in Finnish and Sámi, while SR airs news programs in Romani Chib and Meänkieli. The 2020-2025 charter/license for Swedish PSM explicitly mandates broadcasters to deliver news to an expanded array of minority groups within the country (Färdigh, 2022).

In Finland, the indicator for *Representation of minorities in the media* produces a 53% medium risk score (see Figure 5), higher risk than in Sweden and Germany.

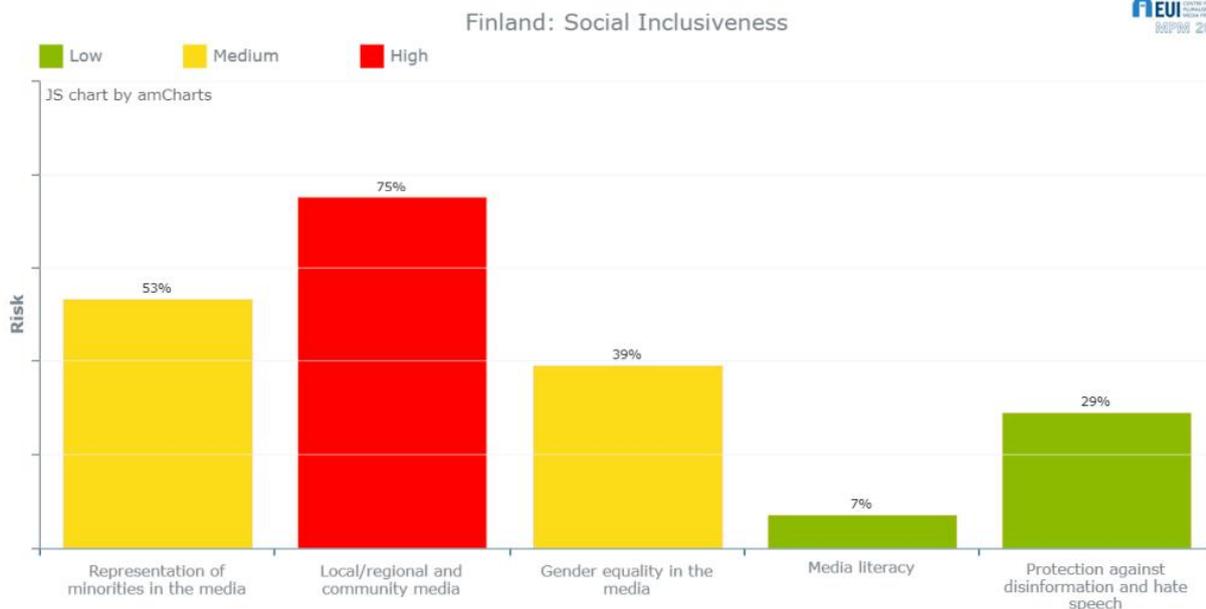


Figure 5: Finland: Social Inclusiveness

In comparison to 2016, where the risk score exceeded 80%, significant progress has been made. Reporters attribute the improvement in the risk score to the rigorous implementation of the EU Accessibility Directive and the Audiovisual and Media Services Directive. While legally recognized minorities have seen advancements, the media still falls short of representing the entire society comprehensively, falling into the yellow area of risk, higher than both in Sweden and Germany. National minorities acknowledged by law, such as the Swedish-speaking Finns and the native Sámi, receive relatively adequate airtime, with public service media addressing their needs in proportion to their populations. Nevertheless, other minority groups, whether served by public service or private media, lack effective representation. Overall, unofficial minority languages, excluding Russian and English, are primarily catered to through the PSM website and social media, as emphasized in the report (Mäntyoja & Manninen, 2023).

To conclude, drawing from the book "Diversity in Theory and Practice: News Journalists in Sweden and Germany" by Graf & Jönhill (2011) and the Media Pluralism Monitor, here are the final remarks based on the report by Brogi et al. (2020) from the European University Institute:

To achieve genuine inclusivity and representation of societal diversity in media across Europe, the following policy measures are suggested:

- Amend government contracts with public service media to include equality policies.
- Promote better representation of minority groups in media management.

- Provide legal recognition and increased funding for community media, potentially through digital taxation.
- Ensure the distribution of subsidies is regulated for fairness and transparency.
- Implement comprehensive media literacy strategies, including formal education and regular monitoring.
- These measures aim to foster a more inclusive and representative media landscape across Europe.

3 WHAT KIND OF PRACTICAL SUPPORT DO FINNISH MEDIA EDITORIAL OFFICES NEED TO INCREASE PLURALISM?

3.1. Analysis of interview materials with Finnish media houses' chief editors (Cultura Foundation and other works)

The survey on Media Trust 2023, commissioned by the Cultura Foundation, addressed the diversity in both content and the ethnic backgrounds of journalists. The survey was responded to by 315 journalists/media professionals. 72% of respondents consider it very important for ethnic diversity to be visible and audible in Finnish media, while only 10 respondents think otherwise. Regarding the treatment of ethnic diversity in news materials, 40% of journalists believed that their employers handle it well and honestly. 23% thought that their audience includes individuals from ethnic minorities, while 44% believe that ethnic groups residing in Finland do not follow their media at all.

Miten arvelet, onko lukija- ja kuulijakunnassasi merkittävä määrä henkilöitä, jotka kuuluvat etnisiin ryhmiin?

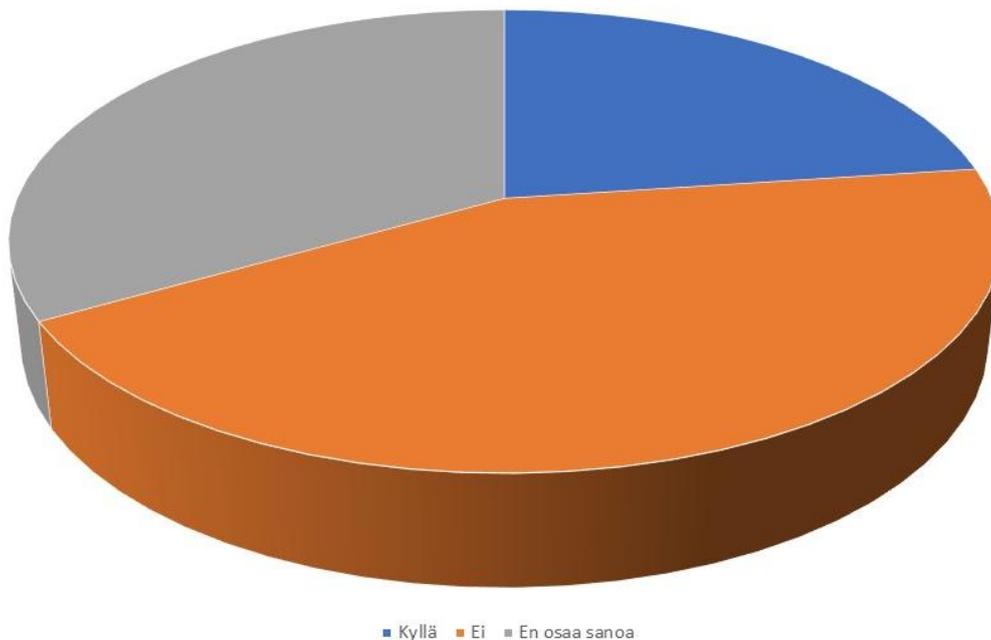


Figure 6: Based on your own estimate, does a considerable part of your audience belong to an ethnic group? 23 % yes (blue), 44 % no (orange), 33 % I don't know (grey).

Ethnic diversity is primarily seen through content (60%). Creating an open work environment was considered important by 20% of respondents, and investing in recruitment representing diverse ethnic backgrounds was considered important by only 10% of respondents. Only 5% of the workplaces of the survey respondents actively collaborate with civil organizations representing different ethnic groups.

Miten työnantajasi tai itse työnantajana olet onnistunut lisäämään etnisten yhteisöjen ja ryhmien yhdenvertaista näkyvyyttä mediassa?

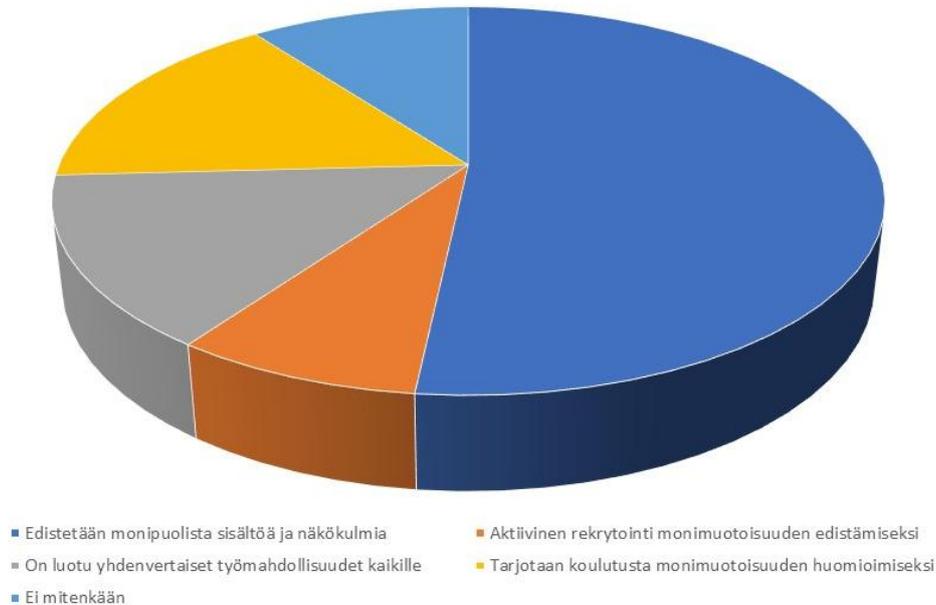


Figure 7: How has your employer or you as an employer succeeded to increase the equal visibility of ethnic minority groups in the media?

According to 52% of respondents, media's ethnic diversity is primarily presented through content, and only 8% believe that actively recruiting individuals from different ethnic groups is the key to presenting diversity in the media. Media houses actively recruiting individuals from different minority groups are primarily large employers (83% employing over 50 people), mainly located at Uusimaa (the capital and surrounding metropolitan area). It can be assumed that YLE (Finnish public broadcaster) is the most progressive recruiter in Finland's media landscape.

Despite a larger number of participants acknowledging the positive effects of ethnically diverse newsrooms (more diverse content, better international relations, better understanding of different cultures), many also see challenges. 34% see challenges in language proficiency requirements, 15% fear challenges due to cultural differences, 10% find managing a multicultural work environment challenging, and 8% see a decline in the audience solely due to an ethnically diverse newsroom. 20% of respondents believe it would be wrong if certain job tasks were dependent on ethnic background.

3.2. Interview with immigrant/minority background journalists and/or journalism students

Following the literature review and the utilization of secondary data by Cultura Foundation, we conducted interview with journalists, or students of journalism with immigrant background. For this, we have formulated ten practical questions asking about media diversity in Finland, challenges of working as a journalist and ways out. Questions were informed by the previous studies and experiences on media pluralism in Finland. The questionnaire was in Finnish and in English, where participants could write down as long answers as they would need. In two weeks of time, we have gathered eleven responses through the questionnaire and one face-to-face interview. Almost all of the responses were written down in English. Respondents had from seven to twenty years of journalism work experience abroad, from zero to five years' experience in Finland. Analysing the data, we have presented (see Table 1) the responses to each question in shorter forms as key themes and indicated their frequency of occurrence inside the parentheses in numbers, to attach possible weight and significance.

Table 1: Analysis of the questionnaire

<p>1. Career Journey in Finnish Media: Diverse Backgrounds (12): Respondents had a very diverse work experience, mostly from abroad. Challenges in Permanent Positions (8): Expressions of difficulties in securing a job or even a permanent position within the Finnish media landscape. Limited Possibilities (5): Frustrations over perceived limitations or barriers faced by immigrant journalists in the industry linked to Q 6,7 and 8.</p>	<p>2. Integration related: Slow Integration Progress (9): Observations and concerns about the slow pace of integration, also due to its one-sidedness. Cultural Barriers and Hesitancy (8): Identification of cultural barriers and hesitancy as factors impacting integration, especially concerning the accommodation of differences. Invisible Glass Ceiling (4): Societal hesitancy towards migrant background, even for the second generation, affecting the integration of individuals with migrant backgrounds.</p>
<p>3. Representation of Migrant Backgrounds in Media: Complexity Acknowledgment (10): Recognition of the complex nature of depicting such issues in the media. Inaccurate Portrayals and Stereotypes (8): Instances of media portraying individuals with inaccuracies and reliance on stereotypes. Recognition of Fair Representation (7): Acknowledgment of efforts towards fair representation with a need for improvement.</p>	<p>4. Diversity within Finnish Media Practice: Workforce Diversity (10): Expressions of concern about the scarceness of diversity within the workforce of Finnish media. Pluralism of Information Sources (8): Observations on the limited pluralism of information sources, potentially affecting the richness of content. Pluralism of Perspectives (7): Desires for a more pluralistic approach in media practices to incorporate diverse perspectives.</p>

<p>5. Role of Editorial Staff Diversity: Recognition of the Importance of Diversity within Editorial Team (9): for enriched content. Uncertainty about Editorial Importance of Diversity (7): Wondering if any level of importance editors attaches to diversity in shaping content. Belief in Enriching Content (6): that diversity enriches content by bringing in different perspectives.</p>	<p>6. Possible Roles in Finnish Editorial Teams: Roles and Responsibilities (7): Descriptions of various roles like reporter, editor, columnist, cultural correspondent, and multilingual reporter. Perception of Ethnic Background (7): Mixed perspectives on how ethnic background is perceived, with some considering it an advantage and others seeing it as a potential limitation from the point of the employer.</p>
<p>7. Insights on Recruitment Process: Language Proficiency Emphasis (6): Consensus on the high importance of language proficiency in the recruitment process. Overvalued Skills (5): However, native-level language proficiency and local work experience are deemed overvalued. Undervalued Skills (4): Cultural competence, diversity, and adaptability.</p>	<p>8. Language Requirements and Professional Skills: Crucial Language Proficiency (7): Consensus on the critical nature of high-level Finnish proficiency in the media industry. Balance with Professional Skills (6): Challenges in finding the right balance between language skills and professional expertise or other contributions that can be obtained.</p>
<p>9. Support for Journalists with Immigrant Backgrounds: Need for Support (6): Various forms of support discussed, including union support, diversity training, language assistance, mentorship, cultural sensitivity training, networking, and advocacy for inclusive policies.</p>	<p>10. Structural Changes for Employment of Immigrant Journalists: Call for Structural Changes (8): Suggestions for changes like anonymous recruitment, diversity training for hiring teams, language support programs, cultural competence training, mentorship programs, specialized positions and diversity metrics.</p>

Despite the lived and perceived challenges in entering the Finnish media workspace, respondents seemed to be hopeful and also actively pursuing their goal. Looking at the results of the questionnaire (Table 1), one thing every respondent underlined is the significant role of a diverse editorial team on pluralism in the content. In other words, the more diverse background staff, the more the diversity flourish.

Finnish language proficiency is one of the biggest concerns of both organizations and the journalists. One challenge in this regard reported to be the circumstance that the Integration programs of the state do not necessarily provide further language education from the B2 level onwards. Such courses would be the first systematic way to approach the problem. Respondents evaluate their proficiency sufficient, however, “native like” language skill requirements will never be reached, they assert. In addition, respondents believed that their already present skills, language sets and reach within or outside Finland is undervalued. At the same time, their value is seen more in abroad, when a faraway media organization (such as Al Jazeera) do tend to value this by offering remote work. This leads us to think that there should be a practical way to tackle the language barrier with:

- 1) a way of improving the language proficiency better.

- 2) change the attitude of the employer to language requirements, softening a bit
- 3) In addition, there are other roles in the organization which one can do with lesser Finnish language proficiency

Half of the respondents perceived their ethnicity as an obstacle and reason for the hesitancy of the Finnish employer from employing immigrant background journalists. Under the pressure of the unemployment office, failed attempts to land a job in their profession, journalists with migrant background may also leave from their profession and go for other 'more available jobs' through re-education and re-qualification, losing time and resources, while Finnish media organizations losing a chance for improvement and human capital.

It is also clear from the questionnaire that journalists with Immigrant backgrounds see value in mentorship. Although there are mentorship programs offered by some civil society organizations in the capital region (such as Think Africa mentorship program), there are no permanent journalist representatives from the Media organizations. This would also relate to another wish - that is strategic networking. Despite the already available networking opportunities, media institutions are rarely presented in such occasions.

3.3 Goal-oriented workshop for fostering dialogue between employers and journalists with immigrant background

After hearing both media organizations and journalists with migrant background, we opted to host a practical workshop, bringing interested stakeholders together. The workshop overall brought twenty-one professionals. Most of the attendees were journalists and/or journalism trainees/students with migrant backgrounds living in Finland, two media researchers and two media representatives. Through the parallel group work, we were able to address five concrete questions and themes related to it.

3.3.1 First: Can we look at the ethnic diversity in the Finnish media as an economic benefit? If considered so, what would be the current practices of fair representation, ethnic diversity, and inclusion?

The first question was born based on the previous studies in Germany and Sweden where the media organizations seemed to take things into the next level (progress) when the diversity notion is understood as an economic benefit. Almost all the participants of the workshop views ethnic diversity in the media as:

- Economic benefit

- Potential to attract new audiences and enhance journalism
- A value of diverse skills and human capital
- Asserting that communication involves education, togetherness, and participation
- True representation by manifesting the existing diversity in society

There were cautions too, as to not reduce diversity to just an economic gain, and that there will be difference between the public broadcasting (PBS) and commercial media from the perspective of the economic gain. It is because, while one is more about profits and keeping the subscribers, the other's priority is to serve the public.

The media's role in addressing immigration is repeatedly acknowledged, but the under-representation and scarcity of journalists with immigrant backgrounds is believed to be hindering effective communication and involving communities of all backgrounds living in Finland. As one participant put:

"Media has to sell, so they have to provide articles the target group [of diverse backgrounds] feels its own, relatable."

Immigration - is a subject often handled in the Finnish media but, without a journalist with immigrant background it is hard to reach out to the immigrant communities.

"There are a lot of stories in the Somali communities we don't hear about, huge things. But Somalis' won't speak to a Finnish journalist, especially not about these stories."

The Finnish population with immigrant/minority backgrounds are also increasingly searching for information from abroad, in different languages in a digitised environment.

"Immigrants are living on the news! They just consume foreign channels; they very often use satellite receivers. How can we get them using Finnish media?"

To keep them interested and involved as users, there also should be a multilingual news channel. Satakieli is a good example, but it is based on temporary project pages/channels. There is a need for long-term platforms with permanent financial backing.

"There were a lot of projects providing media content in different languages in Finland, but they are mostly project funded. Should not they continue?"

Another participant stated:

"Reaching out new audiences should be profitable. It is strange to think that it wouldn't be."

Reaching out new target groups might demand recruitments. These recruitments might contain some risks such as if the recruit is to be able to reach the target group and being a "magnet." A journalist with Somali background said:

"I received calls from Finnish journalists that my material was more like an activism than journalism, but I received calls from Somalia that I am a traitor and a minion of White people."

The risk lies in whether a professional journalist can be accepted by the audience as both a professional and a member of Finnish and immigrant society simultaneously. Journalists often argue that target groups are too small to provide a wide enough audience and make the media outlet profitable. Consequently, media houses believe content should cater to a more general audience. However, TV series have shown that content focused on niche subjects or groups can achieve significant commercial success. Could this be true for other media formats as well?

On a positive note, A-lehdet media has started using images that depict immigrants in everyday situations as part of Finnish society, promoting diversity in visual materials. The training of current media professionals with migrant backgrounds at Haaga-Helia was also highlighted. With the growing linguistically diverse audience, Satakieli, a multilingual media outlet that began operating in February 2024, was mentioned. The need for further internationalization of Finnish media was emphasized, with content in English and German being particularly noted. Participants suggest that this trend should continue.

"We started to provide media content in English and German to reach a wider European audience. We must be able to use content produced in other languages in our Finnish outlets."

The importance of language assistance at work and structural support, such as proofreaders to check texts, was also mentioned. The role of Artificial Intelligence in text checking and translation was highlighted. One participant noted:

"We won't need proofreaders particularly but editors who understand the language requirements of journalism and can edit the texts. If Artificial Intelligence can produce non-mechanical translations, we won't need translators but only editors to check the texts."

3.3.2 Second: What services and specialised job/positions should companies make available? And what services should the journalist association provide.

In terms of addressing the possible support for journalists, the two questions were brought up. Discussions were around the support structures needed for journalists, companies, and self-supporting individuals to increase employability and ethnic diversity and inclusion. The questions raised covered services and specialized positions companies could offer.

- Openness and accommodation for local journalists/editorials
- Emphasis on fair competition in hiring practices, avoiding exclusion based on linguistic, ethnic, or other minorities
- Increasing the use of international languages in media for a diverse representation of Finland globally and domestically
- Providing proofreading services for materials created by individuals with lesser language proficiency
- Language training targeting higher proficiency levels (YKI 5/6, C1/C2) for journalists with immigrant backgrounds
- Utilizing AI for translations and text corrections
- Creating new contacts and adopting innovative approaches, including establishing International News Desks
- Recommendations for inclusive management, HR training, and mentorship programs to enhance diversity and inclusiveness in editorial staff.

3.3.3 Third: What services and changes are needed for a company to enhance ethnic diversity, inclusivity, and create diverse materials? Additionally, how can language skills be developed, professional networks built, and cooperation fostered between immigrant journalists and media houses?

Questions four and five were discussed together. Employers were encouraged to consider the professional skills of individuals who speak languages other than Finnish or Swedish. Companies were advised to learn about state-offered internships, salary subsidies, and networking assistance. The study highlighted the challenge of hiring diverse journalists, as some switch to other fields. It called for increased efforts to attract a diverse group of candidates, including through journalism programs at universities.

At the workshop, we also explored the roles of associations and unions and suggested necessary changes within companies to promote inclusivity and personal

development, including language skills and professional networking. Potential cooperation between immigrant journalists and media houses was also discussed. The overall matter is summarized with the following bullet points:

- Consider professional skills of multilingual individuals.
- Learn about state-offered internships, salary subsidies, and networking help.
- Address the challenge of hiring diverse journalists.
- Increase efforts to attract diverse candidates through university journalism programs.
- Explore roles of associations and unions.
- Implement changes within companies for inclusivity and personal development.
- Promote language skills and professional networking.
- Discuss potential cooperation between immigrant journalists and media houses
Implementing inclusive management practices
- Encouraging diverse content creation
- Fostering cooperation and collaboration between local and newcomer journalists
- Emphasizing the importance of bravery for Finnish journalists/editorials
- Avoiding limitations based on ethnicity and recognizing diverse expertise
- Introducing trial periods and securing funding for journalists with diverse backgrounds
- Strengthening cooperation with educational institutions and journalism programs
- Establishing mentorship programs
- Providing training for HR and editors working with journalists of migrant backgrounds
- Organizing networking events for journalists

4 WHO ARE THE CURRENT ACTORS AND WHO SHOULD BE INVOLVED IN PROMOTING MEDIA PLURALISM?

Given its role as a foundation promoting media pluralism and development both in Finland and internationally, VIKES could engage in such work. Specifically, VIKES could offer a platform for journalists of all backgrounds, provide networking opportunities, investigate nuanced challenges and possibilities on a larger scale, and implement identified solutions. Additionally, VIKES could create diversity charters, provided there is financial support.

- Council for Mass Media in Finland has a significant role in shaping the policies, The Journalists Guide document, and upholding the highest possible standard for the media pluralism and diversity in media, both in content and in the workplace.
- The Union of Journalists in Finland and Media associations naturally comes in front given their vast reach and access to journalists of all kinds in Finland. They both have the potential and duty to address pluralism issues both nationally and regionally.
- Media organizations, PBS, and other interested parties in upholding fair competition and inclusiveness in their hiring practices along with the rich and creative content would have a key role in their contribution and accommodation of those implications in their example.
- The media co-operative of The Union of Journalists in Finland - Mediakunta could be a good starting point for journalists with immigrant backgrounds.
- Finally, the higher education institutions, researchers and other public and third sectors have a valuable role in offering research, training and joint programs for advancing journalism studies both in terms of academic achievement and practical application.

5 WHAT ARE THE POSSIBLE GAPS THAT NEEDS TO BE FILLED NEXT, TO MAKE CONCRETE PROCESS IN PROMOTING PLURALISM?

Following the workshop, we conducted phone interviews with four team leaders from various media organizations. Two were from the Public Broadcasting Service (YLE): one from the editorial board and the other involved in recruiting. We also interviewed two representatives from private media companies, both editorial staff members—one from Helsingin Sanomat and the other from Otava Media. Additionally, we incorporated commentary from Hodan Muhamed, a professional DEI expert in Finland, who provided feedback on our preliminary draft of the report.

Based on our findings, including interviews with media organizations and input from diversity, equity, and inclusion (DEI) experts, the next section will suggest ways to address identified gaps. These suggestions will be divided into three main levels, which can apply across different levels simultaneously:

- 1) Supra-Organization
- 2) Organizational level
- 3) Personal level

5.1 Supra-Organisational level

There is a significant need for research on media audiences and users. If this research could illustrate the changing media users, media companies might be more willing to hire journalists with foreign backgrounds, reducing obstacles and providing more suitable content for people with immigrant backgrounds. As interviewed team leaders

pointed out, mapping potential new customers would be a good idea and a way to make the potential visible. It is important to know what media they follow, what language they use, and in what form. Medialiitto has a research foundation called Media-alan tutkimus-säätiö, which focuses on business and technology. If they can identify uncharted groups of potential new audiences as new content/product users, this could be a valuable research subject.

Inclusive policies are deemed important based on examples from neighboring countries, DEI expert comments, and survey data. Diversity goals could start systematically at a national level. Media organizations could have diversity plans and goals that include ethnic and linguistic diversity, not just regional or gender diversity. These goals could be upheld in representation, content production, and recruitment. These actions require commitment and long-term work but are crucial for creating a more diverse and inclusive media field in Finland.

Developing and implementing internal and external communication strategies that emphasize diversity and improve openness and understanding of different cultures is crucial. As a team leader from the media stated in the interview, one way to develop inclusiveness is to add it to the criteria of The Label of Responsible Journalism by The Union for Journalists in Finland. Members should commit to it, outline the required steps, and make the necessary changes. Media houses could employ journalists with different language skills, but finding such professionals might be challenging. Editorial boards should also be more diverse.

Monitoring the practices mentioned above could be done by actors such as The Union of Journalists in Finland. Monitoring is needed because staying at the abstract general discussion level does not necessarily help if it is not turned into practice. If there is a need for wide guidance and role-taking in promoting diversity, VIKES might be a viable organization to do it, provided they have the resources. There is state-offered assistance like internship salary subsidies and other training for unemployed professionals that media companies should be informed of.

- a) *Internship (Työkokeilu)* - every unemployed journalist with foreign background has the right to go for a 3-month internship. This is free of cost for the company, but a possibility to get the journalist known in the media organization. Applying this, companies could have Finnish as a second language trainer (S2) to proofread the texts, removing the question of language proficiency.
- b) *Wage subsidy (Palkkatuki)* - this way of employment can minimise the economic risks of the employers.

As commented by representatives of media-houses, The Union of the Journalists in Finland could have taken the role for advancing these measures. That said, the main issue seems to be the resources for 'tailoring job descriptions' and guiding new employees with migrant backgrounds as this requires another employee given that it may require a lot of working hours. Therefore, it is important to get HR departments committed to these projects. In that sense, Haaga-Helia did it right to involve both journalists and HR departments.

5.2 Organizational level

The Union of Journalists in Finland (Journalistiliitto) could improve representation for journalists with foreign backgrounds. They could provide guidance on freelancing and organizing cooperative ventures for journalists from diverse backgrounds to produce content for Finnish and international audiences. Immigrant journalists could initially join the cooperative run by the Union and utilize it as a platform for collaboration. This structure could also integrate unemployment benefits if membership reaches a certain threshold. Networking with Finnish freelance journalists is recommended to explore employment opportunities, especially as traditional media outlets reduce freelancer usage, a trend the Union could investigate further. Creation of a functioning networking platform or developing the existing ones would facilitate situations where journalists could interact, meet and further contact editors and media houses to offer their ideas/stories.

Intersectoral collaboration is required where Finnish journalists could contribute to the networks of journalists with migrant backgrounds to talk about the culture and practices at the Finnish media houses and learn about various diverse communities that live in Finland.

Proofreaders deemed effective only in cases where there is a journalistic knowledge that proofreaders have. Artificial Intelligence is also doing a decent job, if the editors allow such tools and take greater responsibility in checking the text and putting it forward.

In the instances where the lack of language proficiency is considered as an obstacle, alternative tasks could be considered, for instance, visual tasks (pictures, video), back office, etc. As commented, some media houses already use graphic artists who don't speak Finnish at all. Mapping of tasks would be important, especially checking the demanded language skills of roles, positions. There might be roles where being multilingual is very important but other tasks are not so much.

The discussion around the topic of anonymous recruitment is twofold in the media industry. Despite its potential to enhance transparency and fairness, previous

attempts at anonymous recruitment, such as those by Yle, yielded similar or worse results. It's suggested that focusing on the journalist's portfolio, rather than background or ethnicity, is paramount in media recruitment. Some media outlets, like Kioski and YleX, practice positive discrimination to promote ethnic diversity, a strategy that may not be feasible with anonymous recruitment. Additionally, while discrimination based on foreign names is acknowledged in other sectors, according to the interviewed media representatives, it's not widely perceived as an issue within media organizations.

Cooperation with cities, employment services, Integra programs focused on highly educated migrants integration, offering academic and language training is another effective way.

Talent hubs that the municipalities have created to retain and support international people and aim to facilitate smoother adaptation and recruitment in Finland. They could facilitate new Finns to develop their set of language skills and create/translate content to the languages of their fluency which can be beneficial in reaching out to culturally and linguistically diverse Finnish society members.

Another crucial point to reflect is to represent people with immigrant backgrounds as insiders, ingroups, as members of the society, not as foreigners by default (in content and visual materials). As pointed out during the interviews, this is an important matter, which is why journalists with immigrant backgrounds would be needed. For journalists, the easiest way to get an expert is to find a Finnish speaking one. As commented, there is a wide consensus in the Finnish media about it. Still, the basic knowledge on this issue must be enhanced.

Mentoring and career development: professional mentoring is important especially for young professionals with immigrant background. They must have the possibility to make their own professional choices and not to be stuck into the role of an immigrant. As commented, there aren't any mentoring programs in Finnish media. At Yle supervisors have a program called Kisällikoulu, which is a tailored and most functioning mentoring program. Anu Silfverberg from Long Play knows about it the best. Every company is considering the benefits of being a multinational workplace. Mentoring is one of the ways to enhance it. If a company won't include diversity into its strategy, they won't offer mentoring programs.

The focus is on Intercultural Competence and Inclusion Trainings, which aim to guide colleagues in working effectively together and accurately representing immigrants in news coverage. These training involve delving into various cultures and fostering collaboration with organizations led by immigrants. Suggestions include hiring individuals from ethnic minorities as experts to deepen understanding and involvement, such as aiding in campaigns to encourage minority participation in voting.

Collaboration is seen as vital, particularly for media organizations with a mission of social inclusiveness.

5.3 Personal level - self-development

There have been ideas to start the journalistic experience in Finland from small town newspapers where there is a lack of a skilled workforce. Just like journalist students used to start their career in small town papers as summer jobs, immigrant journalists could think about the same.

Intercultural Competence and Inclusion Training for the journalists, both local and new ones, which will increase the working-efficiency and bring know-hows. Media representatives stated that some previous training and events have only repeated themselves on too general level. What is needed is a course handling exact everyday interaction.

Networking and uncovering tacit knowledge are essential in Finnish journalism. While the expectation for journalists to understand neutral and independent reporting is implicit, it's often not explicitly communicated to immigrant journalists. The Union offers seminars on story selling and encourages participation in courses and workshops to develop skills in writing, project application, and understanding cultural nuances within media organizations. Networking plays a crucial role in grasping Finnish journalism's fundamentals, including ethics, styles, and current topics. Media outlets prioritize evidence and portfolios over personal details, seeking story ideas and high-quality publications. Immigrant journalists face challenges restarting their careers in Finland, and recruiters value educational backgrounds. Cultural differences in editorial and journalistic practices should be acknowledged, as learning how things operate in Finland often requires re-education.

Journalists need to be more agile, creative and with a lesser perceived sense of victimhood that things are not working, especially attributed to perceived ethnic or linguistic disparities.

Freelance or co-operative could be considered as good employment methods. Co-operative of foreign journalists is not considered as a main job by the Employment Office (TE Palvelu) if the members are more than eight, so it would not affect the unemployment allowance, which means more possibility for networking or possible provision of skills to the media organizations.

Intensively develop language skills. As one can hardly find Finnish courses aiming higher than the B2 level. Such advanced language training is also needed. A cooperative (osuuskunta) could employ Finnish language trainers together to aim to reach level C1/C2 / YKI5/YKI6. In addition, the cooperative can order other training as well.

6 CONCLUSIONS

The bottleneck report underlines a democratic commitment to serving all and promoting equal treatment, also in terms of ethnic, linguistic and other diversities. While recognizing the business value of diversity, it points out that minorities are not perceived as relevant audiences in Finland, hindering the economic principles that might drive diversity. Drawing a comparison with Sweden, where commercial competitors to public service broadcasting have incentivised diversity, the report highlights the absence of systematically documented strategies in Finnish Media workplaces. It advocates for more audience studies to understand the general and regional demographics and stresses the importance of reflecting the diverse population in media content. Emphasizing the potential unique perspectives brought by journalists with immigrant backgrounds, the study suggests that recognizing immigrants as an untapped audience can lead to improved journalism quality, proposing measures such as financing market research to showcase the potential new audience for media companies. If a new uncharted target group can be identified, media companies would be more willing to employ journalists or media persons to address those target groups. Below, readers will find the most highlighted recommendations to consider in promoting media diversity.

6.1 The Most Highlighted Practical Recommendations of the Survey

- 1) **Media Training Programs.** Based on the example of Germany and Sweden, here are two takeaways to consider further. It has been underlined over and over that the special programs such as 'more color in the news' aimed at involving and reflecting the diverse population as well as the traineeship programs for journalists with migrant/minority backgrounds were the most fruitful of the diversity work. It has been underlined as well that journalists

with immigrant backgrounds need to seek knowledge about Finnish media processes and especially about principles.

- 2) **Diversity Plan.** In the case of Sweden, having a Diversity Charter, a diversity plan that involves media organizations participation and commitment would give concrete goals to follow collectively for the development of media diversity.
- 3) **Media Audience Research.** There is a significant necessity for research on media audiences/users. If through research the changing media users will be visible, media companies may be more willing to start paying more attention to diversity and hiring practices, aiming to involve the changing media users.
- 4) **Language Training.** Lack of Finnish proficiency could have been tackled from the policy to practise level. As the current integration program of the Finnish State does not necessarily provide further language education from the B2 level onwards, such courses would be the first systematic way to approach the problem.
- 5) **Intercultural Competence Training.** Most common suggestion has also been to include/increase training for media organisations, journalists and journalists with immigrant background on the cultural commonalities, differences, competencies and working code and conduct. Hiring managers or Editors in chief are especially believed to benefit from such training.
- 6) **Networking Platform - Journalism Incubator.** Journalists with migrant backgrounds may need an incubator where they can adjust their professional background to Finland, improve their socio-cultural skills and get familiar with the media organizations to know how to develop their portfolios. Through such incubators and more networking gatherings, journalists can be in the radius of the media organizations. It also enables two-way communication between the journalists and hosting platform to collect the feedback related to journalism work and quicker facilitate a change, as such changes via public institutions need years to be considered.
- 7) **Freelance And Co-Operative Training.** As employment might be out of reach for journalists with immigrant background - at least at their early stage of their career in Finland - they could have found more information about alternative employment forms in the media field. Those might be working as freelance or in a co-operative. Mediakunta - a cooperative of The Unions of Journalists in Finland might be a considerable alternative.

Founding new media companies might be a good way to start a career in Finnish media as well, so training on it might be needed as well.

8) Mentoring Program by Media Houses. Based on information received from interviewees, there isn't any permanent form of mentoring nor career services in the Finnish media, provided by employers or unions. As suggested, Anu Silfverberg's *kisällikoulu* would be a good practice to try to apply in media houses as well to help young and immigrant professionals.

9) Inclusion Of Journalism as Possible Option In The Employment Services. Employment services in Finland very often suggest re-education for immigrants, based on the need of job markets. As journalism is an over-represented profession, some other fields are recommended for immigrants. Journalism as a possible direction could be present at the Employment office's portfolio and state-initiated programs can begin to bridge the possible gaps, for example, with the assistance of the Journalist Union.

10) Better Representation for Better Involvement. *Cultura Säätiö* findings have shown that very few journalists have connections/contacted migrant/minority organizations for better comprehension of the topic under their investigation. Lack of trust in certain communities towards the institutions on the other hand, is also keeping marginalized communities from talking to the media. More increased contact and more accurate representation of domestic matters as well as international affairs would immensely benefit the media field and the society for better democratic participation. Municipalities, as well as Unions could produce such familiarizing brochures both in hard and in digital format for two-way interaction, where newcomers to Finland could get to know present organizations in the field of media and similarly journalists could have access to the names of the organizations represented by migrant/minority backgrounds.

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