

A large rainbow flag is being held up by a diverse group of people at a Pride event. The flag is the central focus, with its vibrant colors of red, orange, yellow, green, blue, and purple. Several people are visible, some holding the flag's edges, and others standing in front of it. The scene is set outdoors, likely on a city street, with a paved surface visible at the bottom. The overall atmosphere is celebratory and inclusive.

PROFESSIONAL MEDIA IS DIVERSE

Why greater diversity pays off for everyone.

THIS IS HOW DIVERSE GERMAN MEDIA REALLY ARE

The fact is that most editorial offices are staffed by colleagues who are **whiter than average** and have **no experience of racism or poverty**. They are also remarkably often heterosexual and have **no disabilities**. And even in 2021, most management positions in the media are still held **by men**.

EDITORS-IN-CHIEF IN GERMAN MEDIA¹



SHARE OF WOMEN'S POWER IN GERMAN LEADING MEDIA ²



¹ NDM-Report „Diversity im deutschen Journalismus“² ProQuote Medien

TRUE DIVERSITY - FOR EVERYONE!

DIVERSITY MEANS,...

...that **no one is excluded** anymore. We can only get there if we adapt our content - whether it's a native article, brand story, brand gallery or advertising material - to social reality.

DIVERSITY IS...

...much **more than a question of image** and goes far beyond the representation of minorities.

DIVERSITY BRINGS...

... new **topics, perspectives and stories** - instead of the same old clichés.



WHAT DOES DIVERSITY ACTUALLY MEAN?

Diversity refers to the visible and invisible characteristics of every person.

DIMENSIONS OF DIVERSITY

These include among other things:

- + gender
- + social and cultural background
- + age
- + sexual orientation
- + martial status
- + the physical and mental condition / disability



NEW TARGET GROUPS ENSURE A BROADER AUDIENCE

Many people involved in advertising and content marketing still believe that the audience is basically the same as it was fifty years ago and is remarkably homogeneous. Studies show the opposite: **more people are openly identifying as LGBTQ***. And the potential target group becomes even larger when you consider that LGBTQ* people also have friends, acquaintances and family members who are also interested in the topic.

* LGBTQ stands for lesbian, gay, bisexual, transgender, intersex and queer.

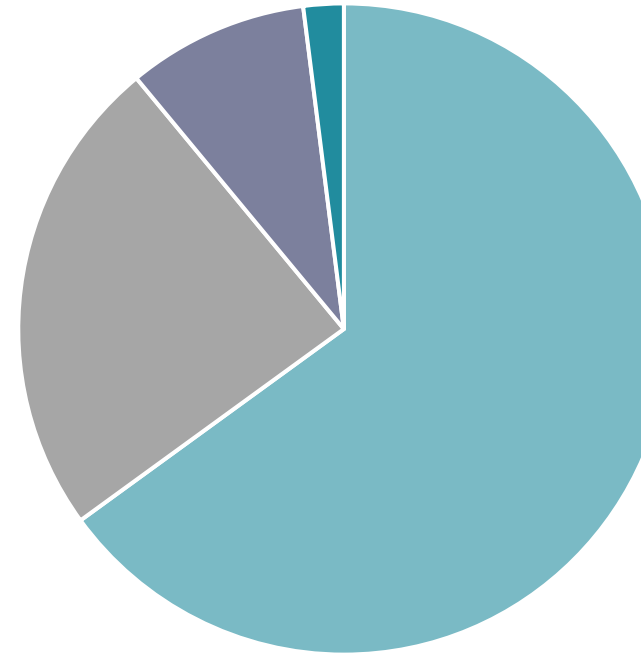
SEXUAL ORIENTATION IN GERMANY

65 % are exclusively interested in
the opposite sex

24 % see themselves as a part of LGBTQ

9 % do not want to give any information
on this

2 % are unsure



IMMIGRANTS & THEIR DESCENDANTS: UNDERESTIMATED?

Something that is still underestimated by many media today: People with a history of immigration also get most of their information from German-language media and are influenced by it. However, studies also show that people who do not look or have a name that is typically German often do not see themselves reflected in the media and sometimes even perceive the reporting as discriminatory.

HOW IMPORTANT IS IT TO PEOPLE WITH A MIGRATORY BACKGROUND* THAT THEY ARE REPRESENTED IN THE GERMAN MEDIA? MEDIATO BE SEEN AND HEARD?

62 % very important/ important

30 % not at all/ less important

8 % I don't know

* In the Age between 20 and 40 years

PEOPLE WITH DISABILITIES ARE FIGHTING BARRIERS

People with disabilities use media at least as much as the general population. However, unlike the rest of society, they regularly encounter barriers such as a lack of subtitles or audio transcriptions.

AN EXAMPLE: TV USAGE OF PEOPLE WITH DISABILITIES

A black and white photograph of a woman with long dark hair, wearing a white top. She is covering her eyes with both hands, with her fingers spread. The image is partially obscured by a diagonal white line that runs from the top left towards the bottom right.

61 %

... of deaf people are dissatisfied with accessibility on TV

43 %

... of hearing-impaired people are dissatisfied with accessibility on TV

48 %

... of blind people say that they are "occasionally" to "very often" to "very often" cannot follow.



is digital

WE CANNOT IGNORE SOCIAL CHANGE

We make sure that media monotony is a thing of the past.

RICH IN PERSPECTIVE, POOR IN CLICHÉS

But how does professional journalism work for a pluralistic society?

Language can mean more awareness, participation and equality for all dimensions of diversity. We can adapt it, change it and ensure that we can communicate with each other without barriers.

STEP 1 | GENDER-FRIENDLY LANGUAGE

Gender-friendly language and sensitive formulations are particularly important for the consideration of diversity and gender. In written language, the asterisk or colon between feminine and masculine forms is widely used for gender-equitable formulations. It encompasses **not only woman and man, but the multitude of gender identities.**

Example: **parent instead of mother/father or person instead of woman/man**



RICH IN PERSPECTIVE, POOR IN CLICHÉS

But how does professional journalism work for a pluralistic society?

STEP 2 | Easy Language

To make everyday life easier for people with learning difficulties or disabilities, there is so-called "easy language". Legal texts, press releases and emails are not always easy to understand. However, if they are written in "plain language", this can **facilitate equal participation**.

The main rules for "easy language" are **short sentences and simple sentence constructions**. You should also make sure that you only make one statement per sentence and formulate it without the genitive case. Repetitions and the use of colloquial language also make it easier to understand the text.

Example: „ The office is well connected to public transportation.“
better: „ **The office is easy to reach by bus and train.**“

RICH IN PERSPECTIVE, POOR IN CLICHÉS

But how does professional journalism work for a pluralistic society?

STEP 3 | TELLING DIVERSITY THROUGH PICTURES

What should be considered when selecting visual material? How can social diversity be represented visually? We make sure that the material used in our products is **free of stereotypes** and **sensitive to discrimination**.

The photo database gesellschaftsbilder.de, which was launched in 2016 by the Berlin-based association SOZIALHELDEN e.V., also provides a useful guide.



Source: gesellschaftsbilder.de

RICH IN PERSPECTIVE, POOR IN CLICHÉS

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STEP 4| TEXT-TO-SPEECH FOR PEOPLE WITH VISUAL IMPAIRMENTS

We can also create accessible content for people with visual impairments. The be-all and end-all here is an [accessible media player](#) that can be operated entirely by keyboard and has large and easily recognizable controls.

STEP 5 | SUBTITLES FOR PEOPLE WITH HEARING IMPAIRMENTS

Subtitles for the deaf for videos and audio files not only benefit those who have no acoustic perception, but also those who are hard of hearing, perceive sounds and are good lip readers. Studies have shown that the [ideal subtitle duration is between 2 and 3.5 seconds per line](#).



CONCLUSION: HOW DO WE BRING DIVERSITY INTO OUR CONTENT MARKETING PRODUCTS?

- ✓ We make sure that **no one is excluded** and that **everyone feels addressed** - regardless of age, gender, origin, sexual orientation or even mental or physical limitations.
- ✓ We ensure that our language is **gender-equitable** and **easily accessible**.
- ✓ We show **diversity** in pictures and make videos & audios **accessible to everyone**.
- ✓ We make appropriate **recommendations** and advise you at all levels in order to achieve a **wide range of successes** for your product.



DO YOU HAVE QUESTIONS OR SUGGESTIONS?

Please feel free to contact me.

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