



Discrimination in
community broadcasting?

**Surely not
among us!**



Community broadcasting in Austria aims to create programmes and spaces that allow for a diversity of opinions, languages and perspectives. How can we ensure that as many people as possible feel safe and are well represented? One thing is for sure, we must be critically aware of our own actions – because discrimination is not always obvious.

Get involved!

This folder serves to stimulate discussion and help bring our anti-discriminatory principles into practice.

Let's recognise differences and engage with them constructively!

Even if people share the common experience of sexism, other factors such as social or ethnic background may account for major differences. No woman can speak for all women.

- **Check: Are you genuinely interested in the realities of people's lives that are different from yours? Do you allow people the space to take a stand and engage in dialogue? When hosting a programme, do you make sure that everyone is given an equal opportunity to speak?**

Let's be wary of categorisations!

Be mindful when categorising social and physical characteristics like behaviour, presentation and physique into male/female, old/young or in terms of social or ethnic groups. The reality is often much more complex!

- **Check: Take a moment to reflect on the characteristics you ascribe to someone in your programme! Ask yourself why. Do you bring up children and appearances when you interview women, but omit these details with men? Are you tempted to ask Black people where they come from?**

Let's involve experts from social movements as sources of information!

Social movements and citizens' organisations play a crucial role in voicing people's diverse concerns. Antiracist civil rights organisations or climate activists often receive little recognition in mainstream media and are not consulted as experts in media coverage.

- **Check: Do you invite people with disabilities or those who have experienced poverty to speak as experts on your programme? How could you expand your circle of existing interviewees?**

Let's prevent violence in community broadcasters!

Familiar examples of framing violence in a sexist way: calling it a "relationship drama" in cases where a man murdered a woman or using terms like "collateral damage" to mask the rape of women as a systematic practice of war. Another example is referring to thousands of people fleeing war as a "wave of refugees", leading to dehumanisation. Subtle offences in daily interactions, such as funny slogans, can cause harm and humiliation both inside and outside the studio!

- **Check: If you are affected by violence of any kind during broadcasting, please contact a team member you trust!**

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Let's make gender diversity more visible!

In German, it is still common to use the masculine form – to address everyone, and all should feel included. Language is an important instrument for recognising gender diversity. Even if we use both the masculine and the feminine form, this still excludes people who identify as neither male nor female. Gender neutral formulations enable us to include everyone, e.g. "I would like to welcome all those attending today".

- **Check: Does it bother you when it is unclear whether a speaker on a broadcast is male or female? In which circumstances is gender relevant to the topic?**

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